

The 2026 Content Strategy Playbook

KW *Where Entrepreneurs Thrive*



“In a world that relentlessly races to the bottom, you lose if you also race to the bottom.

The only way to win is to race to the top...

The only way to be indispensable is to be different...

Expertise gives you enough insight to reinvent what everyone else assumes is the truth...

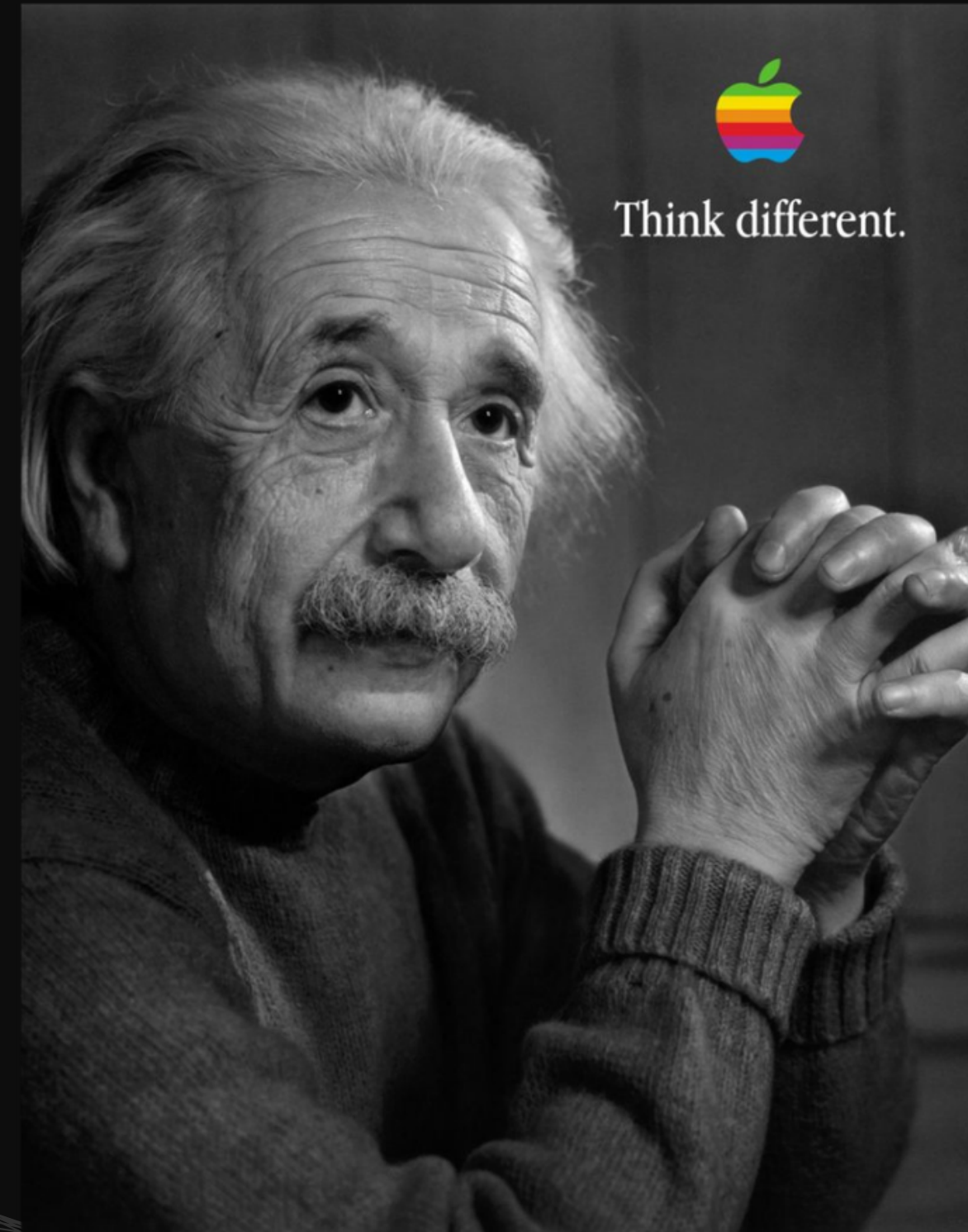
You can train yourself to matter.

