



The PlayBook

MEMBERSHIP

BUSINESS | MODULE NINE

Your Content Strategy

CONTENT THAT SELLS

VALUABLE CONTENT

PERSONAL BRANDED CONTENT

POSTING FREQUENCY

WHATS WORKING CURRENTLY (YOUR FOCUS)

Content that Sells

THIS STUFF GETS THE WEB TRAFFIC

BEGINNER STAGE

aka: “I need attention before I can charge premium.”

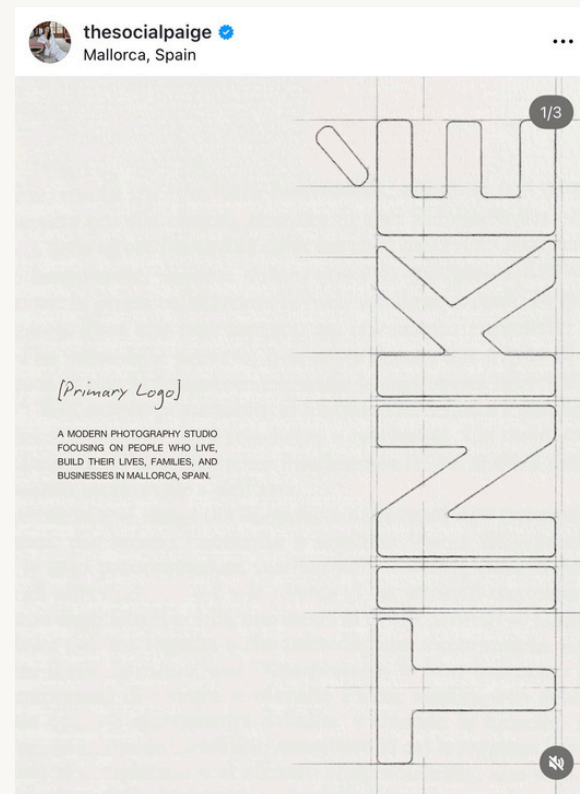
At this stage, your job is simple:

Look good. Be clear. Be consistent.

You’re building trust fast, not going deep (yet).

