

#contentqueen

# *Unleash Your Content Queen*



**BECAUSE CREATING POWERFUL CONTENT THAT  
MAKES MORE MONEY AND CHANGES LIVES,  
SHOULD BE SIMPLE AND FUN!**



# *Hello My Love!*

Welcome to Content Queen!

YOU did it. You' dared. Now, it's time to help you make more money and change more lives, with your powerful content!

**What kind of change do YOU wanna see in the world?** What are you burning to say? Who are you longing to help people? What's their struggle right now? What's your solution (offer) for them? **What do YOU see?**

My love, YOU are here to share a message that is meant to change lives and the only way to it is ONE step at a time. ONE risk at a time. ONE yes or no at a time.

And content is the most powerful tool we can use to do that, online.

Dare to make YOUR mark by focusing on attracting, engaging and CONVERTING your ideal clients into PAYING customers.

It's YOUR time! *Xo Pachi*

**"DARE TO CREATE WHATEVER CAUSES A  
REVOLUTION IN YOUR HEART! ANYHOW,  
WHAT ELSE ARE YOU GOING TO DO WITH  
YOUR TIME HERE ON EARTH?"**

*Elizabeth Gilbert*



# *Content*

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**YOU'RE A CONTENT QUEEN**  
ENOUGH POWER TO CREATE MASSIVE CHANGE

# YOU'RE A TRANSFORMATION QUEEN

**Let's get REAL right away ...** You are powerful human being. You're here to do BIG things, to impact MANY people and to help them TRANSFORM their lives.

**I want you to be REALLY empowered, right from the beginning.**

I've created this to help YOU get clear on what YOU are here to say, where or how... so you can align YOUR message and efforts with what your ideal clients (aka. The people you're here to HELP) need the MOST from you, right NOW.

**You're here for a PURPOSE** and on purpose... the reason WHY people buy from you, is because you're offering the SOLUTION to what they need, so they can reach their own destiny, too.

**You're NOT here** to beg, manipulate or even "convince" people into giving you money, so you can reach your goals, become wealthy or brag about your success.

**And here's the secret...** mastering how you SERVE your people, is the secret to them being crazy about working with YOU (aka you making money).

## The secret of making money online is leading with SERVICE!

**Here's something that may surprise you... The reason most people are afraid of selling or getting visible, is because of an ego-based fear... they're too focused on THEMSELVES, their fear, doubts, etc...**

And this is the FIRST shift I want to help you with... You're NOT gonna hear me telling you to follow many rules, but this one I swear by... people CAN'T HELP BUT TO NOTICE YOU, LIKE YOU, TRUST YOU AND BUY FROM YOU when lead with SERVICE...

## **So being the Content QUEEN you're truly here to be is about:**

- 1) Being BOLD and sharing that message that's burning in your HEART.
- 2) Offering that SOLUTION you have, to help those people you're here to serve
- 3) Selling is about creating a SAFE place where you can SERVE your tribe to transform their lives, by being accountable to take massive actions that will help them move forward and materialize their dreams.
- 4) **Realizing that your business is JUST the platform for you to live out that purpose** or calling, and for you REACH the people you're here to serve.

And last but not least...

Being a content queen, is about strategically taking your people on a JOURNEY from where they are to where they wanna be.

In this program, I am sharing with you my system to ATTRACT, ENGAGE and CONVERT your ideal customers into paying clients, with powerful CONTENT that makes money and changes lives, 90 days at a time.

So let's get clear on YOUR big vision and what will your focus on for the next 90 days, so you can move towards that vision.

### **1) What's your Big vision? In other words, what's your CAUSE? What do you want to become KNOWN for, with your business?**

*Example: I want to help coaches and service-based providers to increase their freedom, impact and income, by living out their Divine calling or unique purpose through their transformational business.*

**2) What's your MAIN vision for these next 12 months, that will move you towards your BIG vision?**

**3) What's your MAIN goal for these 90 days, that will move you towards your BIG vision? (grow my list by \_\_\_\_\_,**

**4) What's the MAIN offer you'll use for the next 90 days, to reach this goal?**

**3) Who is the MAIN ideal client you'll focus on?**

**4) What's the MAIN Freebie?**

**5) What's the Upsell?**

**6) What's the Downsell?**

# **MAP OUT 90 DAYS OF CONTENT**

SO YOU CAN MAKE MONEY & CHANGE LIVES

## MAP OUT YOUR 90 DAYS OF CONTENT

**One of the MUST haves of powerful content strategy that SELLS (converts), is that it's congruent all the way through** and that's effectively guiding your ideal clients on an intentional JOURNEY that attracts, engages and motivates them to say YES to YOUR paid offer.

