

## CLUBHOUSE CHAT

### Radical Authenticity when Creating Content Content Pillars that Work for YOU

<https://medium.com/@maximelagresle/the-radical-power-of-authenticity-4fd85695d58d>

Radical Authenticity Meditation on Insight Timer

<https://insighttimer.com/heydrachel/guided-meditations/radical-authenticity>

**Authenticity means you're being genuine. It's letting your true colors shine through your content.**

“Being an authentic brand is about standing for something and sticking to it – regardless of trends, market evolution, or technology changes”

- Erwan Derelyn Marketing Growth Strategist

When you get caught up in the game of putting on a persona that isn't *really you* - you're building on quicksand and it won't be sustainable over time. When people get to know the version of you that you portray online- then it's not the same vibe when you're together, they lose trust.

Engage! Engage! Engage!

Annette and Alyse and Rachel= great example of authenticity

- A bigger example of that is Ray Shetty

And in this world, **companies that craft authentic experiences at their core, are the best equipped to stay afloat and thrive.**

Toxic Positivity

Speaking your truth, the fear of rejection

What am I willing to share? What am I not willing to share?

Difference between authenticity & transparency

- Playing the victim
- People use social media to vent

It helps us connect on an emotional rather than rational level

Don't hide your strengths or your failures-

Did you have an insanely hard and long day- share that! That's fucking relateable

How this relates to content resonance

- Want your content to not only resonate with you, but with your audience- that's the bullseye of content creation

Live Streams make you cringe? Don't do them. Maybe try a pre-recorded video to post instead.

Reels feel intimidating? Totally understandable.

We want our community to be able to empathize with us!

What does this look like for us as bodyworkers and health and wellness professionals?

- Why do you do what you do
- Hand Blown glass fire cup trend

You start to build a niche, and that niche is YOU. Your friends and family love you because of your own uniqueness- your secret sauce!

- If you're not sure what your secret sauce is- ask your family and friends! Why they love you and you'll quickly find out what your special thang is
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Are you loud and bold? BE THAT. You don't have to be soft.

Vulnerability

KNOW LIKE & TRUST- Rebecca- Tattoos, Tacos & Spunk

CONTENT PILLARS - different buckets for topics for your socials. So you aren't shooting in the dark when creating content

- Client Reviews- this builds trust
- Personal Stories- this builds authentic connection
- Education- tips & tricks

## Reels

- Livestreams
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