You are not your resume. You are your work.”

-Seth Godin

quoted in 10x is better than 2x

APPLE 1997



Apple 1997

Losing money, losing market share, and most dangerously, losing their identity.
Scattered products, confused brand, and no clear direction.

Steve Jobs was hired back, not as CEO but as a consultant after being absent for 12 years. The first big decision he made was to **SIMPLIFY**.

“We’re going to focus.
We’re going to stop trying to
be everything to everyone.” Steve Jobs

- Dozens of product lines brought down to four
 - brought clarity to processes and projects
- But he knew something deeper was missing; Apple had lost its soul.

brand crisis.

Apple wasn't just struggling financially, ***they had no story.***
Jobs knew Apple needed a new narrative.

"Think Different" was their campaign they launched 8 weeks after Jobs returned.

This wasn't a campaign saying we're faster, better, or cheaper but this is who we are and this is what we believe.

brand crisis.

within a year of this campaign launch....

1

Regained profitability

2

Public perception shifted.

3

Talent, investors, and
customers returned.

This set the foundation for the iMac, then the iPod, the the iPhone.

Jobs didn't save
Apple with a
product; he saved
Apple with clarity.

Brand Journey Framework



Question 1

What is our desired outcome?

Question 2

What would I have to be known for to have that outcome to be realized?

Question 3

What would I have to do in order to be known for the thing?

Question 4

What would I have to learn in order to do those things?

Our content plan always links back to this framework.

brand journey framework.

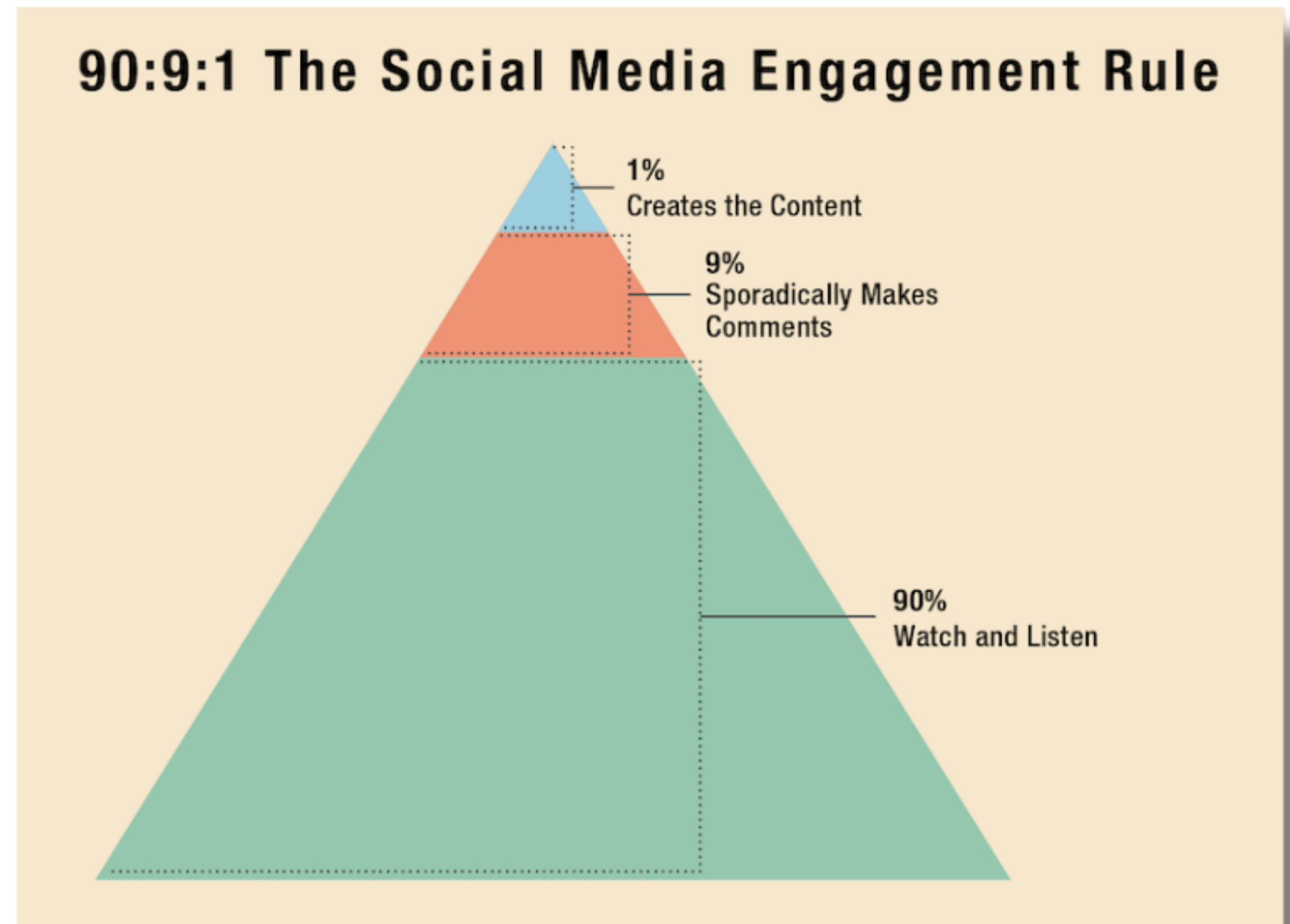
Training often and intentionally? **INNOVATIVE.**