**Since your powerful content is the FOUNDATION to this JOURNEY of getting paying clients, online...** I want you to focus on being strategic, as you map out your killer content that will allow you to turn your ideal clients into PAYING customers.

**Answer the following questions, based on your MAIN offer and the ideal clients you're focused on reaching.**

1. What's YOUR framework or top 3-5 steps to help your clients reach their desired outcome?

2. What's the #1 block, struggle or frustration they deal with that's keeping them from moving forward, RIGHT NOW?

3. What are their TOP 10-20 questions, when it comes to reaching THIS desired outcome (for which they would actually PAY to get help with either now or in these next 90 days)?

4. What are their top questions about you and your offer?

5. What are YOUR stop stories, related to this desired outcome and your offer?  
(personal and client's stories are great)

6. What are their objections or fears, in this regard?

7. What are the KEY elements of your content? And which topics and call to action will you use for your 3 live trainings?

**Woot woot! Now, we're ready to map out your next 90 days of powerful content... so we can turn your ideal clients into PAYING clients, with ease.**

## THE 90-DAY CONTENT CALENDAR AT GLANCE:

*For your convenience, I've included the link to the  
editable version of this 90-day calendar. You're welcome 😊*

**30 DAYS WORTH OF CONTENT FROM 1 PIECE**

HELP YOUR PEOPLE WITH THAT THEY NEED NOW

# CREATE YOUR 30 DAYS OF CONTENT

## MONTH # 1: ATTRACT & GROW YOUR LIST & CONVERT

Month/Year:

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--------|---------|-----------|----------|--------|----------|
|        |        |         |           |          |        |          |
|        |        |         |           |          |        |          |
|        |        |         |           |          |        |          |
|        |        |         |           |          |        |          |
|        |        |         |           |          |        |          |

**What will be the focus of your content for Month #1?**

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**Week 1 FOCUS:**

**Week 2 FOCUS:**

**Week 3 FOCUS:**

**Week 4 FOCUS:**

## **MONTH # 2: ENGAGE & POSITION & CONVERT**

Month/Year:

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--------|---------|-----------|----------|--------|----------|
|        |        |         |           |          |        |          |
|        |        |         |           |          |        |          |
|        |        |         |           |          |        |          |
|        |        |         |           |          |        |          |
|        |        |         |           |          |        |          |

**What will be the focus of your content for Month #2?**

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**Week 1 FOCUS:**

**Week 2 FOCUS:**

**Week 3 FOCUS:**

**Week 4 FOCUS:**

## **MONTH 3: CHALLENGE TO ACTION & CONVERT**

Month/Year:

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--------|---------|-----------|----------|--------|----------|
|        |        |         |           |          |        |          |
|        |        |         |           |          |        |          |
|        |        |         |           |          |        |          |
|        |        |         |           |          |        |          |
|        |        |         |           |          |        |          |

**What will be the focus of your content for Month #3?**

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**Week 1 FOCUS:**

**Week 2 FOCUS:**

**Week 3 FOCUS:**

**Week 4 FOCUS:**

# **A WEEK OF CONTENT IN MINUTES**

ATTRACT THEM, ENGAGE THEM AND CHANGE LIVES!

## THE WEEKLY CONTENT CALENDAR AT GLANCE:

*For your convenience, I've included the link to the editable version of this 90-day calendar. You're welcome 😊*

Week of: \_\_\_\_\_

| Monday _____ | Tuesday _____ | Wednesday _____ | Thursday _____ |
|--------------|---------------|-----------------|----------------|
|              |               |                 |                |
|              |               |                 |                |
|              |               |                 |                |
|              |               |                 |                |
|              |               |                 |                |
|              |               |                 |                |
|              |               |                 |                |
|              |               |                 |                |
|              |               |                 |                |

| Friday _____ | Saturday _____ | Sunday _____ | Additional Notes |
|--------------|----------------|--------------|------------------|
|              |                |              |                  |
|              |                |              |                  |
|              |                |              |                  |
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|              |                |              |                  |

