



STUDENT WORKBOOK

TPO CONTENT MASTERY PROGRAM

The Complete Content System Workbook

A six-week guided program to build a content engine that attracts, converts, and compounds — for local service businesses.

STUDENT NAME

START DATE

BUSINESS / NICHE

COACH

PROGRAM

6 Sessions · 60 Minutes Each · Weekly

INSIGHT SOCIAL MEDIA MANAGEMENT

insightsm.com · @insightsocialmm

Before You Begin

This workbook is the companion to the TPO Content Mastery Program. It is built to be written in, marked up, and returned to long after the program ends. Treat it as the operating manual for your content engine.

Most local service businesses approach social media the same way: they post when they have time, share whatever feels relevant that day, and hope something eventually produces a client. Months pass. The results never come. The conclusion they reach is almost always wrong — they decide that social media simply does not work for their kind of business.

The truth is that social media works extraordinarily well for local service businesses. What does not work is posting without a system. Random content produces random results. This program replaces the randomness with a repeatable framework that has one job: turning attention into clients.

Over the next six weeks you will install that framework piece by piece. Each session builds directly on the one before it. By the end, you will have a complete content system — a clear niche, a content method, a production workflow, a consistency engine, a conversion system, and an AI-powered growth flywheel — all working together and all built around your specific business.

The Three Frameworks That Run Everything

Everything in this program is built on three proprietary frameworks. You will use them in every session and every post you create for the rest of your business life.

3C

The 3Cs

Clarity, Consistency, Credibility. The three pillars every strong brand is built on. The standard your content must meet.

BRAND FOUNDATION

TPO

The TPO Method

Teach, Proof, Offer. The content operating system. Every post is one mode — never all three at once.

CONTENT ENGINE

CM

Clarity Mirror

Using familiar everyday objects and activities as story hooks to make abstract strategy instantly relatable.

HOOK METHOD

HOW TO USE THIS WORKBOOK

Each session in this workbook follows the same structure: a teaching section with full explanations, content format examples you can model directly, hands-on exercises to complete during the session, and a worksheet to fill in and keep. Read the teaching pages before each session. Complete the exercises during the session with your coach. Fill in the worksheet by the end of the week. Everything you write becomes part of your permanent content system.

The Six-Week Journey

Each week installs one layer of your content system. Follow them in order — every session depends on the work completed in the one before it.

01 Clarity Install

Niche, audience avatar, 3Cs, and your 4 content pillars

02 TPO Install

The Teach-Proof-Offer method, hooks, and post anatomy

03 Content Creation

Camera presence, the Clarity Mirror Method, and editing

04 Consistency System

TPO weekly rotation, content calendar, and batch workflow

05 Conversion + ManyChat

Keyword triggers, the DM framework, and discovery calls

06 Optimize + Local Flywheel

Analytics, repurposing, and the AI growth system

WEEK 1 · FOUNDATION MODULE

01

Clarity Install

You cannot build a content system on a blurry foundation. This week you define exactly who you serve, what problem you solve, and why your voice deserves to be followed.

Clarity Install

DURATION	FORMAT	TOOLS	DELIVERABLE
60 Minutes	Teaching + Workshop	Claude, Instagram, Notes	Niche Statement + 20 Ideas

Before a single post goes out, you need absolute clarity on three things: who you are talking to, what specific problem you solve for them, and why your voice is worth following. Everything in the remaining five weeks is built on the foundation you pour this week.

Lesson 1.1 — Why Most Local Businesses Stay Invisible

There is a pattern you will see every time you look at a local business Instagram page that is not producing results. The photos are decent. The captions are professional. The posting is reasonably regular. And yet nothing happens — no leads, no DMs, no clients. The business owner concludes that social media does not work for their industry. They are wrong, and the reason they are wrong matters enormously.

The content fails for one reason: it speaks to no one in particular. When you try to be relevant to everyone, you become invisible to everyone. The algorithm cannot categorize you, so it does not know who to show your content to. And the people who scroll past cannot instantly recognize that you are talking to *them*, so they keep scrolling. Generic content is invisible content.

The single most underused growth strategy in local business marketing is **specificity**. The contractor who creates content for "Tampa homeowners worried about roof damage after hurricane season" will always outperform the contractor posting for "anyone who needs roofing work." The narrow focus is not a limitation — it is the entire engine of attention.

THE CLARITY EQUATION

Clarity is not a branding preference — it is a revenue decision. The clearer your niche, the faster your ideal client recognizes themselves in your content. The faster they recognize themselves, the faster they trust you. The faster they trust you, the faster they buy. Every vague word is a point of friction between you and your next client.

The Three Root Causes of Invisible Content

1. No defined niche. When your content tries to serve everyone, it competes against everything and stands out to no one. Your ideal client cannot self-identify because nothing on your page signals "this is specifically for you."

2. No audience clarity. Not knowing the exact fears, frustrations, and language of your ideal client means your content speaks in generalities — and generalities get scrolled past every single time. The moment your content uses the precise words your client uses inside their own⁵ head, they stop.

3. No repeatable system. Without a framework, every post is a decision made from scratch. You sit down and stare at a blank screen for 45 minutes. The decision fatigue compounds until you simply stop posting. The system you build this week ends that cycle permanently.

Lesson 1.2 — The WHO-WHAT-HOW Framework

Before you can write your niche statement, you need raw material. The WHO-WHAT-HOW framework is the diagnostic that surfaces it. Most business owners skip this because they believe they already know the answers — but they rarely know them with the specificity that makes content convert.

