

CONTENT 2 PROFITS

Cheat Sheet

A simple outline to generate
multiple streams of income

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CONTENT 2 PROFITS

CHEAT SHEET *For Beginners*

Would you like to get paid for posting content on social media?
Follow this simple cheat sheet if you want to win.

STEP 1 CHANGE

Start thinking of YOURSELF as a **CONTENT CREATOR** and your business as a **MARKETING AGENCY**.

In other words, YOUR CONTENT should be intentional and purposeful

STEP 2 FOCUS

Decide WHAT type of content you are going to place on social media. Will it be content about health, wealth, relationships, fashion, financial, entrepreneurship, weight loss tips... WHAT?

STEP 3 CLARITY

Get clear on WHO your target audience is. Is it women over 30 who likes fashion tips... is it stay at home moms who want to exercise from home? Is it men over 50 who want to start a business? You must figure out WHO you are talking to.

STEP 4 CREATE

Create CONTENT around those topics with your audience in mind and then you can connect with companies that will pay you to advertise within your specific content.

DOES THIS MAKE SENSE?

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RAE'S Breakdown

Step 1... CHANGE YOUR THINKING

The first thing you must do is change the way you THINK. Start THINKING of yourself as a legitimate content creator that owns a MARKETING AGENCY. This will AUTOMATICALLY set you apart from 75% of people because most people are just posting a bunch of random content in hopes to go viral, even if that means losing their integrity. If you think of yourself as a professional, you will act and post accordingly and you will attract the right connections, brand deals, and sponsorships.

Step 2... FOCUS ON ONE THING

Decide on what type of content you want to place online. Find or create an offer that aligns with the content you are going to post.

For instance, if your content is going to be about health, then you should find a health product that you can sell on the backend.

Step 3... CLARIFY YOUR AUDIENCE

Get clear on WHO you will be targeting with the content. This way when you create your content, the person on the other side of the computer is like “oooh this person is talking directly to me”. The clearer you are, the easier it gets.

Step 4... CREATE CONTENT CONSISTENTLY

Consistency is key! Create content around the main topics with your EXACT audience in mind so you will have a huge PORTFOLIO of content that showcases that you are an EXPERT on this particular topic. This makes it EASIER for brands to find you because they KNOW where they fit in.

IF YOU ARE A BEGINNER

This is what you must understand. The first 90 days of your Content Creator journey should NOT be centered around making money, it should be centered around CREATING CONTENT.

The CONTENT is what will bring you the MONEY but you must be willing to put in the work to build a portfolio so brands can actually SEE your work.

If you are NOT a beginner, but you aren't making money.

1. Your content may be all over the place. Dial it in. **FOCUS**
2. You may not have the right offers.
3. You may not be connected to the right platforms
4. You may not be consistent.

Think about this... "In order to grow, some things must get cut".

Example: In order for your hair to grow, you must cut your split ends. Sometimes it's best to scale back with your content. Don't try to do EVERYTHING at once, try to get laser focused and get ONE thing to working first and then you can branch out and add extra types of content to your portfolio. It's okay to revamp and regroup in order to get your content to grow.

BEGINNER FRIENDLY ACTION STEPS

Step 1: Become an Amazon Associate. **DO IT NOW!** Before you forget.

Step 2: Find products on Amazon to create content about. You can find products that you already have in your home that are being sold on Amazon, or you can purchase hot selling items to create content for.

([CLICK HERE](#)) for Rae's Recommendations. Items updated monthly.

As long as the items are sold on Amazon, you can create content for it.

Step 3: Think about WHO is the best fit for each product.

Step 4: Create content consistently about the products. Post the content on Social Media Platforms. (YouTube). Put links to the product in the description.

Step 5: Purchase the [Elevation Success Planner](#) and the [Elevation Gratitude Journal](#) to write everything down, even if it's just writing our thoughts.

Remember, if it's not WRITTEN it's not REAL! We must write the vision and make it plain.

This is enough to get you started on your journey. Take these steps and record your daily activities along the way. This will play an important role in your future as a creator.

Remember...

EVERYONE STARTS AT 0... EVERYONE STARTS AT GROUND LEVEL...
EVERYONE STARTS AT THE BOTTOM.

If you can make \$1.00 then you can make \$100.00 and if you can make \$100.00 then you can make \$1,000. If you can make \$1,000.00 then you can make multiple thousands.

The goal is to keep posting, keep being creative, keep adjusting, and keep growing. NEVER steal any one else's content and never lose your integrity to make a quick buck. Build a legitimate business online and your business will pay you accordingly.

Would you like to work closer with me?

Get on my calendar and schedule a Free 15 minute Consultation.

We can discuss your needs and I'll provide the best options.

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