





WHAT IS THE

METHOD?

A COMPREHENSIVE CONTENT FRAMEWORK FOR LEADERS
BY YETUNDE SHORTERS

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A NOTE ON CONTENT CREATION: COMBINING PERSONAL EXPERIENCE, IDEAS AND AI TOOLS

This resource was together by our team at ICY to support the personal journey and passion for helping women reclaim their peace, power, and purpose. To enhance the quality and richness of this resource, We've incorporated AI-assisted tools in the creation of some images and text. These tools have served as collaborative aids, allowing us to bring our ideas to life more vividly and effectively for your use.

While AI has assisted in some of the creative process, the concepts, strategies, and overall vision presented here are deeply rooted in my own experiences and insights. My intention is to provide you with authentic and meaningful guidance that resonates on a personal level.

Thank you for allowing me to be a part of your journey. I hope this resource serves as a valuable resource in your pursuit of purpose, clarity and efficiency.

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BT YETUNDE SHORTERS

TWIO METHOD CONTENT CALENDAR PLAN



Create content that keeps you loved, respected and paid...consistently

Do you want a simple, effective, and proven system to consistently create engaging and purposeful content for your audience? Learn about my proprietary method for creating social media content that is exactly what you need to attract, engage, and convert your ideal paying customers and fans and where to share that content. I call it the T.W.I.Q Method. How do you TWIQ your content to make sure you're loved, respected and paid?

Hey there, purposeful leader!

If you don't have the time, creativity, or resources to plan and execute effective social media content every day. If you feel frustrated and unsure of how to connect with your audience in a meaningful way, and with this ever evolving and highly saturated social media market, it's harder and harder to stand out from the competition. You're tired of your inconsistent posting schedule, missing out on content ideas or overwhelm because with A.I. now, there are way too many ideas, and confusion about which strategies will work for you.

This content plan guide is for you. As a Branding coach with 20+ years of expertise, I can tell you building a strong personal or business brand shouldn't feel like an impossible task.

I understand how overwhelming it can be to create content every day while staying true to your brand's voice. Trends can help, but can also be distracting. I know you've invested in loads of tools and courses but you still struggle with execution or lack clarity about your messaging, and how to translate it in your content plan. I also know you are determined and ambitious but need a clear, streamlined strategy to make sure your time and efforts give you tangible results like engagement, people buying whatever you're selling and money in the bank, consistently.

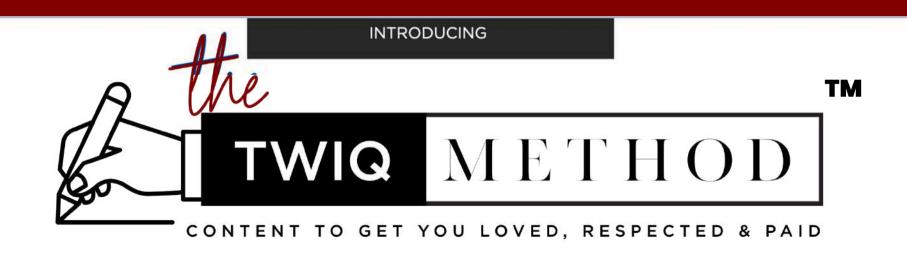
When you don't have a strategic and success focused content plan, you risk losing followers and engagement due to inconsistency. You risk feeling envy for you competitors with stronger brand presence. You end up wasting time and resources on social media strategies that don't get you the result you so desire. You will probably feel stuck and disconnected from your audience and who wants that.

You and I believe that **branding should align with our values and that success shouldn't come at the cost of authenticity or creativity.** You want your personal brand to feel true to your purpose, your mission.

The T.W.I.Q Method is a proven, easy to remember framework I created from being online since 1996 and years of experience helping celebrity and entrepreneurial personality brands build loyal, engaged audiences. Understand the T.W.I.Q Method's four pillars (Thought Leadership, What to do, Ideal Identity, Quick Help Content). Dive in and implement the system to attract, engage, and convert your audience into loyal fans and customers And hey, once you hit those milestones, remember to spread the T.W.I.Q. Method.