W

WHO You Serve

Not "small businesses." Specific: the one person you understand best, get the best results for, and genuinely want more of. Your WHO is the lens every post is written through.

DEFINES AUDIENCE

W

WHAT They Struggle With

Not general industry challenges. The specific fears and frustrations your person Googles at 11pm, in their own words. The gap between where they are and where they want to be.

DEFINES CONTENT

H

HOW You Solve It

Not what you do — how you do it differently. Your specific process, and how your content proves that difference before anyone pays you a dollar.

DEFINES METHOD

WHO-WHAT-HOW IN PRACTICE

WHO: Solo immigration attorneys in South Florida, 3 to 10 years in practice. WHAT: "I post every week but never get clients from it, and I don't know if I'm doing it wrong or if social media just doesn't work for lawyers." HOW: A 3-post weekly rotation using the TPO Method that converts their legal expertise into booked consultations — without personal content or dancing on camera.

Notice the specificity. Not "attorneys" but solo immigration attorneys in South Florida. Not "they struggle with marketing" but the exact sentence that runs through their head. That precision is what makes every post feel personally written for the viewer — because it was.

TEACHING NOTE

Run this live. Have the student answer WHO, then WHAT, then HOW out loud before writing anything. Speaking first loosens the specifics that writing tends to over-polish. Listen for the one phrase in their WHAT answer that sounds like real human frustration — that phrase becomes the seed of their entire content voice.

WHO-WHAT-HOW Discovery

Write fast and without editing. Volume and honesty beat polish in this exercise. You will refine in the next step.

1. **WHO:** Think of your three best past clients — the ones who got results and referred others. Write what they have in common: title, business type, years in business, location, and their situation when they hired you.
2. **WHAT:** Write the top 5 frustrations those clients expressed when you first met them. Use their exact words, not professional language.
3. **HOW:** Write one sentence describing how your specific process solves each of those 5 problems differently than the alternatives.
4. Read it all out loud. Circle the most specific WHO detail and the most human-sounding WHAT phrase. These become the seed of your niche statement.

Lesson 1.3 — The Niche Formula

Your niche statement is the single sentence that becomes your Instagram bio, your content positioning, and the first thing a stranger understands about you. It must pass the three-second test: a complete stranger understands who you serve and what you solve before they reach your first post.

The formula is deliberately simple. Its power is in the specificity you bring to each blank.

I HELP [Specific Group] **WITH** [Specific Problem]

SO THEY CAN [Specific Result]

FOUR NICHE STATEMENTS ACROSS INDUSTRIES

Legal: "I help solo immigration attorneys attract bilingual clients with content strategy so they can grow without referral dependency." | Contractor: "I help Tampa Bay roofing companies build trust on Instagram so homeowners call them first after a storm." | Coach: "I help first-generation entrepreneurs build an authority brand so their premium prices feel obvious." | Consultant: "I help HR consultants create consistent content so ideal clients find them before they ever run an ad."

Each one is uncomfortably specific — and that is precisely why each one works. The narrower the statement, the more powerfully it pulls in the exact right person and filters out everyone else. That filtering is a feature, not a cost.

THE SPECIFICITY MULTIPLIER

Every word of added specificity multiplies your content's resonance with the exact person you want — while reducing it for everyone who is not your client. Most business owners are afraid to make this trade. The ones dominating their local market made it without hesitation. Narrowing down is not limiting. It is unlocking.

EXERCISE — DO THIS IN SESSION

Build Your Niche Statement

Write three versions, each more specific than the last. The third should make you slightly uncomfortable.

1. Version 1: Describe your business the way you naturally would today. Do not overthink it.
2. Version 2: Make the WHO more specific — add industry, title, location, or business stage.
3. Version 3: Replace the WHAT with the exact frustration language from your WHO-WHAT-HOW exercise.
4. Read Version 3 aloud. If it feels slightly too narrow, it is correct. Put it in your Instagram bio before the week ends.

Lesson 1.4 — The Audience Avatar

Your niche statement tells the world who you serve. Your avatar tells *you* how to write for them. The avatar is a detailed profile of one specific person — a composite of your best clients — that you write every post to. Not an audience. A person.

QUADRANT	WHAT YOU DEFINE	WHY IT MATTERS
Demographics	Title, business type, years in business, location, income range, how they currently find clients	Tells you where they are and what stage of business they are in
Psychographics	What they feel: overwhelmed, skeptical, self-conscious on camera, quietly certain they are the best but invisible	Tells you the emotional tone your content must match
Desires	What they actually want beneath the surface — not "more followers" but consistent ideal clients who arrive pre-sold	Tells you the outcome to promise and prove
Objections	What stops them: no time, do not know what to post, tried before and got silence, believe it does not work for them	Tells you which fears your content must dismantle

THE AVATAR ACTIVATION RULE

Give your avatar a real name, a real city, and a real situation built from your best past clients. Every post from this point forward is written to that one person sitting across from you — not to a demographic. This is the single fastest shortcut to content that feels personal at scale.

Lesson 1.5 — The 3Cs Framework

Every high-performing local brand on social media is built on three pillars. Audit any account producing real client revenue and you will find all three present. Audit any account posting consistently but producing nothing and you will find at least one missing. These are not soft values — they are measurable standards.

C

Clarity

C

Consistency⁸

C

Credibility

Your audience understands what you do, who you serve, and why to care — in under 3 seconds. Lives in your bio, hook, and first line.

PILLAR ONE

Same schedule, voice, and message until your audience can anticipate your content. It is architecture, not willpower. Built in Week 4.

PILLAR TWO

Accumulated proof that you know your craft. Built through teaching, results, and process. Compounds over time like interest.

