Creating Integral Virtual Content

To Spread Real Healing to the Masses

ōSHen
Welcome & Let’s Get Started

Please take a moment to…
- Introduce yourself in the chat:
- How are you managing?
- What type of holistic modalities do you teach or want to teach/offere?
- Are you currently creating content or just starting?

I’m so grateful to be here today…
- It’s an honor to support you in what I love to do which is helping holistic wellness brands spread real healing to the masses. As a holistic practitioner myself, I felt called to create offerings to support the world in what we are going through right now. We’re being invited to explore the edge of uncertainty.
- This workshop has evolved from creating virtual content to integral content. Because that is truly what we need more in this world - for ourselves, our clients and the world.
My Story

I help people share their truth. I am a creative director, marketing strategist, holistic practitioner and content creator with a passion for inspiring others to live their most authentic life. In 2018, I founded ôSHen Creative, a creative agency for holistic wellness brands. I’ve helped the top holistic wellness practitioners create authentic content and grow their businesses and audiences. In 2016, I founded Coconut Yoga, a children’s yoga company to help little one’s become their most authentic selves.

15 years ago, I discovered my love for writing, imagery, layout and design at the and dedicated my life to learning the in’s and out’s of the creative service departments of fashion magazines, fashion houses and blogger studios to inspire people to be their most pure, authentic and radiant self.
What We Will Be Learning

• Importance of intention virtual content
• Your unique gifts and offerings
• How to create virtual content
• The different types of virtual content
• Establishing your rates/prices
• Finding your voice
• Creating a marketing calendar
• 3 Take Home Exercises
• Resources

“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”
- Maya Angelou
Why This, Why Now?

Things are changing quickly. We’re being invited to prioritize what is most important to us. We’re being invited to remember what it feels like to live in uncertainty. We’re being invited to walk the walk and talk the talk. We’re being invited to show up for ourselves, our hearts and our clients.

Two weeks ago, this workshop would have looked a lot different. Today, we’ll be focusing on how we honor our deeper truth and how we tell our deeper story all to heal ourselves and the world. You can google “how to create content” — so instead I want to teach you the importance of creating authentic content that fills up you, your clients and your bank account, because I believe they are all connected.

What is this experience inviting you to explore?

“The world doesn’t need more brands, it needs more integral and authentic brands.”

- Amanda Chase
Content Creation is the process of generating useful material for your audience by creating written or visual content around those ideas, and making that information accessible to your audience as a blog, video, infographic, or other format.

What is the most important component of content creation? The integrity of the person creating the content. That’s what we will focus on first today. The graph to the right is my perspective of the importance of variables that equate to successful content creation. The person: their ability to be honest, truthful, vulnerable, expressive and real. Because in times like this, people are going to remember how you showed up, supported them and lead with integrity. People are investing in you.
Part 01 • The Importance of You

*People invest in people.* We must show up for ourselves so we can show up for others. This is the most important factor in all that we do. We want to invest in things that make us better humans. We want to be part of something greater than ourselves.

*People want to connect with you.* We want connection. We want to be connected with those that are leading with integrity, honesty and authenticity.

*The most important factor* of choosing my clients comes down to the person. It's how they show up for themselves. How they honor their truth. How they walk the walk and talk the talk. Because, if we're being leaders for the people we support, we must show up for ourselves first and foremost.

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**Integral Components of Content Creation**

- Person: 50%
- Content: 30%
- Marketing: 20%
Before we begin to create content for ourselves, our audience and our bank accounts, we first need to figure out our value as practitioners and brands. In a saturated market, we have to stand out from the crowd. The key is identifying all those components that make you different from the crowd. This is vital.

When I first start working with clients, my first question is always, why are you doing this work? This is our why. We must know our why so we can make a list of values and boundaries that help us stay in integrity. Note, our “why” rarely changes as it’s our core truth but what will change is the way in which you will create content to support that vision.

At the end of the day, what do you want your work to be leading back to? Once we learn our why, we’re able to check in with that pure intention to ensure that we are giving everything we can to our work and our clients.
Once we identify our why, we can then move into how we are going to support our why and our clients needs. As mentioned before, this part will more than likely always evolve and change. That is good. As we evolve and grow, so should our offerings.