Consistently evolving and investing in a content engine for agents to have content and resources under their brokerage roof?
DISRUPTIVE.

Sharing our wins, statistics, and market positioning? More Top 500 Realtors than any other brand, (12%) #1 Market Share in the state of Utah, Salt Lake County and Utah County, Best of State 8 of the last 9 years.... **PROVEN.**



be the
eyeballs or
create them.

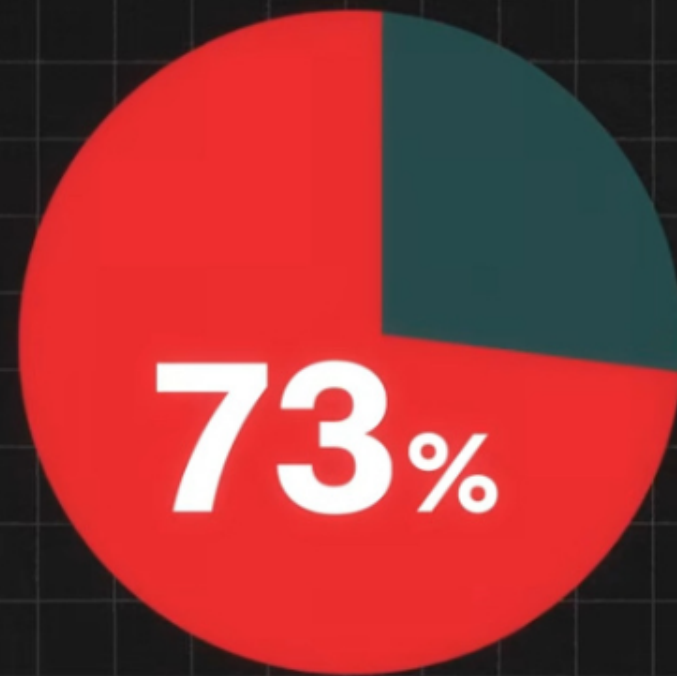


Source: *The Lead* Keller Williams

Content Cadence



“You should be far more concerned with your current trajectory than with your current results.”
-James Clear