PILLAR THREE

Lesson 1.6 — Your 4 Content Pillars

Content pillars are the four themes every post falls under. They are not random categories — each serves a specific role in moving a stranger toward becoming a client. Knowing which pillar a post belongs to before you write it eliminates the blank-page problem entirely.

PILLAR	MODE	WHAT IT DOES
Education	Teach	Breaks down one specific thing your client needs to understand. Builds authority faster than anything else.
Myth-Busting	Authority	Corrects a costly misconception your client holds. Creates the strongest emotional reaction and positions you as the truth-teller.
Reality & Pain	Relatability	Names the exact frustration your client feels but has never seen articulated. Drives saves and shares.
Guidance & Process	Solution	Shows the step-by-step path to the result. Proves your method works and does the heaviest conversion lifting.

CONTENT FORMAT EXAMPLE — A TEACH POST FOR EACH PILLAR

Education: "The 3-second test every service business bio fails." | Myth-Busting: "Posting every day is not why you are not getting clients. Here is the real reason." | Reality: "If you have posted for 3 months with nothing to show for it — this is for you." | Guidance: "The exact 3-post weekly system I give every client."

One topic — content strategy — expressed through all four pillars. The same expertise, four different psychological entry points. This is how you generate 20 ideas from a single area of knowledge.

EXERCISE — DO THIS IN SESSION

Content Pillar Mapping Sprint

Using your avatar and their top 5 problems, generate 5 post ideas per pillar — 20 total in one sitting.

1. Education: For each of your client's 5 problems, write a post idea that teaches one thing they need to understand to solve it.
2. Myth-Busting: Write 5 widely-held beliefs in your niche that are wrong or costly. Each becomes a "stop believing X" post.
3. Reality: Write 5 post ideas that name a specific frustration without solving it yet — the relatability is the value.
4. Guidance: Write 5 step-by-step post ideas that walk your client through a specific process you use.

Week 1 — Clarity Install

WHO — Describe your single ideal client in specific detail (title, business type, years, location, situation when they hire you):

WHAT — The top 5 frustrations your ideal client expresses, in their own words:

HOW — How your specific process solves those problems differently than the alternatives:

Your Niche Statement — Build it here:

I HELP ----- WITH -----
SO THEY CAN -----

FINAL niche statement (the version that goes in your bio):

Avatar Name & one-line situation:

Give your ideal client a real name and a real circumstance.

Week 1 — Audience Avatar & Pillars

Audience Avatar — fill each quadrant:

DEMOGRAPHICS	PSYCHOGRAPHICS	DESIRES	OBJECTIONS

Your 4 Content Pillars & 20 Ideas:

PILLAR	MODE	5 SPECIFIC POST IDEAS

Week 1 Completion Checklist

- Niche statement written and placed in Instagram bio

- Audience avatar profile completed with a real name

- 4 content pillars mapped to real client problems

- 20 content ideas generated (5 per pillar)

- 2 Teach posts drafted and published

- Analytics screenshots taken at 48 hours

WEEK 2 · FRAMEWORK MODULE

02

TPO Install

The TPO Method is the operating system of your entire content strategy.

This week you learn to classify every post as Teach, Proof, or Offer — one mode per post, always.

TPO Install

DURATION	FORMAT	TOOLS	DELIVERABLE
60 Minutes	Teaching + Live Draft	Claude, Canva, ManyChat	3 TPO Posts + Trigger Live

Every post you create from this week forward is one of three modes: Teach, Proof, or Offer. One mode per post. This single discipline transforms random content into a deliberate client-acquisition system.

Lesson 2.1 — Why Random Posting Never Works

Most local service businesses post the same way: when they feel like it, about whatever is on their mind, with an occasional promotion when business is slow. Then they wonder why none of it produces clients. This is not a content-quality problem. It is a system problem. Random posting produces random results.

The TPO Method works because it mirrors the actual psychology of how a stranger becomes a paying client. First they need to learn something valuable from you. Then they need to see proof it produces results. Then — and only then — they are ready to receive an invitation. Skip any stage and you break the trust that makes conversion possible.

THE NON-NEGOTIABLE RULE

One post equals one mode. Never teach, prove, and offer in the same post. Each mode does a different job at a different stage of the client journey. Mixing all three dilutes every message and leaves your audience unsure what to do next. One mode. Executed fully. Every time.

Lesson 2.2 — The Three Modes in Depth

T

Teach

Lead with value. Give something specific and immediately usable. Build trust before asking for anything. Every Teach post earns the right to make an offer later.

HOOK → LESSON → SOFT CTA

P

Proof

Show it working. A client result, transformation, or before/after. Lead with the outcome, then walk back through how it happened. Your most powerful conversion asset.

OUTCOME → STORY → LESSON → CTA

O

Offer

Make the ask. Invite the next step. Only after Teach and Proof have warmed the audience. A cold offer feels like spam; a warm one feels like the obvious next step.

VALUE → PROBLEM → INVITATION

Monday (Teach): "3 things solo attorneys must know before posting their first Reel." | Wednesday (Proof): "My client went from 0 to 4 booked consults in 30 days — here is what changed." | Friday (Offer): "If you are an attorney posting consistently with no clients to show for it — comment AUDIT for a free content review."

Monday teaches. Wednesday proves the teaching works. Friday makes an offer to an audience that is now warm. Someone who sees all three in one week experiences a complete trust arc in five days. Someone who only sees Friday gets a cold pitch and ignores it. The sequence is the system.