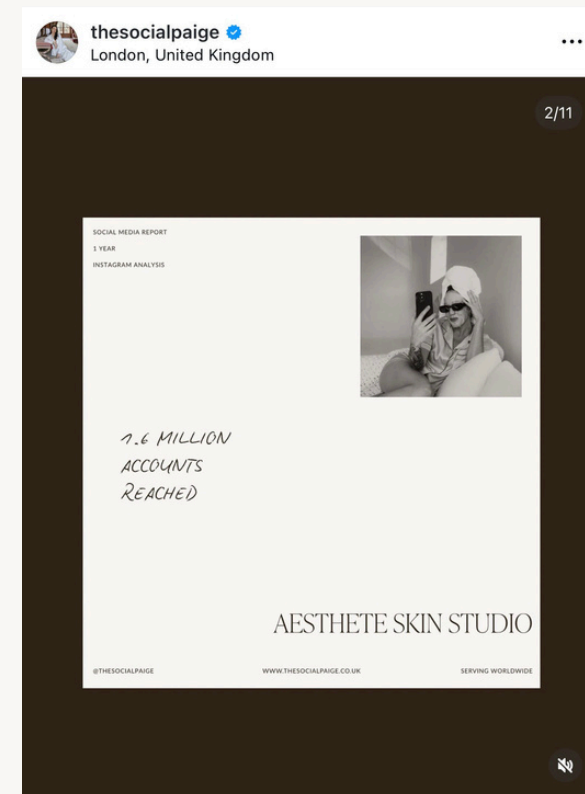
FOR THE WEBSITE LINK TAPS

Content that Sells



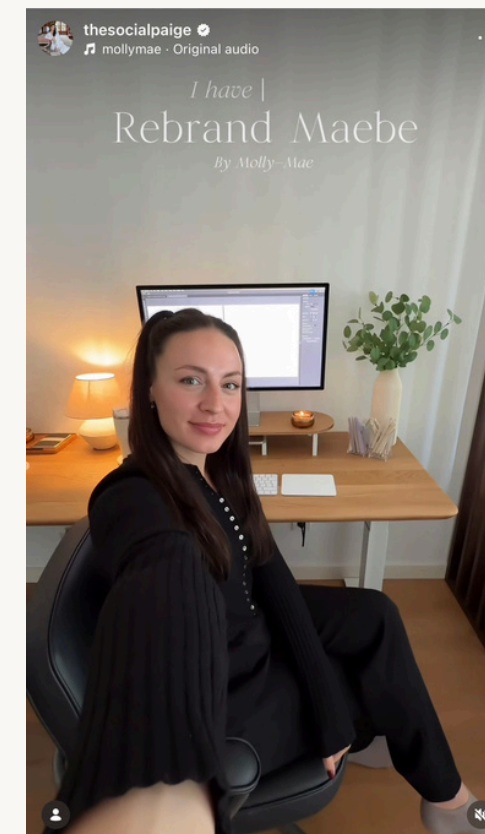
Portfolio (visual first)

This is your main character. Logos, mockups, content, rebrands, fake brands, all of it counts.



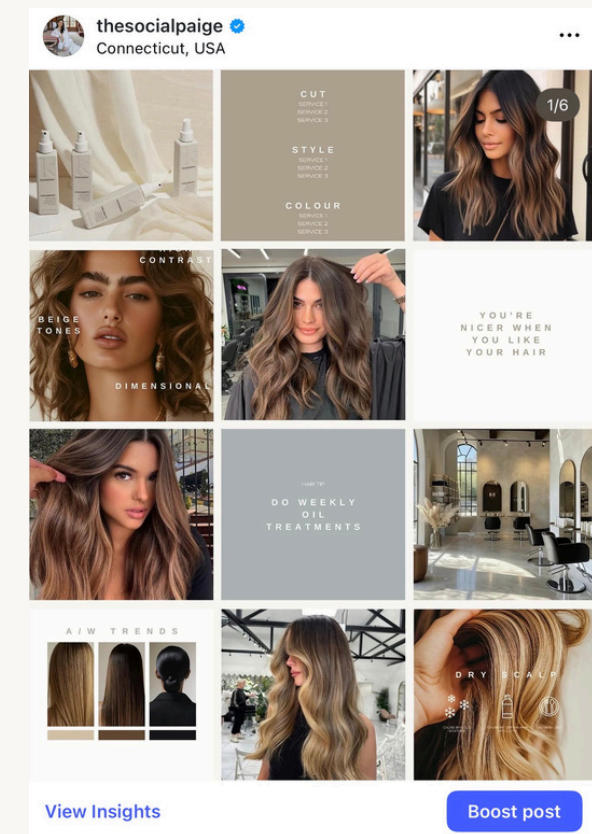
Case Studies (if you have them)

Before / After, What you changed, Quick outcomes/fixes.



“How I Would...” Content

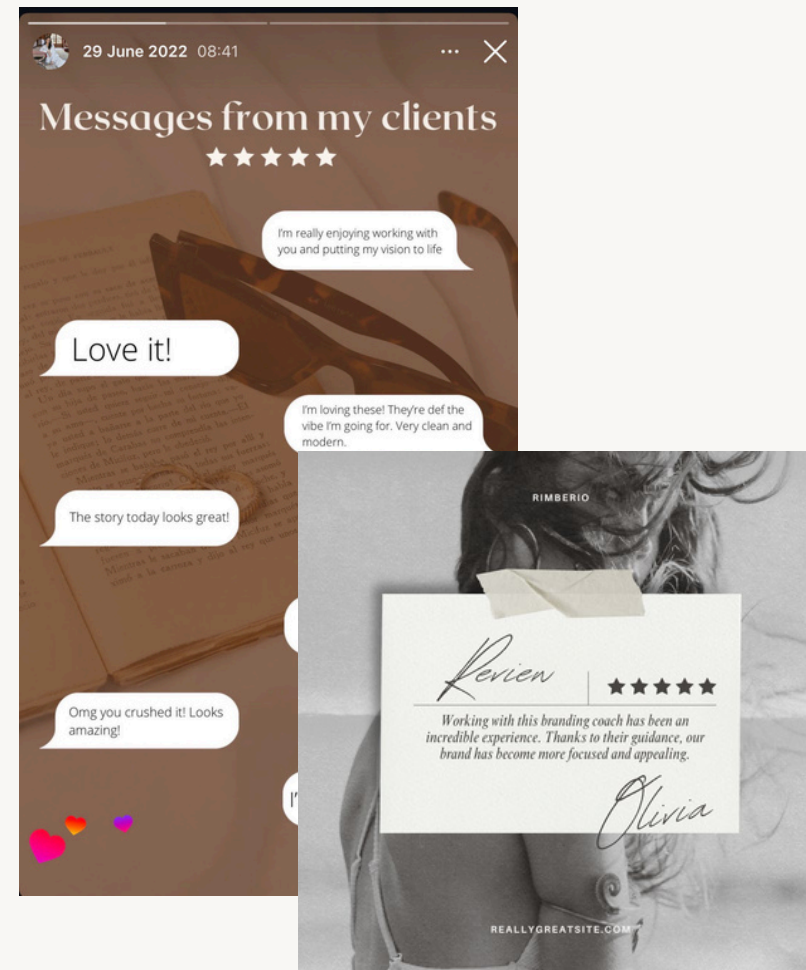
“How I would design a skincare brand to feel luxury but still Gen Z.” Shows your ideas & taste from the get go.