To your expectant success,











WHAT TO DO



IDEAL IDENTITY CONNECTION



QUICK HELP CONTENT

A PROPRIETARY STRATEGIC CONTENT FRAMEWORK CREATED & DEVELOPED BY YETUNDE SHORTERS FOR THOUGHT LEADERS & EXPERTS



What is it that your industry does that you FUNDAMENTALLY disagree with? It is drawing your line in the sand and clearly state your position on it. This sets you up as a Thought Leader. This type of content is designed to establish you as an expert in your field. It involves sharing unique insights, forward-thinking ideas, or expert opinions on industry trends, challenges, or innovations. The goal is to showcase your knowledge and position yourself as a go-to authority in your area of expertise. Whatever you are offering that is better? THAT IS YOUR THOUGHT LEADERSHIP POSITION.



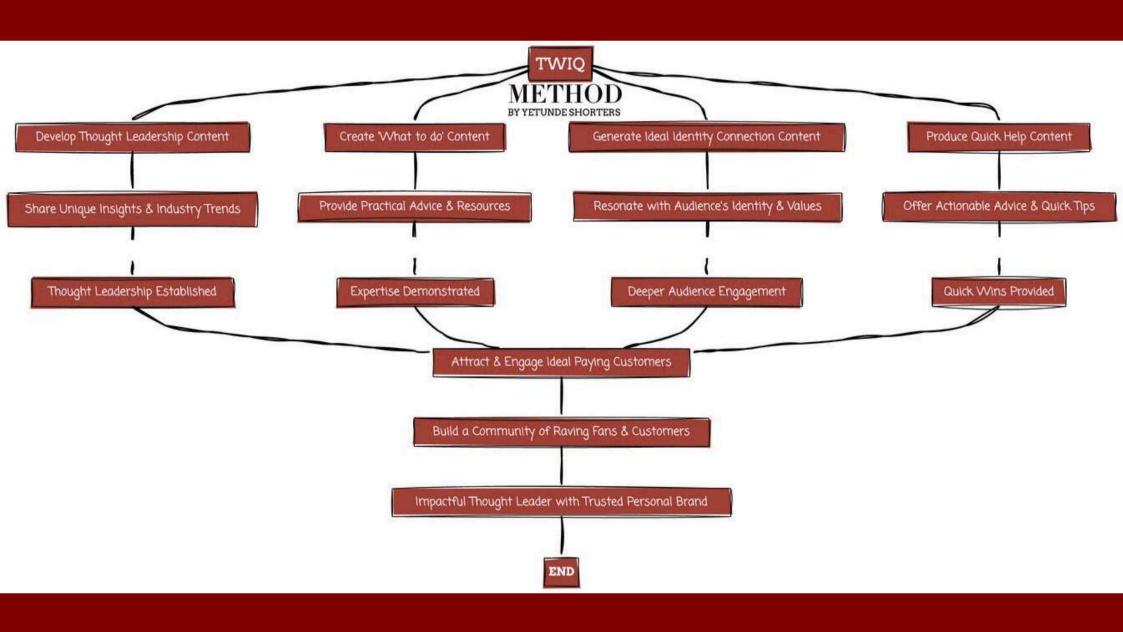
What is the identity you have in common with those serve? E.g. Parent, Twin Mom. Entrepreneur, Publicist, Girl-dad, Soccer mom. etc. Ideal Identity content is about building and maintaining a connection/relationship with those you serve. Ideal Identify content is designed to motivate, uplift, or resonate emotionally with your audience. It is where you share the joys, trials and tribulations of the identity you and those you serve have in common. It might include personal stories. motivational quotes, success stories, or any content that inspires your audience and connects with them on a personal level. The aim is to engage your audience emotionally and create a deeper, more personal connection.



What to do content is the simplest. It's your expertise on display. It is what you're probably already doing. An example of what to do content is that I am sharing right here. Content under this category focuses on providing valuable advice, tips, or wisdom to your audience. It's about sharing practical knowledge, how-to guides, or expert advice that can help your audience solve problems, improve their skills, or understand complex topics. This type of content is educational and aims to offer tangible value to your followers. This gives you bragging rights. It's an "I know my THING" content!