Lesson 2.3 — Universal Post Anatomy

Every post — regardless of mode — runs through the same three-part architecture. Each component has exactly one job. When all three are executed in sequence, you have a post that stops the scroll, holds attention, and directs the next action.

COMPONENT	ITS ONE JOB	THE STANDARD
Hook	Stop the scroll in 1.5 seconds	Pattern interrupt, instant relatability, or a question that stings. No warm-up. Start mid-point.
Message	Deliver exactly what the hook promised	One mode only. If you cannot classify it in 5 seconds, it is mixing modes and is not ready.
CTA	Direct the next move with zero ambiguity	One specific action. "Comment AUDIT for a free review." Vague CTAs are invisible CTAs.

Lesson 2.4 — The Hook Bank

A hook is not a creative gift — it is a formula. Every scroll-stopping hook is built on one of a few proven patterns. Learn the patterns and you never face a blank screen again.

HOOK TYPE	THE PATTERN
Contradiction	"Most [niche] think [belief]. That belief is wrong — and it is costing them [cost]."
Pain Targeting	"If you have ever [right effort] and still [wrong result] — this is exactly why."
Number Promise	"[#] things every [niche] must understand before they [action] again."
Story Open	"[Time] ago I had [humble start]. Here is the one thing I changed that produced [result]."
Direct Callout	"[Job title] in [location] — your content is not getting clients because of one mistake."

CONTENT FORMAT EXAMPLE — A TEACH POST BUILT FROM A HOOK

Most local service businesses think posting three times a week is enough to grow. The frequency is not the problem. The real issue is that every post speaks to no one specific. Here is how to fix it in one sentence: rewrite your bio so a stranger knows exactly who you help in three seconds.

This is the Contradiction hook in action. It names what the viewer believes, challenges it, then delivers one specific fix. The unresolved contradiction is what the brain cannot scroll past — the content exists to resolve the tension the hook created.

Lesson 2.5 — Post Type Formulas

Each mode has its own internal structure beyond the universal anatomy. Knowing the formula means you can draft any post in under ten minutes because the structure is decided before you write the first word.

I @insightsocialmm

TEACH

Your Instagram bio fails the 3-second test.

Here is the test: show your profile to someone who has never heard of you. If they cannot tell you who you help and what problem you solve in three seconds — your bio is costing you clients.

Most bios list services. Strong bios state a transformation. "I help [who] with [what] so they can [result]."

CTA: Save this and rewrite your bio today.

Teach formula: Hook (contradiction) → Lesson (the test) → Insight (transformation over services) → Soft CTA (save). No selling. Pure value.

I @insightsocialmm

PROOF

From 200 followers to 4 booked calls in 30 days.

My client is a solo immigration attorney. Thirty days ago she had a quiet page and zero leads from it.

We installed one thing: a 3-post weekly rotation — one Teach, one Proof, one Offer. By week four she had four discovery calls booked entirely from Instagram.

The lesson: consistency plus structure beats frequency plus randomness every time.

CTA: Comment SYSTEM and I will send you the rotation.

Proof formula: Outcome first (the result) → Story (how it happened) → Lesson (the transferable insight) → CTA (keyword trigger). The outcome leads so the viewer keeps reading to learn how.

I @insightsocialmm

OFFER

You are posting consistently and still not getting clients.

That is not a frequency problem. It is a system problem — and it is the exact thing I fix.

I help local service businesses install a content system that turns followers into booked calls, without dancing on camera or posting personal content.

CTA: Comment AUDIT and I will send you a free review of your content page.

Offer formula: Value frame (name the cost) → Problem (the real cause) → Solution (your service) → direct CTA with keyword. Note it only works because Teach and Proof posts came before it in the week.

EXERCISE — DO THIS IN SESSION

Draft All Three Posts Live

Using your idea bank from Week 1 and the formulas above, draft one of each mode during the session.

1. Teach: Pick an Education idea. Write Hook + Lesson + Soft CTA. 8 minutes.
2. Proof: Use a real client result or your own before/after. Write Outcome + Story + Lesson + CTA. 10 minutes.
3. Offer: Write Value frame + Problem + Solution + keyword CTA for your primary service. 8 minutes.
4. Run the 5-Second Audit on each: can you classify the mode instantly? If not, it is mixing modes — fix it.

Lesson 2.6 — ManyChat Keyword Triggers

A keyword trigger turns a comment into an automated DM conversation. When someone comments your keyword, ManyChat instantly sends them the promised resource and one qualifying question — 24 hours a day, while you sleep or work. You configure your first trigger this week.

KEYWORD	TRIGGERS	BEST USED ON
AUDIT	Free content page review	Teach and Offer posts, cold-to-warm audiences
TPO	The framework breakdown	Warm leads who have seen your content before
SYSTEM	Full content system guide	Hot leads ready to understand your process

Week 2 — TPO Post Drafts

TEACH Post

Hook:

Message (one specific lesson):

Soft CTA:

PROOF Post

Outcome (lead with the result):

Story + Lesson:

CTA:

OFFER Post

Value frame + Problem:

Solution + keyword CTA:

Week 2 — Hook Practice & ManyChat

Your post topic:

Hook A — Contradiction:

Hook B — Pain Targeting:

Hook C — Direct Callout:

ManyChat AUDIT Trigger Setup

Auto-DM opening line + qualifying question:

Week 2 Completion Checklist

- Teach, Proof, and Offer posts drafted using the formulas
- All three classified with the 5-Second Audit
- ManyChat AUDIT trigger configured and tested
- All three posts published before Week 3
- Analytics screenshots taken at 48 hours

WEEK 3 · PRODUCTION MODULE

03

Content Creation

The strategy is installed. Now you get it out of your head and onto the screen. This week removes every barrier between your framework and your published content.