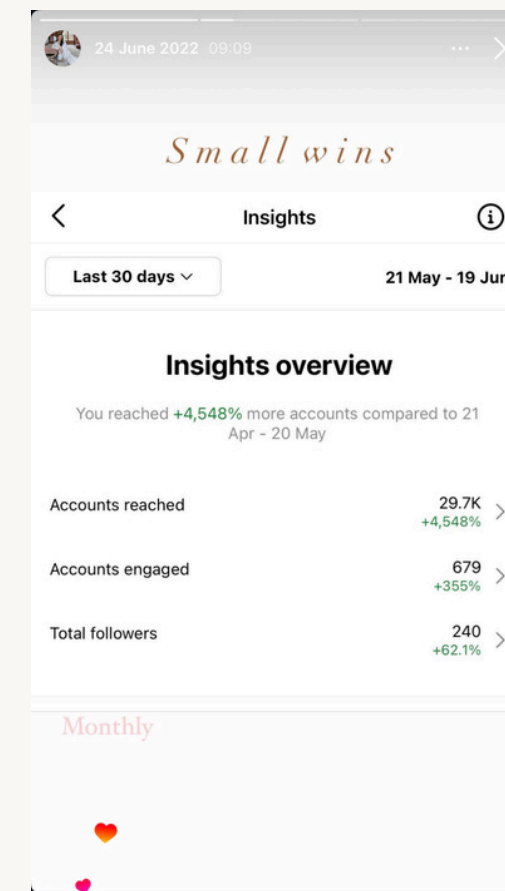
Feed Layout Examples

Show you can make things look cohesive. Grids, aesthetics, brand vibes.

BEGINNING STAGE

Content that Sells Continued.**Reviews / Testimonials (even small ones)**

Early client? Friend? Collab? Email?
Text message? Use it.
Social proof is social proof.

**Analytics / Results (if you have them)**

Even tiny wins count. Screen shots added to a story highlight.

