

DEFINED

BY DESIGN

S O C I A L M E D I A

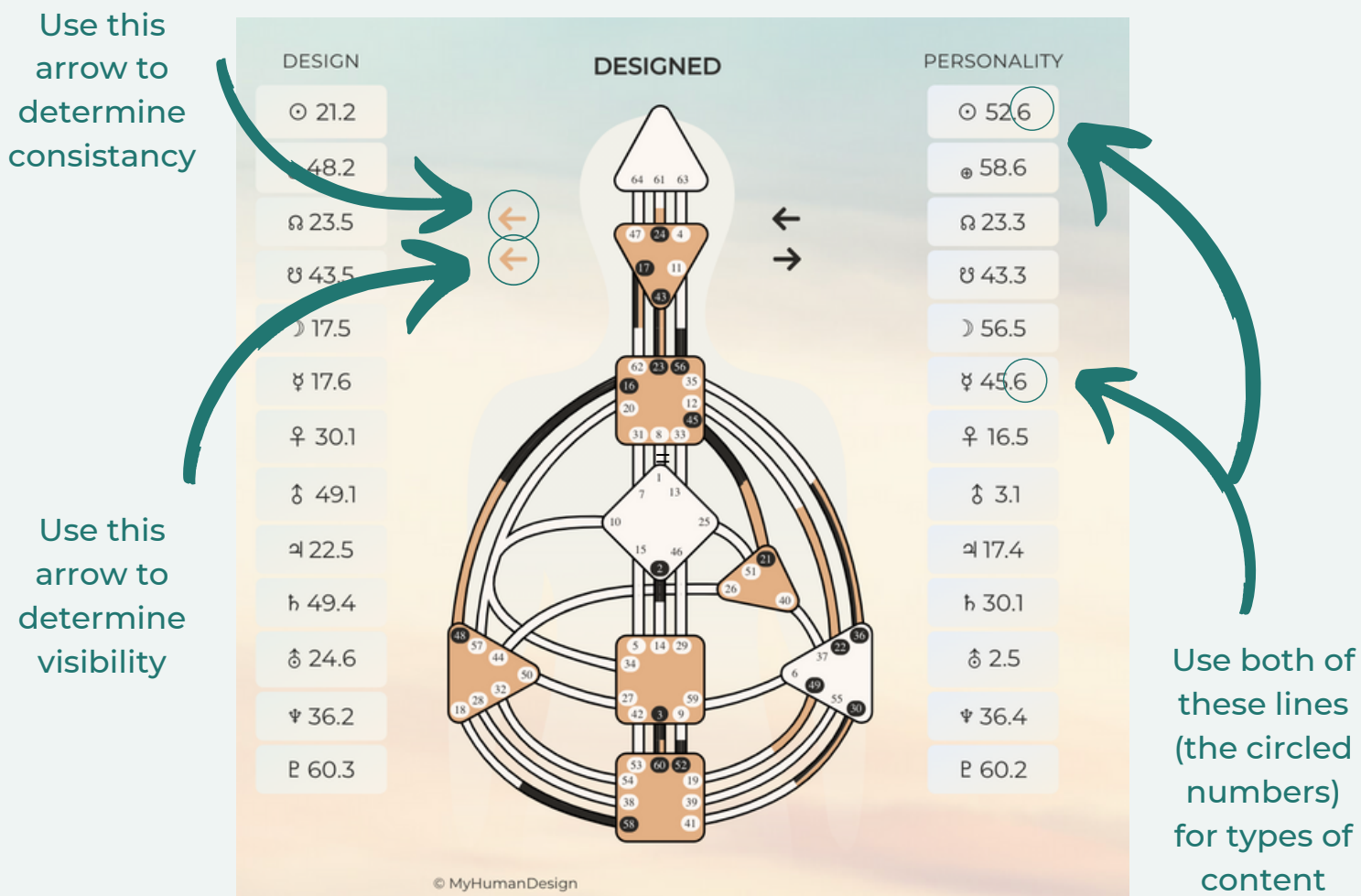


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Where we're looking...

This can be broken down into a few different categories of topics.

- Visibility (bottom left arrow direction)
- Consistency (Top left arrow direction)
- Types of Content (conscious sun & mercury gate lines) ☉ ☿



**this is the HD chart for the DEFINED program. I encourage you to go through this program first with your own chart (or just with your biz chart if it's not a personal biz) but in the final module you'll be learning how to use this tools for every launch, program, and offering you create.*

Do you actually need to be consistent?