Content Creation

DURATION	FORMAT	TOOLS	DELIVERABLE
60 Minutes	Workshop + Recording	CapCut, Phone	3-5 Edited Reels

Great strategy dies in the gap between your head and the screen. This week installs the camera, editing, and storytelling workflow that turns ideas into published content in minutes, not days.

Lesson 3.1 — Why Good Strategy Dies on Camera

There is a pattern that kills more content strategies than any algorithm change: the content lives perfectly in the creator's head, gets captured imperfectly on camera, sits in drafts because it is "not quite right," and never reaches the people who needed it. This is a production problem, and it is completely solvable with a system.

The professionals producing the best content in your niche are not necessarily better than you. They built a production process that makes showing up feel mechanical instead of daunting. That process is what this session installs.

DONE BEATS PERFECT — WITHOUT EXCEPTION

A slightly imperfect Reel published today beats a perfect one sitting in drafts next week. The reps are the skill. Every video makes you measurably better than the last. Record daily, review weekly, improve monthly. Waiting for perfect conditions is the trap that keeps beginners beginners.

Lesson 3.2 — The Clarity Mirror Method

This is one of the most powerful storytelling tools in your entire arsenal. The **Clarity Mirror Method** uses a familiar everyday object or activity as a mirror that reflects an abstract business lesson back to your audience in a way they instantly understand. You catch attention with the familiar thing, then pivot to the strategy lesson underneath it.

The human brain cannot resist a familiar object used in an unfamiliar way. It creates curiosity and makes an abstract concept — like brand consistency or content strategy — suddenly concrete and memorable. This is how you teach strategy without sounding like a textbook.

CLARITY MIRROR METHOD — THE STRUCTURE

Open with the everyday object: "A lighthouse does not run around the coast looking for boats to save." Pivot to the lesson: "It stays in one place and shines consistently — and the boats find it. Your content is the same. Stop chasing the algorithm. Pick your message, stay consistent, and let your ideal clients find you."

The lighthouse is the mirror. It is familiar, visual, and instantly graspable. The pivot connects it to the real lesson about consistency and clarity. The viewer remembers the lighthouse — and because they remember the lighthouse, they remember the lesson.

CLARITY MIRROR METHOD — THREE MORE OBJECT HOOKS

Coffee filter: "A coffee filter keeps the grounds out so you only get the good stuff. Your content needs a filter too — your niche. It keeps the wrong audience out so only the right clients get through." | GPS: "Your GPS does not panic when you take a wrong turn. It recalculates. Your content strategy should do the same." | A gym membership: "Buying the membership is not the result. Showing up is. Same with posting."

Each uses a familiar object as the entry point, then mirrors it onto a strategy lesson. Build a running list of everyday objects — every one is a potential hook for teaching an abstract concept simply.

TEACHING NOTE

Have the student brainstorm 5 everyday objects in their immediate environment right now — on their desk, in their kitchen, in their commute. Then connect each one to a lesson from their niche. This trains the Clarity Mirror reflex live, and they leave with five ready-made hooks.

Lesson 3.3 — Camera Presence Framework

Camera presence is not a personality trait — it is four controllable variables. Control all four and your delivery looks more authoritative than most professional content in your niche, regardless of how comfortable you feel right now.

VARIABLE	WHAT TO CONTROL	THE STANDARD
Setup	Lighting and framing	Light in front of your face, never behind. Phone at eye level. Clean background.
Hook Delivery	The first 2 seconds	Look into the lens, not the screen. Open with full conviction. No "um," no soft start.
Pacing	Energy matched to mode	Teach: deliberate. Proof: conversational. Offer: direct and confident.
CTA Close	The final moment	End with the same energy you opened with. Do not trail off. The close is where conversion happens.

Lesson 3.4 — Script vs Bullets

The biggest reason content sounds stiff is over-scripting. When you recite a full script, your brain focuses on remembering words instead of communicating meaning. The result sounds recited and builds far less trust than a slightly imperfect but genuine delivery.

For most content, use a **bullet framework** : write your hook, your 3-4 main points, and your CTA as short phrases — then deliver each naturally in your own words. This creates real energy because you are thinking in real time, not reciting. Natural delivery converts faster than perfect delivery.

Lesson 3.5 — The CapCut Editing Workflow

The editing process is where most content dies from lack of a system. This five-step workflow takes any raw clip to export-ready in under 20 minutes. Do the steps in this exact order — each builds on the last and the sequence eliminates backtracking.

STEP	ACTION	WHY
1. Remove Silence	Audio → Remove Silence	Cuts all dead air automatically. Halves editing time. Always first.
2. Auto Captions	Text → Auto Captions → Generate	85% of Reels are watched muted. Captions are a reach multiplier, not optional.
3. Hook Text	Add hook as on-screen text, first 2 seconds	Viewer sees and hears the hook — double exposure doubles scroll-stop rate.
4. Jump Cuts	Cut remaining dead moments	Tight pacing keeps energy and respects viewer time.
5. Export & Review	Highest quality, then watch on your phone	The phone screen is the only review environment that matters.

EXERCISE — DO THIS IN SESSION

Camera + Clarity Mirror Live Drill

Record, review, and improve in one cycle during the session.

1. Pick one everyday object near you. Connect it to a lesson from your niche using the Clarity Mirror Method.
2. Record a 30-second video delivering that hook and lesson. No script — bullets only.
3. Watch it back muted first (body language, energy), then with sound (delivery, naturalness).
4. Write one specific improvement. Re-record once applying it. Compare the two.