ESTABLISHED STAGE

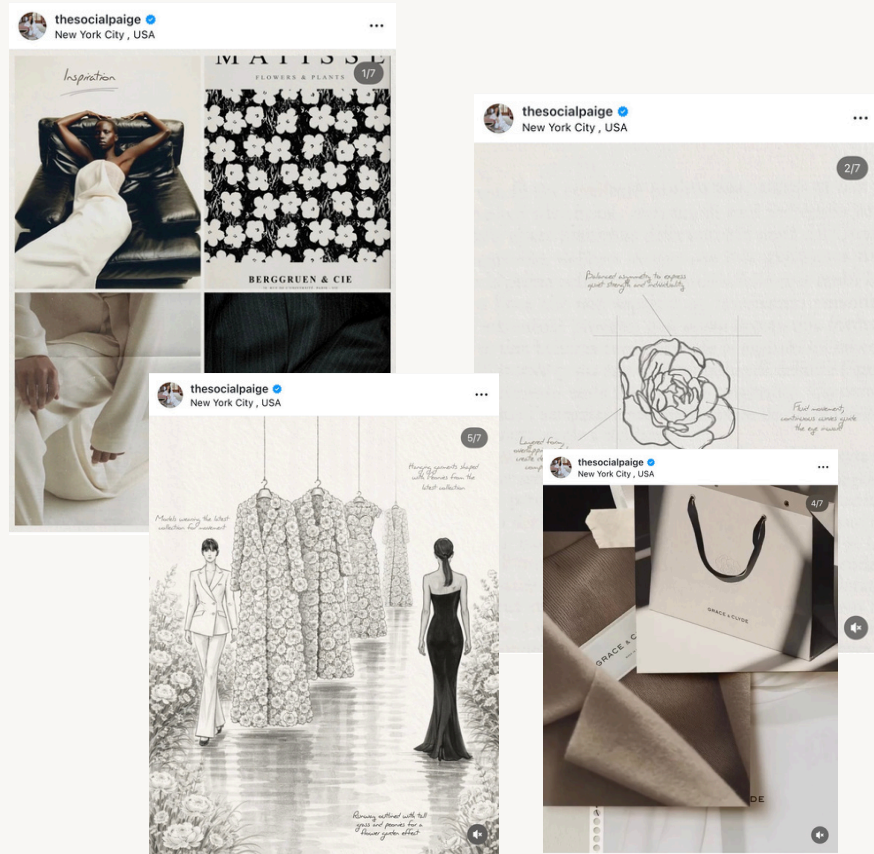
aka: "I don't just make things look good, I make them work."

At this stage, pretty isn't enough.

People are paying for thinking.

FOR THE WEBSITE LINK TAPS

Content that Sells



Portfolio (but make it storytelling)

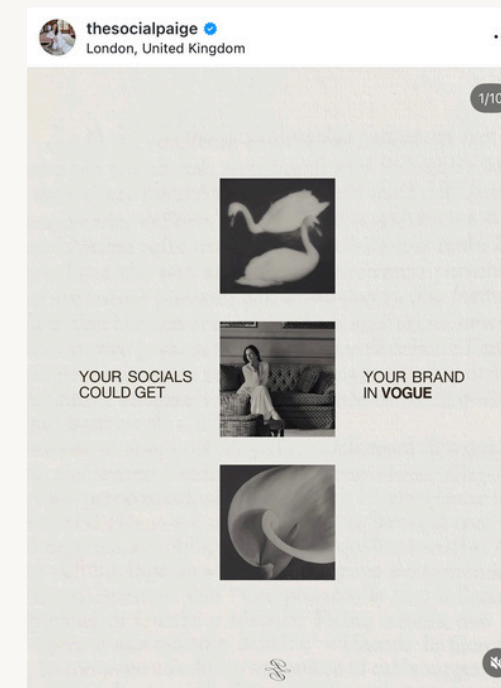
Not just logos on a slide.
Show the brand in motion ...
Packaging, website, social, real-life applications, campaigns.

Talk through it:
Why it's all designed this way.



Brand Activations & Real-World Examples

Show your work living and breathing. Launches, campaigns, product rollouts, content in the wild. This is what higher-paying clients care about: "Can this actually exist outside of Instagram?"



Strategy-Based Content

Don't just show, explain your decisions.
"I chose this colour palette because it builds trust in X market."
"This layout increases conversions because it guides attention like this." Always connect:
Design choice + Strategic reason + Business impact



Reviews (but positioned differently)

Less posting, more placing.
Story highlights, case studies, subtle.

Beginner Content:

Eye-catching → builds attention → lower price point

Established Content:

Eye-catching + storytelling + strategy → builds trust → higher price point

Valuable Content

THIS STUFF GETS THE SAVES

BEGINNER STAGE

Surface-level, practical, easy wins

You're teaching people how to make things look better.

Why? Because that's what your audience is actively struggling with

FOR THE SAVES + AUTHORITY

Valuable Content

What it looks like:

- How to design posts in Canva
- Font pairings that "just work"
- How to choose brand colours
- Feed layouts & aesthetic grids
- How to create a clean, engaging bio
- Simple content ideas for consistency

The vibe:

Quick, saveable, easy to copy.