Quick help content is about proving to those you serve, as quickly as possible that you can get them from Point A to B. A simple way to convert them to paying customers is by helping them have quick wins with your content. This category is all about providing quick, actionable tips or solutions that your audience can easily understand and apply. The focus is on brevity and immediate value, offering concise and practical advice, quick fixes, or simple solutions to common problems. It's about giving your audience instant gratification through content that is easy to digest and implement.





CRAFTING THOUGHT LEADERSHIP CONTENT



Creating content to establish expertise and industry authority.

Challenge Industry Paradigms

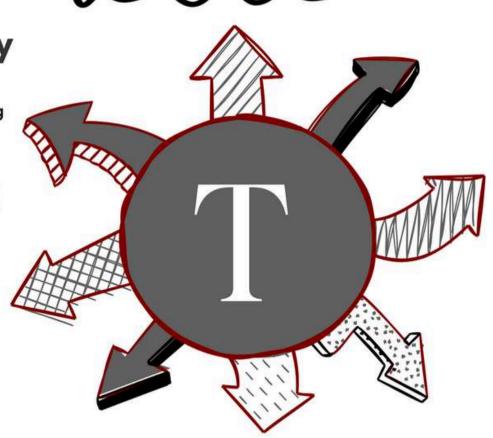
Provoke new thinking by contesting current industry norms and practices.

Highlight Pressing Issues

Demonstrate understanding by addressing critical industry challenges.

Forecast Future Trends

Show foresight by predicting and preparing for industry evolution.



Express Strong Opinions

Stand out by sharing bold perspectives on controversial topics.

Propose Innovative Solutions

Offer novel ideas to solve common problems, displaying ingenuity.

Conduct Expert Interviews

Gain and share insights from discussions with industry leaders.



BOOST ENGAGEMENT WITH HOW-TO CONTENT



Educational content that offers practical value

Expert Insight

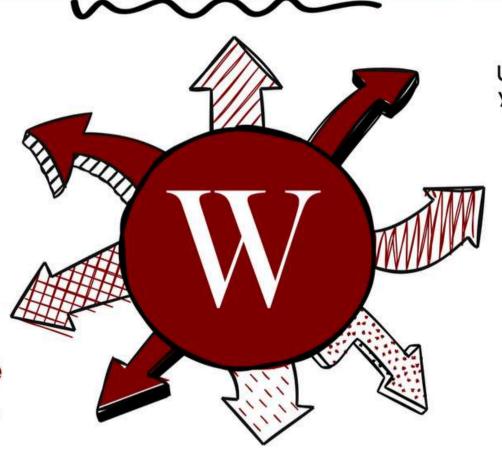
Share your specialized knowledge to affirm your industry expertise.

Success Chronicles

Highlight real-world successes to demonstrate your impact.

Learn and Educate

Distribute informative content tailored to your industry.



Trust Builders

Use testimonials to strengthen your audience's confidence in you.

Instructional Tips

Give step-by-step advice while keeping some professional secrets.

Best Practices Sharing

Inform your audience of the standards and practices that lead to success.



CRAFTING RELATABLE CONTENT



Connect emotionally with audiences through Ideal Identity Content.

Addressing Pain Points

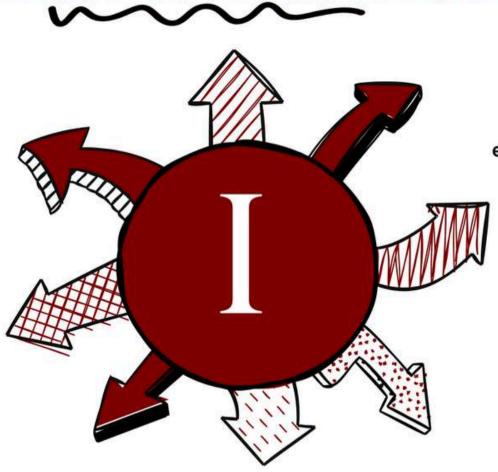
Tackle your audience's challenges to foster empathy and understanding.

Aligning Ethos

Align your content with audience values for a stronger connection.

Behind-the-Scenes Insights

Humanize your brand by revealing personal or professional backgrounds.



Reflecting Identities

Craft content where your audience sees themselves, enhancing brand identification.

