

VCA Implementation Workshop

Handouts

Sacha: [Implementation Day 1a - Content Ideas](#)

<https://docs.google.com/document/d/1qC3YJTSDyP8kANpyeVy7uLPujXQ4HXuxI3BVaVGKaos/edit?tab=t.0>

Sacha: [Implementation Day 1b - Content & Social Media](#)

https://docs.google.com/document/d/1wshEF_hfOma9aeXDZc--yVW2LccUJqrF2m1zTIPy30/edit?tab=t.0

Sacha: [Implementation Day 1c - Chat GPT Prompts](#)

<https://docs.google.com/document/d/1IZOGtulhY-LhIMUq0-RxGTd7FTIomxrXL1iBgfSp9i8/edit?tab=t.0>

Warren: [Video Editing Made Easy With AI](#)

<https://docs.google.com/document/d/1PfiD-EF24JdqcvRv5wrhQPgDSTUSEE-ZCB D-cyR9w6Y/edit?tab=t.0#heading=h.gmi6arvznbj8>

Quick recap

The meeting focused on social media content creation strategies, with sessions led by different speakers covering topics like content ideas, authenticity, and platform optimization. Participants discussed various approaches to creating engaging content, including using tools like ChatGPT for idea generation and profiling clients' future selves to align actions with desired outcomes.

The group also explored practical aspects of content creation, including video editing tools and techniques for sharing expertise through short-form content, while emphasizing the importance of consistency and authenticity in social media presence.

Summary

Simple Social Media Content Strategies

Sacha led a session on social media content creation, emphasizing the importance of visibility and consistency while keeping content creation simple and manageable. She shared 30 easy-to-implement content ideas, including sharing client wins, reposting content, recommending books, and creating gratitude series. Sacha stressed the importance of giving credit to original sources and using footnotes to maintain integrity. Tracey expressed interest in using the gratitude series idea to reconnect with social media, particularly around Thanksgiving in Canada. The session concluded with a reminder to focus on creating authentic content that showcases one's true self.

Content Creation and Social Media Strategy

Sacha led a session on content creation and social media strategy, emphasizing the importance of consistent posting and using ChatGPT to generate ideas. She encouraged participants to work individually on content creation exercises, with a focus on prompts 1, 2, and 3, as well as prompt 7. The session included feedback from participants about the ease of using ChatGPT for content generation and the positive impact of personal content, such as family photos, on social media engagement. Eben followed with a session on reviewing and improving social media content, where Colleen volunteered to share her content for feedback.

Content Strategy and Personal Branding

Eben and Colleen discussed the importance of aligning content with clear action steps and benefits for both the audience and the creator. Eben emphasized the need to focus on the benefits and results that people want, such as increased income, impact, and influence, and to make the action steps explicit, like "start speaking" or "get on one stage." Colleen shared her goal of helping others book their first speaking engagement, and Eben suggested integrating this action with the benefits of increased clients, credibility, and collaborations. Tracy shared her rebranding efforts on social media, focusing on a more masculine aesthetic and highlighting her work with athletes and entrepreneurs, while also emphasizing meditation as a core practice for high-performance individuals to manage pressure and achieve stability, ultimately leading to winning.

Meditate to Win" Strategy Discussion

Eben and Tracey discussed creating social media content centered around the theme "Meditate to Win," with a focus on encouraging followers to sign up for live meditations. They explored the potential of using this concept to connect meditation with achieving success in various areas of life, drawing from Tracey's extensive experience and personal stories. Eben emphasized the importance of aligning business names and marketing efforts with the desired outcomes for clients, suggesting Tracey consider a name change to better reflect her focus on high-performance and winning. Additionally, Leigh shared her client demographics and

discussed the potential for longer-term client relationships, with Eben advising her to view each session as a step toward a broader transformational journey.

Client Future Self Profiling Method

Eben discussed a method for profiling clients' future selves by identifying their goals across different life areas and aligning actions with desired outcomes. He emphasized the importance of helping clients see the connection between their actions and benefits, using a simple grid structure to map out the relationship between client actions and results. Leigh shared how this approach helped her reconsider her marketing strategy for therapy clients, particularly in shifting from therapy to coaching for graduates. Tracey added insights about flexible, long-term coaching arrangements that allow clients to continue working with coaches indefinitely.

Melissa's Health Update Catch-up

Tracey and Melissa discussed their upcoming Zoom call scheduled for Tuesday, the 30th at 2:30 PM Pacific time, where they will catch up and discuss Melissa's health improvements following the Shoemaker protocol. They agreed to connect via WhatsApp, and Melissa shared that she is gradually improving her health despite ongoing challenges. The conversation concluded with Tracey expressing excitement about the upcoming catch-up and Melissa confirming she would text her Zoom link to Tracey.

Social Media Content Creation Strategies

Annie facilitated a discussion about social media content creation and sharing, encouraging participants to focus on offering value rather than worrying about metrics or perfection. Tracy shared her experience of taking a break from social media after 5 years of consistent posting, citing technical issues and a desire to rebrand as reasons for her pause. Annie advised the group to think of social media as a way to systematically share their expertise, suggesting that consistency is more important than perfection. Nancy committed to creating one TikTok video per day that week, while Alex shared his experience of overcoming social media fears through collaborative live sessions with other coaches.

Social Media Content Creation Strategies

Annie led a discussion about social media content creation and its potential for sharing coaching and teaching insights. She encouraged participants to create short, 60-second videos on topics they are passionate about or have expertise in, even if the content is not immediately shared publicly. Annie emphasized the value of recording ideas for personal use and reflection, as well as the opportunity to reach and help others through social media platforms. Participants shared ideas for potential content, including topics on teaching, self-compassion, resume optimization, and medical advocacy. Annie highlighted the unique chance social media offers to subtly influence and help others by sharing valuable tools and insights.

Video Script and Time Management

The group discussed improving a video script, with Annie and Stuart agreeing to tighten and streamline the content, particularly by starting with action rather than background context. Colleen demonstrated her ability to create a compelling 60-second teaching segment on public speaking, while Nancy shared her approach to time management using a "time balls" system rather than traditional time blocks, which she finds more flexible and less stressful. The session concluded with participants receiving a 50-minute break before Warren was scheduled to lead the next portion of the meeting.

Capwing: AI Video Content Creation

Warren demonstrated how to use Capwing, an AI-powered video editing tool, to easily create short-form content from existing long-form videos. He showed how to resize videos for different social media platforms, add captions, and use AI to automatically generate short clips. The tool costs \$16/month and includes features like auto-subtitling and audio enhancement. Warren also shared tips on creating engaging short-form content, including using headlines, addressing pain points quickly, and adding captions for viewers who watch without sound. The group discussed how this technology could simplify content creation and editing processes, with several members expressing interest in trying the tool.