People should be able to think:
"I can go try this right now."



[View Insights](#)

thesocialpaige
Mallorca, Islas Baleares, Spain



[View Insights](#)

[Boost post](#)



[View Insights](#)

thesocialpaige
Bordeaux, France



[View Insights](#)

[Boost post](#)

ESTABLISHED STAGE

Deeper, strategic, psychology-led

Now you're not teaching how to design, you're teaching how to think.

FOR THE SAVES + AUTHORITY

Valuable Content

What it looks like:

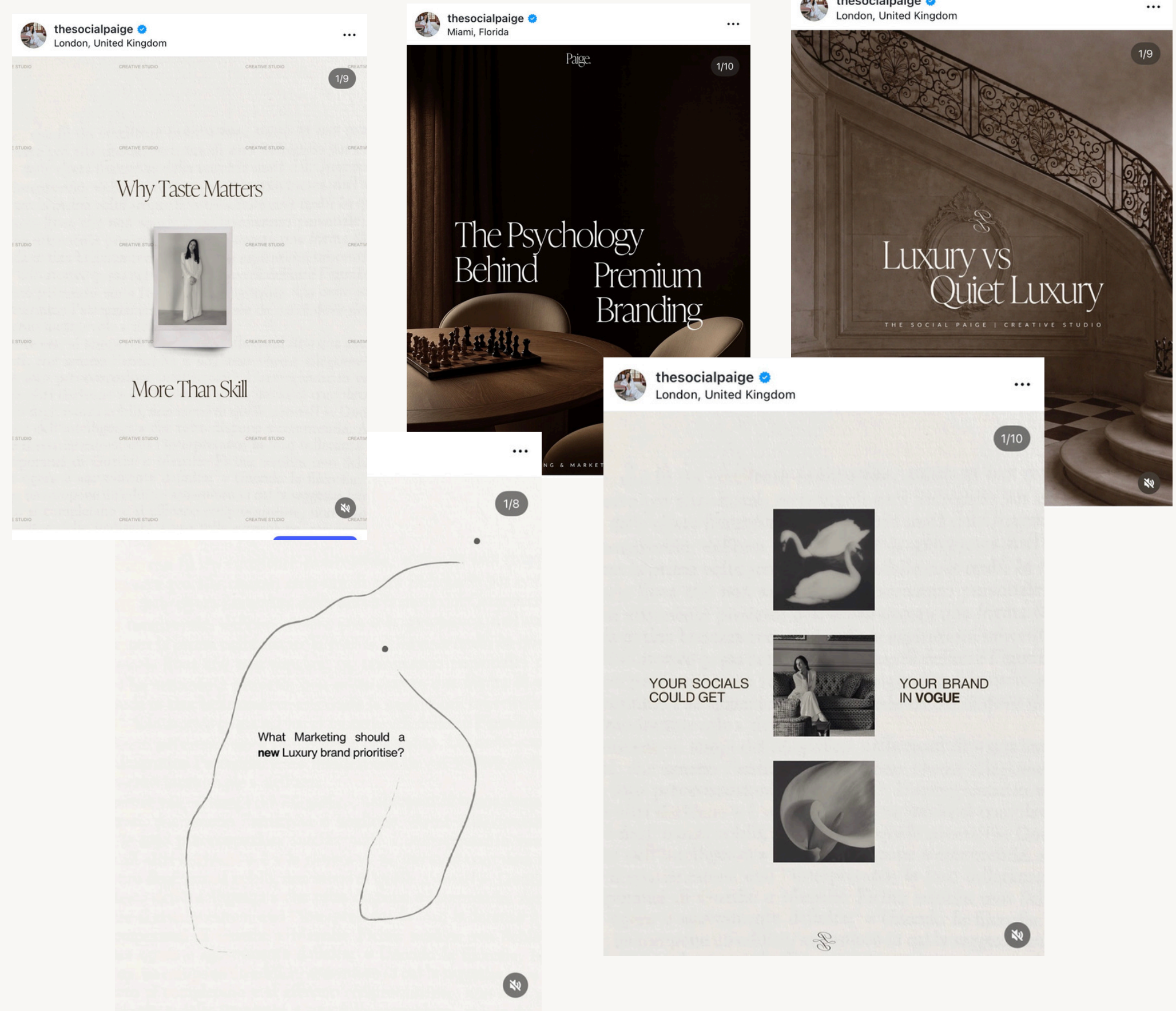
- How luxury customers actually make buying decisions
- Understanding buyer archetypes & behavior
- How to create emotion through branding
- Positioning a brand to feel premium (not just look it)
- Content strategy that drives conversions
- Why certain visuals work (and others don't)