Taking inventory of your life right now, please ask yourself a series of questions to assess what is calling to you in the way in which you want to serve your highest intention. It’s not about thinking about what you think your audience wants, right now, we are purely identifying what it is that lights us up inside.

Questions to Identify Your How

What inspires you right now?
What are you trained in?
What are you practicing on your own?
What’s working for you?
What’s lighting you up with your work?
Now that we know our why and our how, we can start to move into the perspective of our audience. Bringing to mind our why and our greatest contribution of serving that intention, we can now think about how can we merge these into an online offering.

**Intuition based** research is simply just using your intuition and empathic abilities to think about what they are going through, how are they struggling and how do they need to be supported.

**Analytical based** research is using demographic and questionnaire based content to gather information on your audience. This can be through analytics on the different platforms, surveying, and simply asking them these questions.

Questions to Identify Your Who
- What are they needing most right now?
- Where are they struggling?
- Where could they use support?
- How do they need to be supported?
- What are their pain points?
Now that we know our why, how and for whom, we can now bring all those components together to create a deep understanding of your value for your clients so we can share that knowing with the world.

Specifically, identify what your value is to your clients and have that be the north star for all decisions and actions moving forward. Let it be simple. I want to encourage you to really take inventory with what you love to do, how you love to do it and the way in which you show up that excites you.

Keep what resonates with you right now and throw out the rest. It’s time to minimize and become really specific about what it is that you want to do.

Questions to Identify Your Value
- What am I the best at doing?
- What areas do I excel?
- What do I love to do?
- What comes naturally to me?
- What comes easily for me?
- How’s the most authentic way to show up?
Answer the questions from the previous pages to...

Identify Your Why

Identify Your How

Identify Your Who

Identify Your Value

Favorite Resources

Journaling

Meditation

Breathwork

Manifestation

Hypnosis

Reprogramming

Expanders
Water Break & Questions
The way in which you show up is important. As a holistic wellness practitioner, people look to you for guidance, support, healing and integrity. They are sharing with you their deepest fears, hurts, and pains in hopes that they can trust you and help them navigate with care and compassion all the while making an impact.

The content is more important than the marketing. Why? Because if you create an offering or service that truly is effective, people will organically share this with their loved ones through their words and actions.

Creating integral content is the way in which you combine your why, how and whom. Once someone invest in you, they will invest in your offerings.
Part 02 • Right Now Content

We're here today because the world in changing. People need help. They need support. They need guidance and they need it now.

We have to show up in our integrity and create from integrity in order to thrive in this current landscape. In order to find out what we want to create for our audience we need to think about what we need and what we know to create an integral offering.

We will discuss three ways to create content for your audience to support them now & in the future. But first, I want you to identify what you are being called to share right now, what resonates with you, your learnings, your growth and your greatest contribution.

Questions to Identify Your Now Content

How are you managing?
What's working for you?
What are you being called to do?
How are you being invited to show up?
What are people asking from you?
How are you supporting your friends?
How can you invoke more love?
Part 02 • Three Types of Content

1. **Now & Free**: teachings and offerings to your community that are free of charge, available to support anyone at any financial situation and help to alleviate any current issues such as journal prompts, guided meditations, podcast episodes, blog posts, workshops, webinars, educational social media content, lead magnet content, and newsletters.

2. **Now & Paid**: teachings and offerings to your community that provide a range of prices to meet each client where they are on their financial situation such as mini sessions, specific readings, mini e-books, grocery lists, digital workshops, group mediations, group coaching, one-on-one sessions, and custom plans. Range from $10-$200

3. **Later & Planned**: teachings and offerings that are more comprehensive and planned out. These entail e-courses, e-books, and retreats. You can use this extra time you have to plan out and start creating an offering for the future.

Questions to Identify Your Content
- What are you already doing?
- What’s working?
- What’s not working?
- What are you bored of?
- What excites you?
- How are you enjoying consuming content?
- What’s easiest for your clients?
- What do you want to create for the future?
1. **Sessions**: create a variety of different sessions from mini to one-on-one to group that are a variety of different prices and rates.

2. **Workshops**: create a variety of different online workshops that you can help your audience and community navigate the times right now. Bring in experts in different fields, show up for what they need support in and make it accessible.