**What will be the focus of your daily content?**

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### POST BREAKDOWN (This can be used for social media, blogs, LIVE, etc)

#### 1) Strong Headline

#### 2) Body: (example: story, how to, your top 3, testimonial, etc...)

- It's important for the body to be EASY to read or skim thru
- Share from YOUR heart (let them feel you)
- Share yours or client's stories (make it unique)
- Teach them HOW (serve and share your process)
- Answer their TOP questions (get focused and real)
- Inspire them (call them out to take ACTION)

**3) Call to Action:** (ask them questions, get feedback, offer your free AND PAID offers, every single day...)

## **Example of Day's Worth of Posts Breakdown:** *(more details in Google templates)*

### **1) AM POST:**

- Add value and engage
- Send out that week's blog by e-mail, in newsletter format

**AM CALL TO ACTION:** example- Claim freebie, here

### **2) PM POST:**

- Make offers (alternate between free and PAID offers) and engage

**PM CALL TO ACTION:** example- claim free assessment

## **Sunday's Posts:**

## **Monday's Focus:**

**Tuesday's Focus:**

**Wednesday's Focus:**

**Thursday's Focus:**

**Friday's Focus:**

**Saturday's Focus:**

## REMEMBER TO AVOID BURNOUT AND OVERWHELM

### **Mistake # 1: Focusing on too MANY things without clear PRIORITIES**

One of the biggest mistakes you can make when creating content that sells is flying by the seat of your pants and trying to create content day to day or week to week, without a strategy.

My #1 advice for busting thru burn out and overwhelm is mapping out and following a customized STRATEGY, so that you can show up fully and consistently. This will allow you to accelerate your results, without the burn out.

### **Mistake # 2: DIYng Everything Without Support**

Listen, I am NOT saying this as a selling strategy, but as the truth. If you're trying to do everything yourself, you are going to burn out. That's strategic investment, is the name of the game.

**What do YOU need help with right now?** Do you need a coach, a VA, a program to help you create content (example: my Content Creation Queen), or a social media automation system such as Buffer, etc?

### **Mistake # 3: Thinking sells will just happen, if you are passionate about your topic... even if there's NO strategy behind that content**

I think you probably know this one REALLY doesn't work... specially if you have been creating and posting your content, already.

I can't stress this one enough... powerful content has been one of my secrets to turning strangers into paying clients, so I swear by my 90-day game plan and content strategy frameworks.

***Let me close with this question, what would happen if YOU focused on attracting, engaging and CONVERTING your dream clients into PAYING ones, over the next 90 days?***

Do the one thing you  
think you cannot do.  
Fail at it. Try again.

**Do better the second time.**

The only people who never  
tumble are those who never  
mount the high wire.

**This is your moment.  
Own it.**

*Oprah Winfrey*

## MY CLIENTS ARE MAKING MONEY & CHANGING LIVES

*"I Made \$11,156 in just 6 weeks!"*

I was in a very bad place, financially, emotionally, and spiritually when I decided to work with Pachi. I made the decision with a last chance mentality. I was ready to give up on my business and wanted to run away from home. I was completely exhausted!

**And I can truly say this has been the best money I've ever spent!** Pachi keeps me focused and grounded. She helped me create a strategy that suits my personality, business, and goals, which allows me to focus on the strategy and task at hand, before moving to the next.

I feel incredible, I feel like I'm achieving things. **My business is booming and my family life hasn't been this good in a very long time.** She makes me see that it's not all work, that play must be on the calendar.



*Coral*

WIFE/MOM/ENTREPRENEUR

*"I Launched + Booked My First Paying Clients"*

I was ready to start, but I didn't know where to begin. I was feeling scared, intimidated and like I couldn't gain the clarity on exactly what I was supposed to do. I was so excited, yet apprehensive. Standing on the edge, ready to jump!

Thanks to my work with Pachi, I was able to launch my health coaching business, my group coaching program and also booked my first 1:1 private clients, all in less than 90 days. My dreams of working, while being a full time mom became my reality.

Pachi has a beautiful heart and is helping others, like myself, have the courage to move forward and live our dreams. She has a gift in helping others see their potential and gift, then empowering them to change the world.



*Lisa*

WIFE/MOM/COACH