The vibe:

Insightful, perspective-shifting, "I never thought about it like that."

People should think:

"Oh... this person knows what they're doing."



Beginner Value:

“How to make it look good”

Established Value:

“How to make it work (and why it works)”

At the start → you're teaching tools & execution

As you grow → you're teaching strategy & decision-making

Personal Branded Content

THE MOST IMPORTANT CONTENT TYPE RIGHT NOW

Beginner mistake:

“I need to share my life so people connect with me”

Established mistake:

“My work speaks for itself”

What actually works in 2026:

“Let me show you how I think, through my experiences”

PERSONAL BRANDED CONTENT (2026)

aka: "Why people follow you, not just your work"

In 2026, good design isn't rare anymore.

Everyone's feed looks decent.

What's rare?

A clear point of view. A voice. A person.

PERSONAL CONTENT IS NOT...

- April photodump 🌸
- Desk setup pics with no context
- Screenshot of your laptop + “busy day today”
- Coffee + laptop aesthetic shot
- Work from home vibes

The problem:

It's personal... but it's not purposeful.

People scroll, maybe like, and move on.

No authority built. No trust deepened. No reason to hire you.

FOR THE TRUST, LIKES & COMMENTS

PERSONAL CONTENT IS...

*aka: opinions, decisions, and experiences, tied to your work***Decisions you've made**

- Why I stopped offering [service] and what I do instead”
- “I don't do unlimited revisions anymore. Here's why”
- “Why I moved away from 'aesthetic-first' branding”

*Shows boundaries + standards = premium positioning***Things you've changed your mind on**

- “I used to think [X] mattered in branding, I don't anymore”
- “What I used to prioritise in client work vs now”
- “The design trend I'll never follow again (and why)”

*Shows growth + experience***Behind-the-scenes thinking**

- “What I'm actually thinking when a client says 'make it pop'”
- “How I decide if a brand feels premium or not”
- “What I look at first when reviewing a brand”

*You're literally showing your brain***Standards & non-negotiables**

- “Something I'll never compromise on in a client project”
- “If a brand wants to feel luxury, this has to be right”
- “My rule when designing for high-end brands”

*Attracts higher-paying clients***Client experience moments**

- “A small change we made that completely shifted this brand”
- “The point in a project where everything clicked (and why)”
- “What separates a good client from a great one (from my experience)”

*Real and honest***Your business evolution**

- “What changed when I raised my prices”
- “What I do differently now vs when I started”
- “The moment I realised I was undercharging”

*Positions growth***Personal (but anchored properly)**

- “Why I almost quit design, and what made me stay”
- “Burnout made me change how I work with clients (for the better)”
- “Why I don't chase more clients anymore”

Emotion + meaning + relevance

PERSONAL CONTENT IS...

Ask:

“Does this help someone understand how I work, think, or make decisions?”