3. **Create**: people are creating a lot right now, I’d pay attention to what you are doing for yourself and share that with other such as cooking, baking, meditating, writing, drawing, singing, cleaning, etc. Think about how you can uniquely bundle what you are doing now to support yourself as a way for your audience to feel supported by you. It may come in video form, pdf form, blog format, photography, etc. Explore & create.

“Be messy and complicated and afraid and show up anyways.”
- Glennon Doyle
Part 02 • Exercise

Answer the questions from the previous pages to...

Identify Your Right Now Content

Identify Your Three Types of Content

Identify Your 3 Paid Content Ideas

Favorite Resources

- Magazines
- YouTube Videos
- Art
- Nature
- Conversations
- People
- Expanders
Water Break & Questions
The most important aspect of marketing is that it’s a true reflection of your greatest intention for your service. We’ve now covered 70% of the components of creating virtual content. It starts with you, then the quality of the content and now it’s making sure that the way in which we promote this content is aligned with your most integral self.

It’s not the time to respond in desperation. We must hold our grace, value, worth and highest integrity. This is when we share our offering with the world for eyes to see and people to connect with. Now, as mentioned before, if your product is good - you don’t have to worry as much about the marketing. I love this because it is in alignment with our entire business — it must be of the highest integrity.

This is when we tap into expressing our worth.
How you show up right now matters. How you speak about what is happening right now will be noticed by your community and audience. Make sure you are being respectful and honoring what everyone may be going through right now.

We must speak with humility and compassion. People are going to remember how you made them feel. Are you taking time to take care of yourself so you can provide the most integral support to them? If so, speak on behalf of that work you are doing. Why did you create this offering for them? Probably, because you needed it too. People will connect with you deeper the more real you are with them and the way you market these offerings.

This is a great opportunity to show your vulnerability. Express yourself and what you are being called to do right now. You will become magnetic.

Questions to Identify Your Messaging

- What words do you want to use?
- How can you be respectful?
- How can you support them?
- How do you want them to feel?
- How are they feeling?
- What could be triggering?
- How can you say it more lovingly?
Do what feels best with you. Forget all the statistics of quantity and frequency. I’m more interested in you creating a strategy that is a reflection of what resonates with you because when you show up in your truth and your radiance, the world can’t help but be attracted to that truth and honesty.

Create a digital marketing calendar. This is what I use with my clients to map out content from Instagram posts, newsletters, launch dates, podcast episodes and more. Fill each day with the content that you want to post and execute it on the day that you plan it. If it no longer aligns, change it and continue to post what feels best to you.

The secret to a great marketing campaign is being real with yourself and how this will help your clients.

Questions to Identify Your Strategy

- How do you like to show up?
- What feels best to you?
- What’s more difficult?
- What comes easily?
- How often do you want to show up?
- How much capacity do you have for this?
- How much time do you want to invest?
- How often do you want to participate?
Answer the questions from the previous pages to...

Identify Your Messaging

Identify Your Strategy

Favorite Resources

Journaling

Meditation

Reading

Listening to Podcasts

Creating

Singing

Dancing
Resources.

Books
- *Untamed* by Glennon Doyle
- *Wild Women Run With The Wolves* by Clarissa Pinkola
- *Daring Greatly* by Brené Brown
- *Rising Strong* by Brené Brown
- *The Integrity Advantage* by Kelley Kosow
- *How to Breathe* by Ashley Neese
- *Vibrate Higher Daily* by Lalah Delia
- *Letting Go* by David Hawkins

Podcasts
- *Create The Love Podcast* by Marc Groves
- *ALN Within Podcast* by Ashley Wood

Modalities
- *Sobagh Kriya Mediation* by RAMA
- *Deep Hypnosis & Reprogramming*
- *Akashic Records PDF* by Holisticism

On Repeat
- TikTok
- Cooking Shows
- Healthy Baking
- Walks with Puppy
- Sunday Newspaper
- Smiles at Strangers
- Calls with Family
Let’s Connect.

I’d love to support you. If you are looking for additional support, please reach out to me via email. I’m currently offering Clarity Sessions which are business and creative consulting sessions and weekly accountability for the month of April. I’m offering everyone in this community a loving slide scale rate of anything from $50-$250. Simply email me to book your session.

Contact Information

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Thank You & Questions

Ask Me Anything

The Importance of You

The Importance of Content

The importance of Marketing

Resources

Tips