Week 3 — Clarity Mirror Hook Bank

List 5 everyday objects from your environment:

Desk, kitchen, commute — anything familiar and visual.

Connect each object to a lesson from your niche:

EVERYDAY OBJECT	THE LESSON IT MIRRORS	HOOK LINE

Week 3 — Recording & Self-Review Log

Camera Self-Assessment (rate 1-5 after watching your drill):

VARIABLE	RATING 1-5	SPECIFIC FIX TO APPLY

Batch Recording Plan:

Recording day/time, location, and lighting setup:

5 everyday objects connected to niche lessons (Clarity Mirror)

Camera drill recorded and self-reviewed

3-5 videos recorded in one batch session

All videos edited through the 5-step CapCut workflow

At least one video published before Week 4

Batch session blocked as a recurring calendar event

TPO Content Mastery Program · Week 3 of 6 · Insight Social Media Management

WEEK 4 · SYSTEMS MODULE

04

Consistency System

Consistency is architecture, not willpower. This week installs the infrastructure that makes showing up automatic — even when motivation is gone.

Consistency System

DURATION 60 Minutes	FORMAT Workshop + Calendar Build	TOOLS Google Sheets, IG Scheduler	DELIVERABLE 2-Week Calendar + Batch Scheduled
-------------------------------	--	---	---

The most common reason content fails is not bad strategy — it is inconsistency. And inconsistency is rarely a discipline problem. It is an infrastructure problem. This week you build the infrastructure.

Lesson 4.1 — The Three Enemies of Consistency

Consistency fails for three reasons, and only one of them is about discipline. Understanding which enemy you face determines exactly what to fix.

ENEMY	WHAT IT LOOKS LIKE	THE FIX
Decision Fatigue	Deciding what to post every day burns energy that should serve clients	Make all content decisions once a week, in advance
Motivation Dependence	Posting only when inspired means posting inconsistently	Batch record on a schedule so motivation is irrelevant
Perfectionism	Waiting for perfect means most posts never go out	A deadline-driven batch system that ships average-but-consistent

CONSISTENCY IS ARCHITECTURE

A system that runs when motivation disappears is the single most valuable thing you build in this program. After this week, you will never again wake up and ask "what do I post today?"

Lesson 4.2 — The TPO Weekly Rotation

The rotation ensures your content is always in the right sequence — Teach building trust, Proof converting it to belief, Offer converting belief to action. The specific days matter less than the sequence: never post Offer before Teach and Proof in the same week.

DAY	MODE	WHY THIS SLOT
Monday	Teach	Audiences are fresh and receptive to learning. Opens the week with authority.
Wednesday	Proof	Mid-week engagement peaks. Proof shows Monday's lesson works in the real world.
Friday	Offer	The audience has been taught and shown proof. They are warm enough to receive an offer.

CONTENT FORMAT EXAMPLE — A FULL TPO WEEK FOR A CONTRACTOR

Monday (Teach): "3 mistakes Tampa contractors make on Instagram that keep the phone from ringing." | Wednesday (Proof): "My client's roofing company booked 14 qualified leads in one month — here is what changed." | Friday (Offer): "Need a steady flow of qualified leads from Instagram? Comment FLYWHEEL for the system overview."

Monday teaches something locally relevant. Wednesday proves it with a real local result. Friday offers to a now-warm audience. Each post does one job, and the week as a whole moves a stranger from awareness to action.

Lesson 4.3 — The Batch Session Blueprint

Batch recording is the single decision that determines whether your system survives long-term. Recording daily creates daily decision fatigue and burns people out within a month. Recording all your content in one weekly session keeps the system running for years.

PHASE	WHEN	WHAT HAPPENS
Pre-Shoot Prep	Day before	Outfit, bullet outlines, location and lighting tested. Zero decisions left for shoot day.
Record	Batch day	All 3 posts back to back, same setup. Often under 45 minutes once the system runs.
Edit	Same day	All 3 through the CapCut workflow while content is fresh.
Schedule	Same day	Load all 3 into Instagram's scheduler. The week now runs automatically.

EXERCISE — DO THIS IN SESSION

Build Your 2-Week Calendar Live

Open Google Sheets and build the calendar during the session. No empty slots — every blank is a future excuse to skip.

1. Create 6 rows: Week 1 Mon/Wed/Fri, Week 2 Mon/Wed/Fri.
2. Assign the TPO mode to each: T, P, O, T, P, O.
3. Pull specific topics from your Week 1 idea bank into each slot.
4. Assign one ManyChat keyword to each post. Set every status to "Planned."

Week 4 — Your 2-Week Content Calendar

DATE	DAY	MODE	SPECIFIC TOPIC	KEYWORD	FORMAT	STATUS

Week 4 — Batch Session Plan

Your recurring batch session — day, time, duration:

Pre-shoot prep checklist (what you prepare the day before):

Which enemy of consistency has hurt you most, and your specific plan to defeat it:

Week 4 Completion Checklist

- 2-week calendar completed — every slot filled with a specific topic
- TPO rotation confirmed for your week
- Batch session set as a recurring calendar block
- First batch session executed: recorded, edited, scheduled
- Analytics snapshot of all posts since Week 1

WEEK 5 · REVENUE MODULE

05

Conversion + ManyChat

Posting is not the business — conversation is. This week builds the bridge between your content audience and your actual revenue.

Conversion + ManyChat Mastery

DURATION 60 Minutes	FORMAT Setup + Roleplay	TOOLS ManyChat, DMs, Calendly	DELIVERABLE 5 Flows Live + Call Script
-------------------------------	-----------------------------------	--	---

Every dollar of revenue from social media traces back to a conversation. Content attracts; conversation converts. This week makes you exceptional in the DMs and on the discovery call.