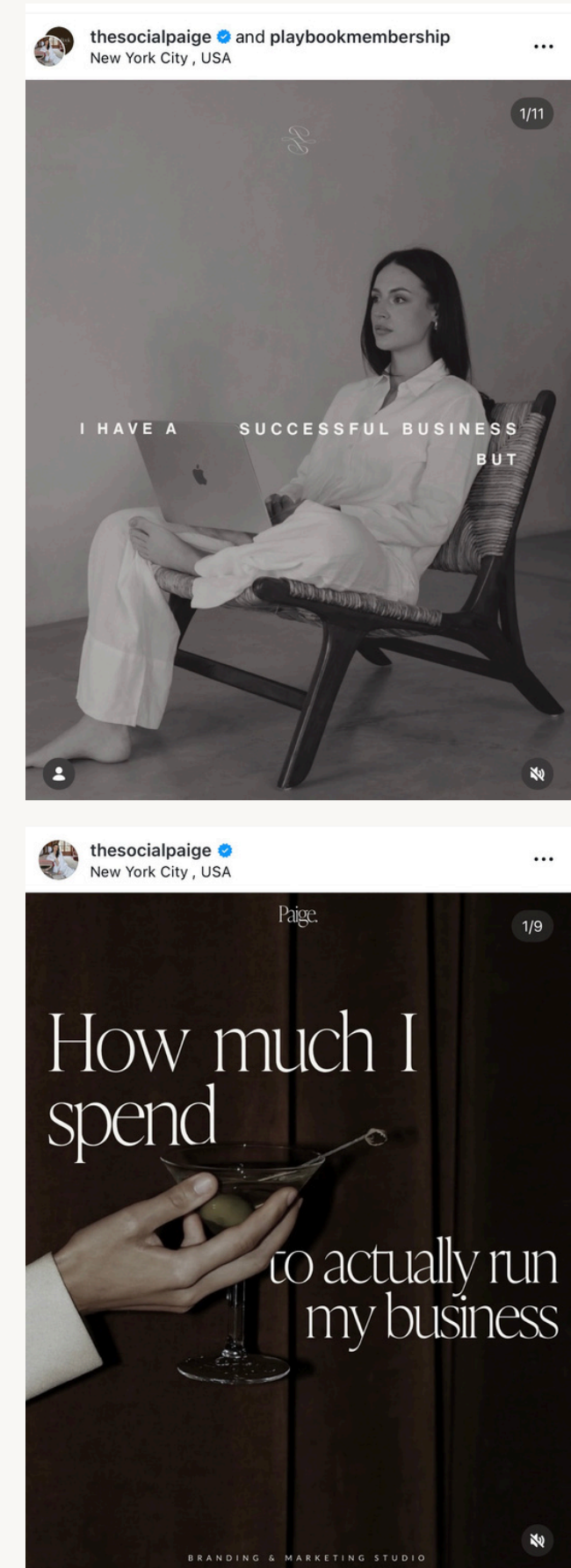
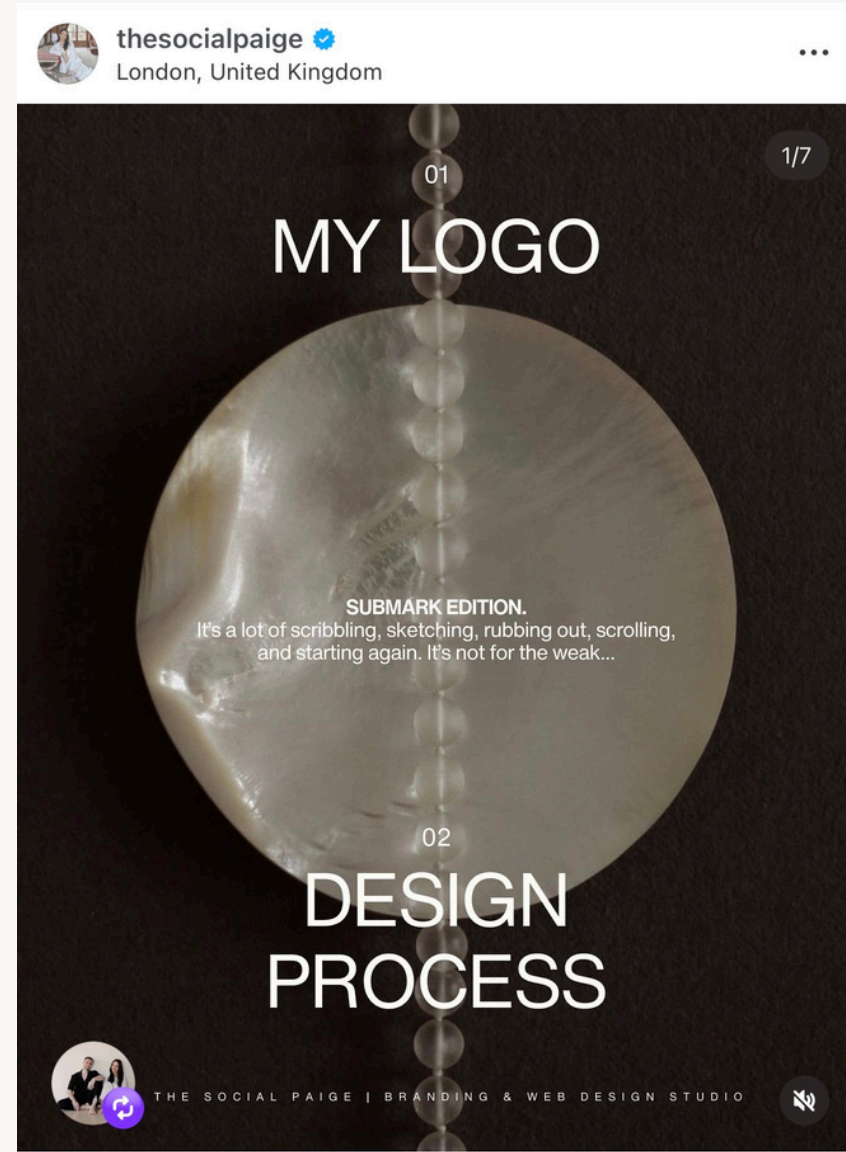
If no → it's just lifestyle content