Sharing Lifestyle Elements

Connect by presenting relatable lifestyle facets.

Telling Community Stories

Share relatable community stories to build a common ground.



INSTANT QUICK HELP GUIDE



Offering brief, practical tips and tools for instant solutions.

Problem-Solving Insights

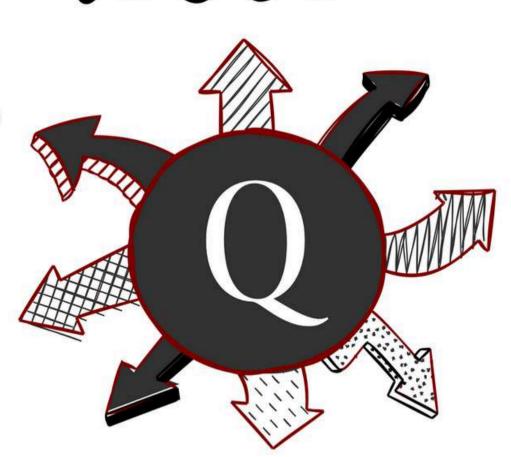
Distill insights into speedy, actionable advice for common issues.

Ready-to-Use FAQs

Regularly answer common questions for swift audience support.

Quick Industry Tips

Offer bite-sized tips or tricks for effective, rapid problem-solving.



Strategic Info Snippets

Provide concise, informative pieces with immediate takeaways.

Checklists & Templates

Share ready-made tools to streamline tasks and decisionmaking.

PURPOSE COACH, TWINMOM, WIFE BONAFIDE FOODIE & FLEA MARKET SHOPPER

You are welcome to email me about this resource. I'm Yetunde Shorters, a purposeful personal branding® coach and international publicist. My passion is **helping leading entrepreneurs use their purpose for impact and profits, to become goto Thought Leaders**, whether they're in music, fashion, philanthropy or medicine. With over two decades of global PR experience and a certified Neuro-Linguistics Programming Master practitioner and Brain-centric instructional designer, I empower my clients to gain radical clarity® on their purpose while boosting their visibility, impact and profits.

I've had the privilege of working with Grammy, Tony, and MTV Award-winning artists. Through my **PR efforts, they've reached over 40 million people through 1,500+ segments and features on platforms like Good Morning America, Entrepreneur, Essence, and more. I'm proud to have supported fourteen clients in becoming Amazon bestselling authors.**

I've been joyfully featured on media outlets worldwide, including Forbes, CBS News, Essence, and Elle. Additionally, I've been honored to speak at virtual and in-person events, sharing insights with thousands of attendees at platforms like Thinkific, the Global Startup Ecosystem Summit, She Leads Africa, and many others.

I say all this to let you know that you are in experienced and successful hands. At ICY CONSULTING, We take a wholistic approach on Personal Branding. It's about your mind your body and your full self. From tools to trainings, we focus on purpose. We share insights on anything that could be in the way of you living through purpose, and we share resources that will propel you further into your purpose journey.

If it will come in the way of you living through your purpose, we share it. If it will help quantum leap your purpose, we share it. You are a whole Human BEING, you deserve to be seen and experienced for you BEING you.

I look forward to being your guide and support system for your purpose journey. You will **walk away more informed, more energized and more able to make your dreams realit**y. For more, visit www.yetundeshorters.com.

I look forward to being your **Purpose Coach.**

















This masterclass teaches you the practical process to create content that converts, is highly engaging, with your expert knowledge in the spotlight. OH!.... you'll do it in record time



WWW.TWIQMETHOD.COM

ENROLL IN THE MASTERCLASS

I'M EXCITED TO KNOW HOW YOU'LL USE THE TWIQ METHOD.

BRAVO.

Remember, living through your purpose is an act of love and fulfillment, not just for yourself, but for those around you. Use these resources you have access to, let them remind you that your purpose can literally change your life and our world. Content is one of the ways you can serve others. Serve joyfully, and consistently and stay in gratitude for the knowledge and experience you offer to make lives better. You are born worthy of a purposecentered life everyday. Stay anchored in gratitude, stay true to your values, and honor the breath of God that sustains you.



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