Lesson 5.1 — The Gap Between Content and Revenue

Most local business content strategies fail at the revenue level for one reason: the creator builds an audience, earns trust, and then waits for clients to reach out. They do not — at least not at the volume the effort deserves. The problem is not the content. It is that there is no system converting attention into conversation.

Your content is the top of the funnel. It builds awareness and trust and gets people curious enough to raise their hand. But every paying client travels through a specific conversion moment — usually a direct message — where they move from interested observer to active prospect. This week builds the system that makes that moment happen consistently.

CONTENT ATTRACTS. CONVERSATION CONVERTS.

Your Reels build the audience. Your DMs build the revenue. Master both and your content machine becomes a client machine. Neglect the DM half and you have an audience that never becomes income.

Lesson 5.2 — The Five ManyChat Triggers

ManyChat turns comment engagement into automated DM conversations — 24 hours a day, without you watching your phone. When someone comments your keyword, they instantly receive the promised resource and one qualifying question. You configure all five triggers this week.

KEYWORD	SENDS	INTENT LEVEL
AUDIT	Free content page review	Cold to warm — lowest friction, highest volume
TPO	The framework breakdown	Warm — has seen your content before
SYSTEM	Full content system guide	Hot — ready to understand your process
FLYWHEEL	Local Flywheel overview	Highest intent — considering a done-for-you solution
VISIBLE	Visibility strategy guide	Warm — knows they have a reach problem

Lesson 5.3 — The DM Conversion Framework

Most professionals lose revenue in the DMs because they either pitch too fast or never pitch at all. The four-stage framework gives every conversation a structure that feels natural while moving the prospect from curious to booked. The key principle: the DM's only job is to book the call. The call's job is to close.

STAGE	GOAL	APPROACH
1. Open	Context, not a pitch	Reference the exact post and keyword. "Hey [name] — you asked about [topic]. Here is that resource."
2. Qualify	One surgical question	"What is the biggest challenge you are running into with your content right now?" Then listen.
3. Present	Match offer to their words	Use their exact language. "Based on what you shared, it sounds like what you need is..."
4. Close	Invite the call, not the service	"Want to hop on a quick 20-minute call? No pitch — just to see if it fits." Low friction.

CONTENT FORMAT EXAMPLE — A COMPLETE DM CONVERSATION

You: "Hey Sarah! You commented AUDIT on my post about content for solo attorneys. Here is your checklist [link]. Quick question — what is the biggest challenge with your Instagram right now?" Sarah: "I post 3x a week but never get clients and have no idea why." You: "That is almost always a framework problem, not a frequency one. Based on what you shared, it sounds like you need a clear TPO rotation. Want to hop on a 20-minute call so I can show you what that looks like for your practice?"

Four messages. Stage 1 references the exact post and delivers the resource. Stage 2 asks one question. Stage 3 mirrors her own words back as the solution. Stage 4 invites the call with zero pressure. The conversation closes a booked call without ever feeling like a sale.

Lesson 5.4 — The Discovery Call Structure

The discovery call is a diagnostic conversation, not a sales pitch. Three questions help the prospect articulate the gap between where they are and where they want to be. The selling happens through their words, not yours.

QUESTION	WHAT IT SURFACES
1. Current Situation	"Tell me where things stand now." Reveals the starting point in their own words.
2. Desired Outcome	"Where do you want to be in 90 days?" Defines the result your offer delivers.
3. The Gap	"What has stopped you so far?" Reveals the exact objections to address in your close.

DM Roleplay — Two Rounds

The highest-value 15 minutes in the program. Most professionals have never practiced this conversation deliberately.

1. Round 1: Your coach plays a warm lead who just commented AUDIT. Run all four stages in real time, no notes.
2. Debrief: What worked? What phrase created friction? Rewrite that phrase.
3. Round 2: You play a price-skeptical prospect. Your coach models handling the objection with qualify-then-present.
4. Write your personal DM script for all four stages and save it as an Instagram saved reply.

Week 5 — Your DM Conversion Script

Stage 1 — Your personalized opener:

Stage 2 — Your qualifying question:

Stage 3 — Your bridge statement (problem to solution):

Stage 4 — Your discovery call invite:

Week 5 — Discovery Call & ManyChat

Your 3 discovery call questions, in your own words:

Question 1 — Current Situation:

Question 2 — Desired Outcome:

Question 3 — The Gap:

Conversion tracking — log this week's DM conversations:

NAME	KEYWORD	STAGE REACHED	OUTCOME

Week 5 Completion Checklist

- All 5 ManyChat triggers configured and tested
- DM conversion script written for all 4 stages
- Calendly 20-minute call page created and tested
- 5 DM conversations started this week
- At least one discovery call booked

WEEK 6 · SCALE MODULE

06

Optimize + Local Flywheel

This is where the system becomes a machine. Analytics, repurposing, and the AI-powered growth engine that keeps running long after the program ends.

Optimize, Scale + The Local Flywheel

DURATION 60 Minutes	FORMAT Analytics + Flywheel Install	TOOLS IG Insights, Claude, Sheets	DELIVERABLE 30-Day Plan + Flywheel Running
-------------------------------	--	--	---

You have a working content system. This week you learn to read what it tells you, multiply your best content, and install the AI growth engine that makes the whole machine self-improving.

Lesson 6.1 — Reading Analytics Like a Strategist

Most creators check one number: likes. It is the least useful metric on the platform and the one that correlates least with revenue. Strategists read for signals of trust, intent, and commercial interest from the right people.