If yes → it's personal brand content

THE FORMULA...

1. Start with you
→ something you did / changed / believe
2. Add context
→ what happened / what you noticed
3. Tie it to your work
→ what this means for your clients or results

EXAMPLES



How often should you post?

IT DEPENDS ON WHAT STAGE YOU'RE AT

BEGINNER STAGE

aka: "I need attention, fast"

You don't have:

- an audience
- consistent inbound leads
- strong brand recognition

So your job is to be seen. A lot.

Recommended:

- **4-7 posts per week**
- **consistent stories if possible**

ESTABLISHED STAGE

aka: "I need trust, not just traffic"

Now you likely have:

- an audience
- past clients
- some authority

So the goal shifts from volume to intention

Recommended:

- **2-4 high-quality posts per week**
- **regular stories (this matters more now)**

Beginner:

Post more → get seen → build momentum

Established:

Post smarter → build trust → attract higher-paying clients

STORIES

Stories are where:

- personality builds
- trust deepens
- people actually decide to work with you

Beginner: builds connection

Established: closes clients

So what's working in 2026?

IT'S SHIFTED DRASTICALLY BUT IT'S NEVER WORTH WORRYING OVER

PERSONAL BRAND IS LEADING EVERYTHING

It's not just a "type" of content anymore.

It's the layer that makes all your content work.

- Selling content → works better with personality
- Value content → hits harder with perspective
- Portfolio → converts more with storytelling

GOOD VISUALS ARE THE BASELINE

In 2020 → good design stood out
In 2026 → it's expected

Your audience assumes you're good.

So they choose based on:

- how you think
- how you communicate
- how you make them feel

STRATEGY > AESTHETICS (BUT YOU STILL NEED BOTH)

Pretty gets attention
Strategy gets paid

The people charging more aren't just showing work they're explaining why it works.

DEPTH IS OUTPERFORMING SURFACE-LEVEL CONTENT

Quick tips still work... but they don't build authority on their own anymore.

What's working:

- opinions
- breakdowns
- storytelling
- perspective

THE REAL FORMULA IN 2026:

Visibility gets you seen

Value builds trust

Personal brand gets you chosen

YOUR PLAYBOOK PRACTICE

Take 10–15 minutes to action this

1. Define your difference

Write down:

- What do you believe most people are doing wrong?
- What do you do differently?

2. Pull from your experience

List:

- 2 things you've stopped doing
- 2 things you've changed your mind on

3. Turn it into content

Use:

- “Why I stopped [X] and what I do instead”
- “I used to [X], now I [Y] (this changed everything)”

Goal:

Create 2–3 personal posts that show how you think.





THE TEMPLATE VAULT

My recommended downloads for this module

Content Calendar

Plan out your content in the updated version!



Turn the Paige

AND FOLLOW THE PLAYBOOK

NEXT UP: CLIENT RETENTION