**Quit within
the first year.**

Content Cadence



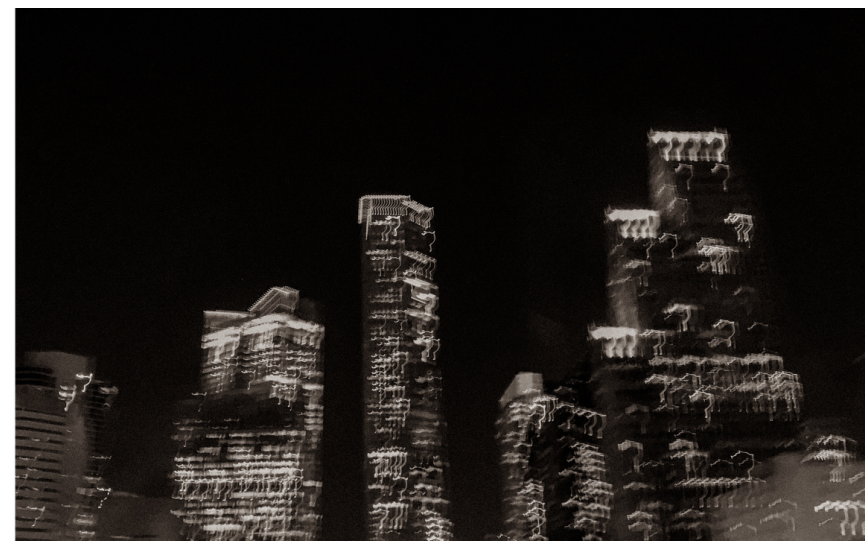
what is the average agent doing?
how can you differentiate?