Top Left Arrow points LEFT ←

This is the sign of CONSISTENCY. You need not only to show up for your business constantly, but that content needs to roll out consistently. You're really made to show up on a regular basis at the same time. A schedule in all parts of your life is ideal.

I personally have this in my chart, which is why the daily forecast & weekly emails work so well. What is daily consistency for everyone else is a 2 hour weekly commitment for me. I also do not consider instagram stories a place of consistency. It doesn't mean EVERYDAY, it means find your system for regular rolling out.

Top Left Arrow points RIGHT →

You need to let go of feeling like you have to be perfectly consistent. When you're in a hyper creative mode....batch a bunch of content. And then let yourself have a break. It's okay if you're not in stories every other day. Show up when you're feeling passionate (just make sure you're passionate on a fairly regular basis.

If you're going weeks at a time on the regular without showing up, that's not what I'm sharing here. This just means that if you're showing up every day for weeks and then suddenly you feel like you need a week off to recharge. Take it. It's okay for you to step away and get rejuvenated by switching up your routine and patterns.

In your personal life this is the same too. You do best when you're not doing the same thing over and over and over again. Give yourself some change ups when you feel like you need a pick me up.

Do you need to be super visible and show your face ALL THE TIME?

Bottom Left Arrow points LEFT 

Let people see you! See you living your life in your environment. Your physical presence on camera and in your content are powerful energies. People need to FEEL you, which happens through seeing you. Showing people your life, showing up on video are positive growth zones for you. **Ideally, your best content is going to be of you in action.** Show yourself moving around, behind the scenes, creating, etc. As you progress don't be afraid to add in more transitions and shots into your videos. **Keep people stimulated rather than just talking straight to the camera.**

Content visuals:

Show your face. Video content is QUEEN for you!!! This doesn't mean you can't add text to things or just share text based information, but overall people want to connect with your unique energy. For example instead of sharing just text, share a twitter image from canva with your face next to it. The best however is when you're on video.

You are your best content! Show yourself!

Places to show up:

Tiktok, Youtube, and Lives all serve you well. This doesn't mean that you can't utilize other platforms. But overall, showing yourself is one of your keys to be recognized.

Visibility

Bottom Left Arrow points RIGHT →

Show life through your own Eyes. Show life as you SEE It. People resonate with you when they see what you see. How do you see the world, literally? Share your space. Share your vacation pics. Share the world through your own lens. You're really able to curate a vibe so to speak, so do that. This doesn't mean you shouldn't ever show yourself. But when you do, you don't have to show all the action shots that everyone else does. **When you're sharing your perspective, just sit down face the camera and share it.** Show your outfit. But you capture the attention of the audience when you are sharing what you have OBSERVED about the world rather than being observed in action.

Content visuals:

Show your life. Show your vacation images, show yourself sitting someplace (like if the camera was your eyes, do I see your hands? Your feet? Your toes in the sand?) Mirror pics count too! Show your home, your desk setup. Show life through your eyes/perspective. Share that perspective by just sitting down and sharing face to camera.

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Your content does the talking for you:

Sharing in depth content works best for you. People learn to trust and like you through what you share. This does bring an emphasis that you need to share richer, more in depth content. People really want to know how you see the world. Draw them into the story.

How to show up:

This energy naturally lends itself more to platforms like Twitter, Instagram text posts, Blogs, Podcasts, Pinterest.

BUT, it doesn't mean you shouldn't or can't show up on youtube or reels. Just either show a slideshow as you present or show pictures of life from your view. Stories with your coffee cup for example or of your plant wall. Or just sit down and share that juicy observation straight to camera. Don't try to add all the fancy fluff.