METRIC	WHAT IT MEANS	WHAT TO DO	PRIORITY
Saves	Lasting value worth returning to	Repurpose this topic immediately	Highest
Profile Visits	Curiosity converted to intent	Optimize bio and pinned posts to convert	Highest
DMs Triggered	Direct commercial intent	Make more of this exact post type now	Highest
Shares	Gift-worthy, crossover appeal	Consider collaborations on this angle	High
Comments	Sparks conversation	More on this topic with keyword triggers	High
Likes	Passive approval	Do not optimize for this; tie-breaker only	Low

DOUBLE DOWN ON WHAT WORKS

If one post format or topic outperforms everything, make three more versions before trying anything new. Your analytics are not a report card — they are a blueprint. Trust the data over your creative instincts until the data changes.

Lesson 6.2 — The Content Repurposing Map

Repurposing is amplification, not recycling. One high-performing piece reaches different consumption preferences and new audience segments when reformatted. One idea can become five assets.

FROM	TO	WHY
Top Reel	5-slide Carousel	Reels reach new audiences; carousels get saved by warm ones
Carousel	Long-form caption post	Some of your audience reads captions but skips video
Best line	Story + Highlight	A single strong ³⁷ line can outperform the original

FROM	TO	WHY
Same topic	New Reel, fresh angle	People who missed it see it; people who saw it share it

Lesson 6.3 — The Local Flywheel AI System

The Local Flywheel is the most advanced tool in the program — a done-for-you AI system built specifically for local service businesses. It combines four engines that work together to remove the remaining manual friction from your content and lead generation. It is included exclusively for enrolled students.

<p>1</p> <p>Content Engine</p> <p>AI generation using your brand voice profile — produces Reel scripts and captions in your exact voice, not generic output.</p> <p>AUTOMATES CREATION</p>	<p>2</p> <p>Lead Qualifier</p> <p>ManyChat plus an AI layer that routes hot leads to your call link and warm leads to nurture. You only spend time on real intent.</p> <p>AUTOMATES QUALIFYING</p>	<p>3</p> <p>Reputation Engine</p> <p>Automated review requests and testimonial collection. Every closed client feeds your Proof content pipeline.</p> <p>AUTOMATES PROOF</p>	<p>4</p> <p>Sales Recap</p> <p>Post-call AI debrief that extracts objection patterns and feeds them back into your content and DM scripts.</p> <p>AUTOMATES LEARNING</p>
---	---	---	---

CONTENT FORMAT EXAMPLE — THE BRAND VOICE PROMPT (ENGINE 1)

"You are my content strategist for [business type] in [location]. My niche: [statement]. My avatar: [name, top 3 pains]. My tone: [3 voice words]. My 4 pillars: [list]. Generate 3 Teach post scripts in my voice. Do not use generic AI language."

This prompt is the heart of the Content Engine. It loads everything you built in Week 1 as context so the AI produces content that sounds like you. Save this prompt and use it in every batch session — it turns the blank page into a starting draft in seconds.

EXERCISE — DO THIS IN SESSION

Install the Flywheel — Engines 1 & 2

Set up the first two engines during the session. Engines 3 and 4 follow in your post-program call.

1. Engine 1: Write your brand voice prompt with your Week 1 inputs. Test it in Claude. Refine until the output sounds like you.
2. Engine 2: In ManyChat, add a branch to your AUDIT flow — hot leads get the Calendly link, warm leads get a nurture resource.
3. Connect them: content engine produces posts with keyword CTAs, which feed the qualifier engine, which books your calls.
4. Test the full path: comment a keyword on a test post and walk it through to the booking link.

Lesson 6.4 — Your 30-Day Operating Plan

The program ends; the system does not. The 30-day plan runs your content engine without weekly coaching. Weeks 1-2: execute the rotation exactly and collect clean data. Weeks 3-4: repurpose your top performers and adjust CTAs based on which keywords produced the most DMs. The system becomes self-improving.

Week 6 — Analytics Audit

POST TOPIC	MODE	SAVES	PROFILE VISITS	DMS	WHY IT WORKED

Your content pattern: "My audience responds most to ___ posts about ___ using ___ hooks with ___ CTAs."

Week 6 — Flywheel & 30-Day Plan

Your brand voice prompt (Engine 1):

Your 30-day operating plan:

WEEK	FOCUS	TPO DAYS	BATCH DAY	REPURPOSE TARGET

Your 90-day content goal (specific, measurable, dated):

Week 6 & Program Completion Checklist

- Full analytics audit completed — top 3 posts identified

- Content pattern written and confirmed

- Best post repurposed in two new formats

- Local Flywheel Engines 1 and 2 installed and tested

- 30-day operating plan completed — every slot filled

- 90-day content goal written and shared with coach

- All six worksheets completed and kept for reference

This Is Where It Starts

You did not just complete a program. You installed a system that runs when motivation disappears — and that is your unfair advantage.

Content compounds like interest. The first 30 days build the foundation. Days 31 to 90 start the acceleration. Day 91 and beyond produce client inquiries from people who have been watching you for months. Most people quit in week three. You now have a system designed to carry you past that moment and keep running for years.

Run the system. Trust the process. Return to this workbook whenever you drift — every framework you need is written in these pages, in your own handwriting. The results will come.

YOUR NEXT STEP

Open your calendar right now and confirm your batch session for next week is blocked. Then ask yourself the one question that matters: what is the single thing most likely to stop you from running this system for the next 30 days? Write down the answer — and your plan to prevent it.