The Warm-Up Track



2 reels/week
1 carousel/week
3 stories/day

The Rhythm Track

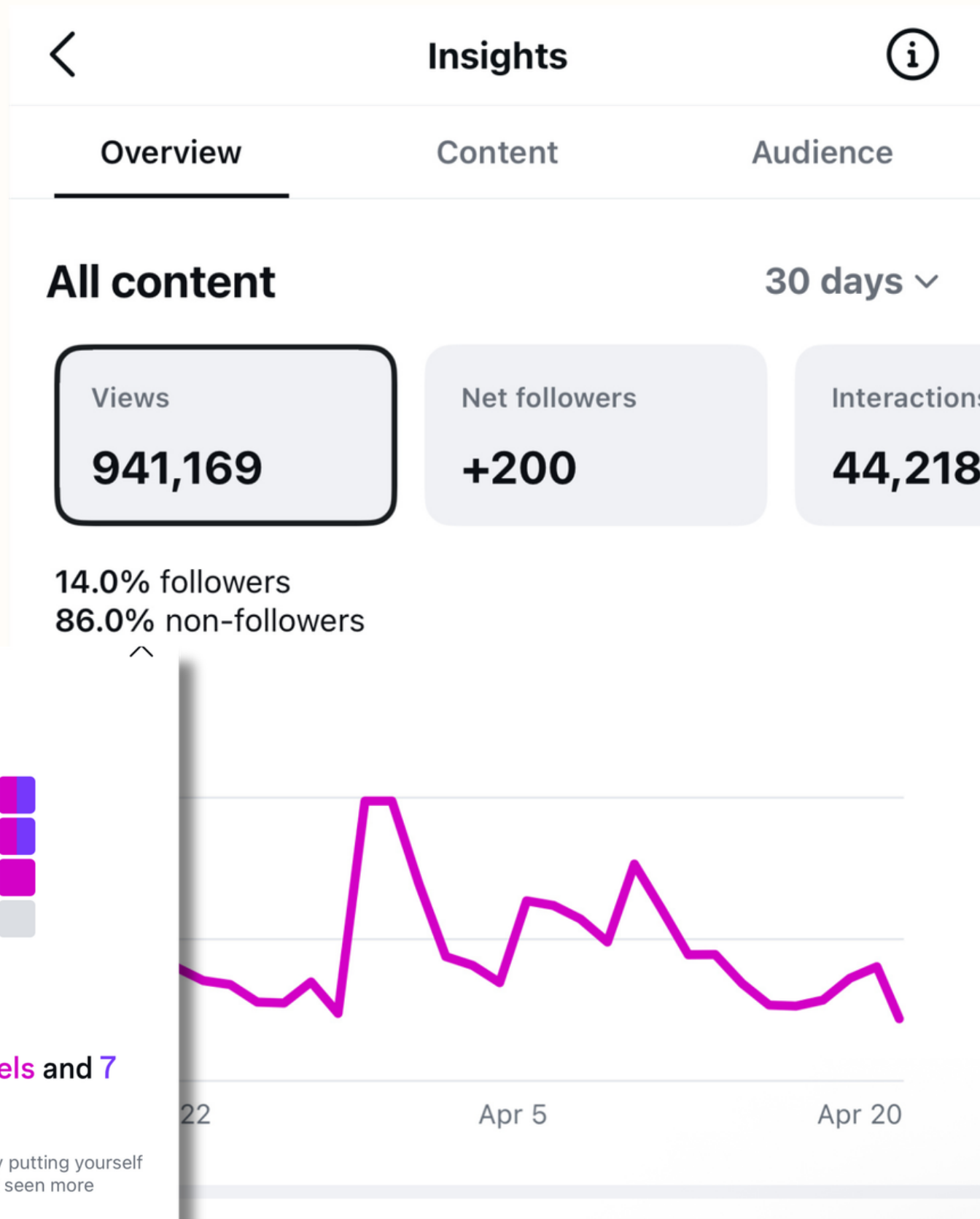


3 reels/week
2 carousel/week
5-7 stories/day

The Creator Track**



5 reels/week
3 carousel/week
1 story series/day
2 collabs a month



Social Proof that:

- Consistency works.
- You can do this while having a full time job.
- This is where attention is.
- "what makes you extraordinary isn't what you do, it's how long you're willing to do it for." -Alex Hormozi

Where Entrepreneurs Thrive

The roast of you. ↘

Screenshot of your Instagram grid:

“I am providing content from my primary social platforms. I want you to roast me in the most productive way possible and for each roast, give me action items to improve that.”

We have since added “I want my content to tap into being found on search results and in LLM’s. I need the “I love you, but also fix this Immediately,” version.

The roast of you.



Content Chaos House instead of
Content Powerhouse.

we need repeating structures
recognized by audience.
no more than 3-4.



You're not leveraging your
SUPERPOWER: authority
through storytelling.



You're giving "I teach everything"...
which means people follow you for
nothing specific.

What is our ONE authority signal that
ladders up to everything else?



Your content is GOOD... but the hooks
are carrying the weight.

Your delivery, tone, and face-to-camera
energy are inconsistent because you're
sometimes filming "in between 20 other
responsibilities.

Choose 2-3 filming setups that become
your signature.



You are underutilizing faces.

Your authority = YOU.
Your relatability = YOU.
Your trust factor = YOU.
More face. More talking. More
opinions.
Less slides unless it's a carousel.

Two paths to choose ↘

Path #1

Forgettable Brand

Unclear, inconsistent, and reactive. It blends into the noise because it lacks a point of view, visual identity, or emotional connection. It doesn't tell a story, it doesn't build trust, and it gives people **nothing to remember — or return to.**

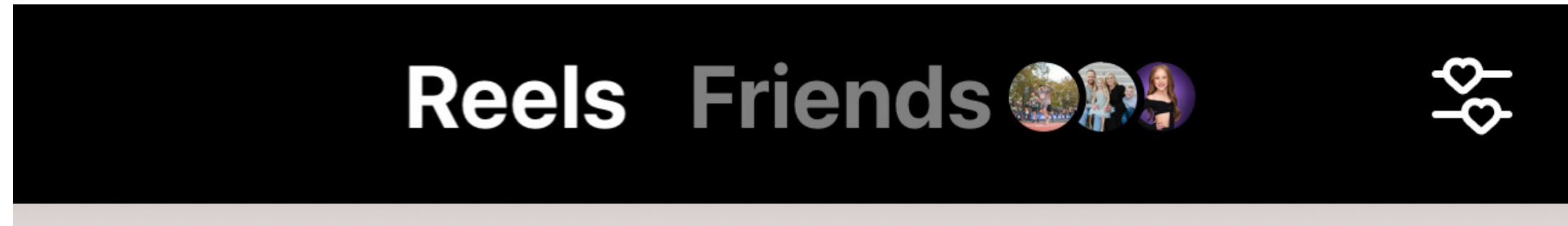


Path #2

Intentional Brand

An intentional brand is built with clarity, consistency, and purpose. Every story, visual, and message reinforces what you stand for. It communicates truth, earns trust, and makes people feel something. It's recognizable, strategic, and impossible to scroll past.