Your Content Style

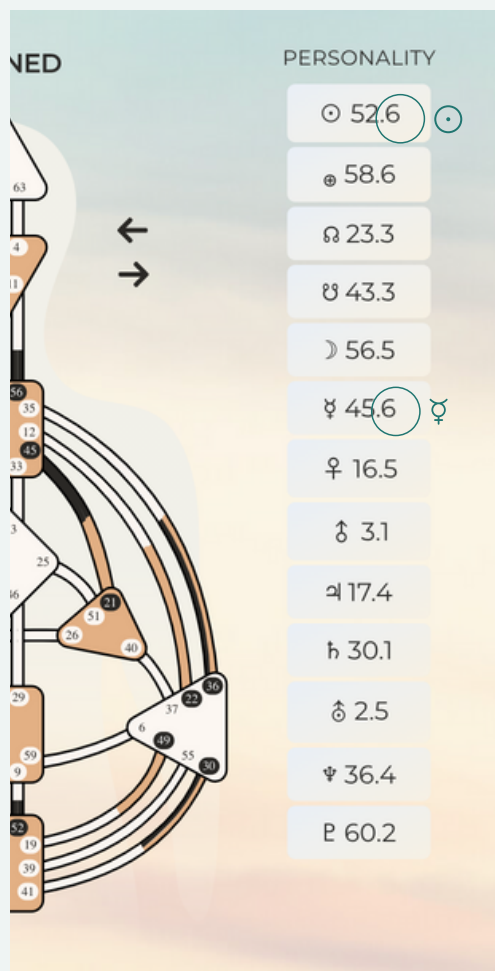
Please read for both your

☉ Conscious Sun ☉

and

☿ Conscious Mercury ☿

lines

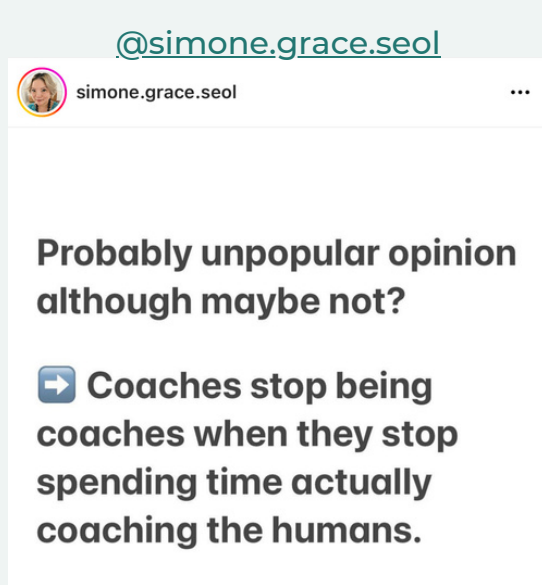


Please remember you're reading for the number that comes after the period. This is the Gate Line. In the example above, both the conscious mercury & sun have a line 6.

Line 1

- **Bold Statements**
 - (this can even rile people up, as long as they lead back to safety and security in the video/caption)
- **Education to convey expertise in topic**
 - Think dove soap showing the paper test with their paper vs "other soaps" paper, or a sunscreen sharing that most other sunscreens have toxic ingredients etc. You're not teaching them what you do, you're educating them on what to look for as a consumer.
- **Polarizing content that draws in like minded folks**
 - You want this to be a safe space, so if they are calling someone into a program/facebook group for example they want to call out who they AREN'T FOR so that people know it's a safe space.
 - This is also calling out the BS in your industry. No selling secrets.

Content that feels so line 1:



Line 2

- Anything you are super passionate about
 - This one is so much more about ENERGY. This can work well for influencer energy, but even established brands can just share things they're passionate about that aligns with their brand. (In love with their new packaging, new hire etc). But it has to be a genuine passion.
- Connection posts
 - This energy is all about community and union. Show people the behind the scenes of your life and let them connect. For example, share your favorite beverage or clothes etc and then ask them what their favs are. Let them be part of your process (polls) and give you recommendations.
- Aesthetic Heavy Posts
 - There's just no getting around this brand/messaging has to be more symbolic/pretty/aesthetic to capture attention. Make art with what you have to say/do. CREATE A VIBE.

Content that feels so line 2:

[@sophiarose.world](https://www.instagram.com/sophiarose.world)



[@foxmeetsbear](https://www.instagram.com/foxmeetsbear)



Line 3

- Funny Stuff

- *This is meme's, skits, jokes etc. They need their ideal audience to be able to laugh, ideally even at themselves. This is the audience self identifying as an ideal customer because they are giggling and going "omg, I do that too"*

- Behind the Scenes

- *This is the creative process and allowing people to live vicariously through you. Tell people about your mistakes and wins. Tell your story as it unfolds. Your biggest teaching and creating power is by showing people your process and life. Just make sure you're telling the story of it and assigning meaning to the process.*

- Pleasure content

- *Think like brownies dripping in sauce and someone enjoying them. Or even pleasure practices, something that actually gets someone to stop what they're doing and treat themselves. For example a yoga instructor might be like "hey, don't want to do a full thing....take 10 seconds with me and do this instead" Or "You don't have to spend an hour on the treadmill, do this 10 minute sequence instead" TREAT YO' SELF.*

Content that feels so line 3:

[Melaine Ann Layer](#) | [Alpha Femme FB](#)



[@projectorsinvited](#)

