**Step 1 – Define the Persona**

**Annie: The Relatable Financial Mentor**

* **Demographics: A woman in her mid-30s, married with three children, living a simple, suburban lifestyle. She enjoys outdoor activities like walking, swimming, and camping, and has a dog, which adds a down-to-earth and family-oriented touch to her personality.**
* **Professional Background: Middle management with a strong foundation in people skills and finance. Annie specializes in personal finance with a focus on budgeting, debt management, retirement planning, and saving strategies.**
* **Financial Journey: Annie has overcome personal financial struggles, including managing debt, balancing family life, and planning for retirement. Her authentic experience motivates her to share practical advice and inspire others.**
* **Personality:**
  + **Empathetic and understanding**
  + **Motivational and encouraging**
  + **Humorous and light-hearted**
  + **Approachable yet professional**
* **Content Focus:**
  + **Budgeting Tips: Simple strategies for families and individuals.**
  + **Debt Management: Relatable advice on overcoming financial challenges.**
  + **Retirement Planning: Guidance for preparing for a secure future.**
  + **Saving Strategies: Practical methods for building financial resilience.**
* **Name and Branding: Annie—a name that is friendly, approachable, and memorable. Her branding reflects trustworthiness and relatability, suitable for a financial mentor. Social media handles could include options like:**
  + **@SavvyAnnie**
  + **@AnnieSaves**
  + **@BudgetWithAnnie**

**Step 2: Prepare the Essentials**

1. **Name and Branding**:
   * Choose a username that reflects the persona **- Savvy Annie**
   * Design a logo or avatar using tools like Canva or DALL·E for consistent branding.

A logo with hands and a house

Description automatically generated

1. **Content Plan**:
   * Develop a content calendar with topics and themes.
   * Decide on the types of posts (e.g., tips, Q&A, stories).

**Content Calendar for Annie**

**Week 1: Budgeting Basics**

* **Monday:** “Why Budgeting Matters” - A simple infographic showing the benefits of budgeting.
* **Wednesday:** Video - "How to Create Your First Budget in 3 Steps."
* **Friday:** Poll - "What’s your biggest budgeting challenge?" Engage with responses in the comments.
* **Sunday:** Personal Story - “How I Turned My Finances Around with Budgeting.”

**Week 2: Debt Management**

* **Monday:** Tip Carousel - "5 Simple Tips to Pay Off Debt Faster."
* **Wednesday:** Story Post - "The Most Common Debt Myths (and How to Avoid Them)."
* **Friday:** Q&A - Open a question box: "Ask me anything about managing debt."
* **Sunday:** Motivational Post - "It’s Never Too Late to Start Paying Down Debt."

**Week 3: Saving Strategies**

* **Monday:** Infographic - "10 Everyday Hacks to Save Money."
* **Wednesday:** Video - "How to Build an Emergency Fund Even on a Tight Budget."
* **Friday:** Quiz - “How Good Are Your Saving Habits?” Share answers and solutions.
* **Sunday:** Blog or Long Post - "My Journey to Building a Savings Cushion."

**Week 4: Retirement Planning**

* **Monday:** Tip Carousel - "Top 3 Retirement Mistakes and How to Avoid Them."
* **Wednesday:** Video - "How to Start Planning for Retirement in Your 30s/40s."
* **Friday:** Poll - "Have You Started Thinking About Retirement Yet?"
* **Sunday:** Inspirational Story - "Why Planning for Retirement Changed My Life.”

**Additional Themes for Monthly Repetition:**

* **Motivational Mondays:** Posts encouraging positive financial habits.
* **Tip Tuesdays:** Quick, actionable financial tips.
* **Finance Fridays:** Engage with the audience on questions or financial wins.
* **Story Sundays:** Share relatable stories or lessons learned.

**Special Content Ideas:**

* Create a challenge: “30-Day Savings Challenge” to boost engagement.
* Seasonal posts: Tips for saving during holidays, back-to-school, or vacations.
* Collaboration opportunities: Partner with other finance influencers for guest posts or live sessions.

**Posting Schedule**

* **Frequency:** 3-5 posts per week (Monday, Wednesday, Friday, Sunday).
* **Platforms:** Instagram, Facebook, and YouTube for visuals; Twitter for quick tips.
* **Engagement:** Respond to comments within 24 hours to build community.

**Step 3: Create Social Media Accounts**

1. **Email Setup**:
   * Create a dedicated email for the AI persona (e.g., annie.tips@gmail.com).
2. **Platform Selection**:
   * Start with 2-3 platforms suited to your audience (e.g., Instagram, TikTok, YouTube for visuals, Twitter for concise tips, or LinkedIn for professional advice).
3. **Sign-Up Process**:
   * Use the persona's email to register on each platform.
   * Fill in profile details: bio, profile picture, and links to a website or blog (optional).
   * Example bio for Annie: "Helping families save, budget, and plan for a stress-free financial future. Tips with a smile! 😊"

**Step 4: Generate Content**

1. **Content Creation Tools**:
   * Use AI like ChatGPT for writing captions, tips, or scripts.
   * Use Canva or DALL·E for visuals (e.g., infographics, themed images).
   * Generate video scripts using AI and tools like InVideo for production.
2. **Content Themes**:
   * **Budgeting Tips**: "5 Easy Ways to Save on Groceries!"
   * **Relatable Stories**: Share hypothetical challenges and solutions Annie has "experienced."
   * **Engagement Posts**: Polls or questions like, "What's your #1 budgeting challenge?"
3. **Posting Schedule**:
   * Aim for 3-5 posts weekly, including stories and interactive posts.

**Step 5: Engage with the Audience**

1. **Automation**:
   * Use tools like Buffer, Hootsuite, or Later to schedule posts.
2. **Replies**:
   * Set up ChatGPT or other AI chatbots to assist with responding to comments or DMs in Annie’s voice.
3. **Hashtags**:
   * Research and use hashtags like #BudgetTips, #FinancialFreedom, #DebtFreeJourney.

**Step 6: Analyze and Optimize**

1. **Track Metrics**:
   * Use platform analytics to monitor engagement and growth.
2. **Adapt**:
   * Adjust content strategy based on what resonates with the audience.