Click on this button ↘



welcome to “your algorithm”

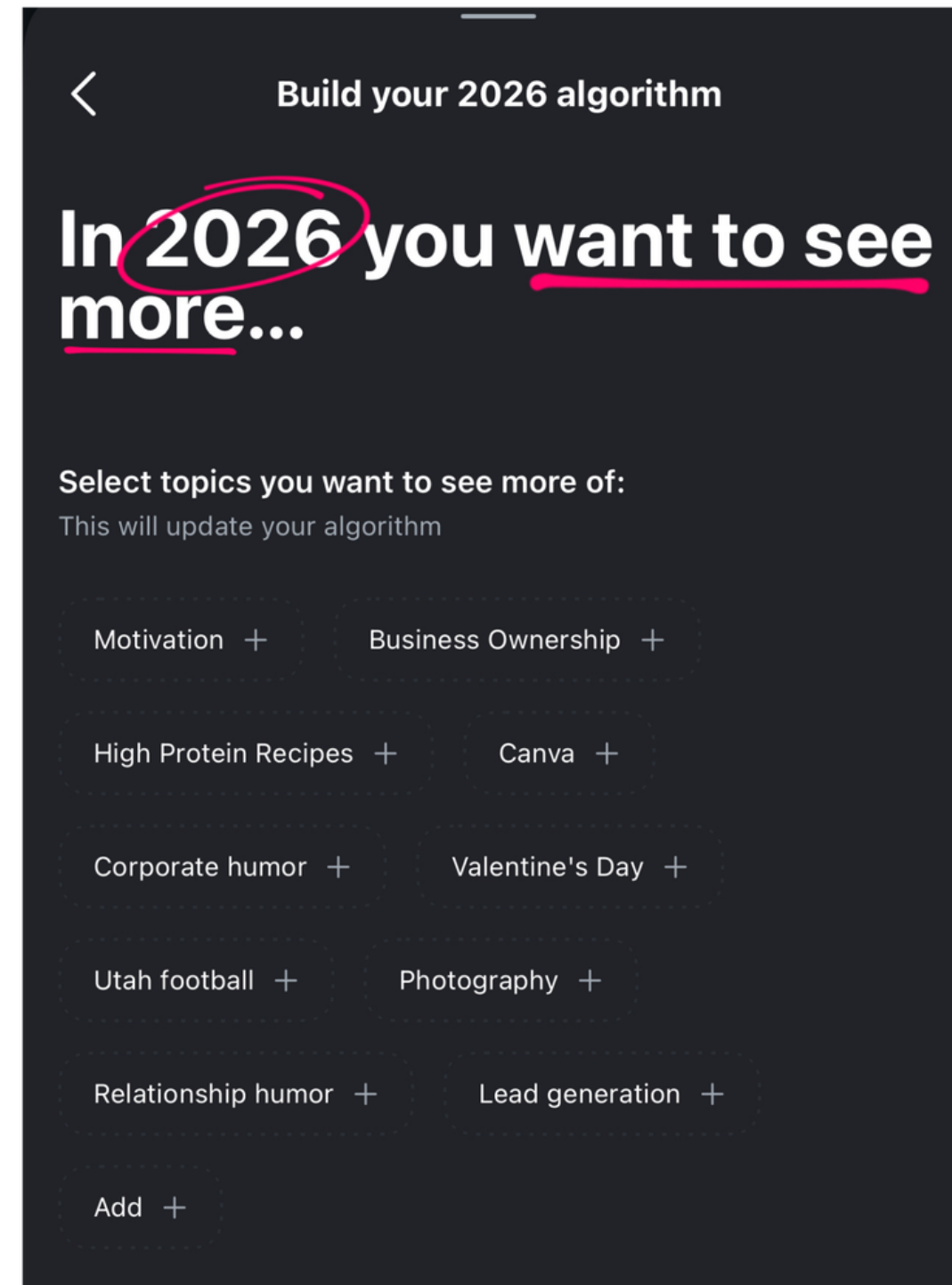
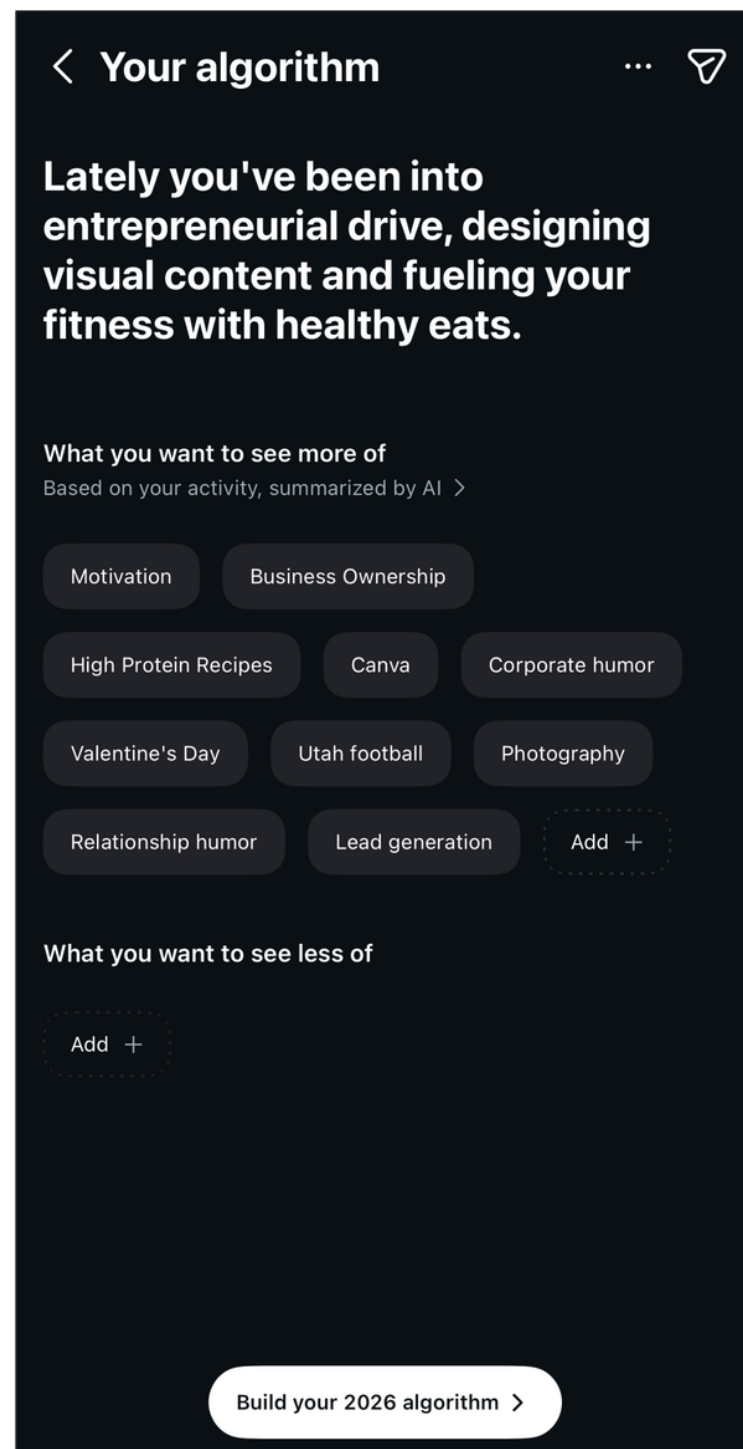
“In 2025, consumers want a seamless and personalized home search experience, heavily leveraging technology to enhance convenience and control.” *NAR*