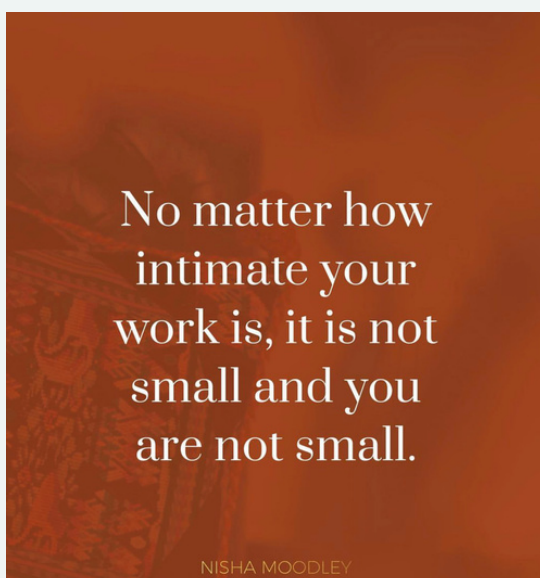


Line 4

- Love Letters
 - This energy has to speak heart to heart and feelings. So literally writing “love letters” to clients. Like it’s a romantic or friendly experience. Instead of talking about the benefits of the product, write a love letter from the heart about the experience.
- Validating Emotions
 - This is turning the traditional pain point marketing on it’s head, and basically validating the feelings that people have. This is to create a safe space for their hearts, which then can actually change those pain points.
- Things that pull on your heart strings
 - Like those videos where people save puppies, etc. You want people to FEEL something. But keeping in mind, the feeling that the brand wants people to feel. Poetry, stories etc that cultivate that feeling in their body. You can also use customer stories to share their transformation, or personal stories to do this.

Content that feels so line 4:

[@NishaMoodley](#)



[@erinclairjones](#)



Line 5

- Problem Awareness

- This is simply getting people to go “omg, I have that problem!”. Especially if the brand line is a 5, these people are experts at solving unique problems, but a lot of times the people don’t know they have that problem. SO this is just making them aware that a solution is available, (but leaving a little bit of mystery to the process)

- Rapid Transformation Solution

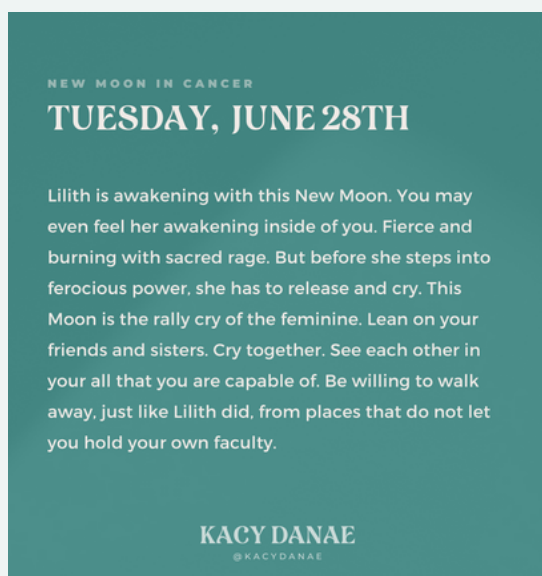
- This is the next step after the problem awareness. Give them a quick fucking win.

- Wisdom drops

- Sharing expertise, general wisdom, generally positioning themselves as ones who have the answer. The issue with these is they have to retain a bit of mystery. Straight up education often doesn’t help these brands/messengers because they have such **unique solutions or perspectives** that they really have to focus on the problems that their customers have...rather than teaching them. *the way that I write my daily forecast to be focused on overcoming struggles and taking right action is a 5 line perspective*

5 ^o Content that feels so line 5:

@kacydanae



@the.vagina.whisperer



Line 6

- Sharing the Vision of what's possible
 - Literally through story telling or experience draw up a vision of what is possible. Paint them a picture. Lead them into the future.
- Teach
 - Especially if this is brand line 6, you are meant to really teach whole systems. Which means you have to be willing to share full “mini-lessons” so to speak. But this is only if you are selling the whole system. A lot of 6/2 profile lines end up making excellent influencers because they sell the things they are passionate about (affiliate marketing) and then they are able to teach the systems they use for social selling for example. But they have to give a lot away for free in the teaching department, and then sell the deep dive.
- How-To
 - This is especially in embodiment. For example, how to be confident when you are social selling. Or what it's like to move through jealousy in a marriage. It's taking the elements that they deep dive on and breaking down the actual physical and mental experience of embodying that vision/transformation

Content that feels so line 6:

[@evolutionary_herbalism](#)



[@iamedencarpenter](#)