interest group #1

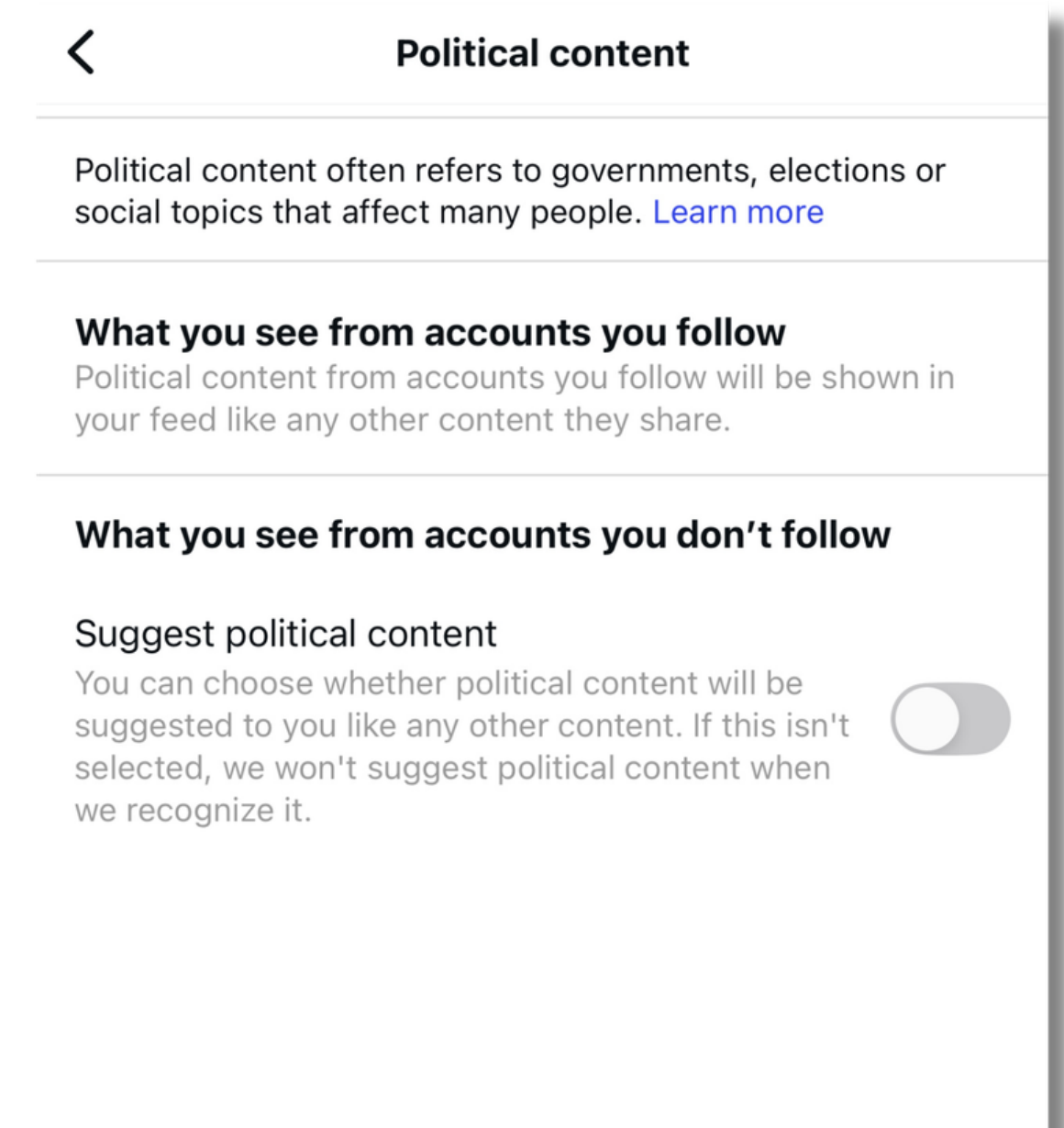
Interest group #2

Interest group #3

↘ Your target audience just got the most convenience and control. Do you think you'll make the cut?



Instagram platform



Getting started. ↘



Complete the Brand Journey Framework Exercise.



Screenshot your social media channel(s) and complete the roast prompt.



Subscribe to a “track”



Run one of the power prompts to get started.



Once you have this running, the next stage is how you incorporate authority, trust building, and GEO strategy into your content.



UTAH REGION
COURSE NOT IN DROP DOWN
YOUR 2026 CONTENT STRATEGY PLAYBOOK
INSTRUCTOR: KIMBER WALTON



EVALUATION:



kwueval.com

