

Posting With Purpose PlayShop

ONLINE

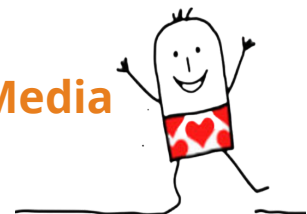
GUIDEBOOK



**Go from TIRED to INSPIRED
and**

Have FUN

**With Your Online and Social Media
Presence**





Welcome to the *Posting With Purpose PlayShop*!

The *Positing With Purpose PlayShop* has been in session for twelve weeks, and I've looked carefully at what's working, what's not, and how to revamp things for the next twelve weeks. Feedback from the PWPP Members, as well as my own observations and evaluations, have been enlightening, and I'm excited to share the changes with you all. I'm always open to suggestions to make this experience value-packed for you, so please let me know when you have ideas to share.

These five pages outline what you get as a **PWPP Member** with your annual membership of \$47/month. Keep this document handy as it is your **Membership Guidebook** with important links you can easily access at any time.

- **Access to the membership site called *The PlayHouse*.**
 - [Click Here to go to The PlayHouse home page.](#)
 - Or type this link into your browser:
`https://thecocreationcommunity.com/playshop`
 - The PASSWORD is **Knock_Knock (KnockunderscoreKnock . . .no spaces)**
It'd be a good idea to Bookmark it, too, so you can get back there.
 - The home page has **turquoise** menu buttons to navigate the PWPP Membership Site, UNDER The CoCreation Community's orange menu buttons.
 - You don't have to start on *the PlayHouse* home page every time, though. There are direct links to the various rooms in this **PWPP GuideBook**, so keep going!



- Inside **The PlayHouse**, there are different **rooms** (pages):
 - **The Library** where you will find:
 - **The PlayBook:** Ten downloadable, self-paced chapters or modules of *your personalized workbook* with everything you need to begin “Posting With Purpose” online and in social media. Download these and print them out. Write in them with a pen. Keep them in a binder for future reference.
 - **Video recordings of the Boomer Zoomer MeetUps** that elaborate and enhance the content in the *PlayBook*.
 - **Extra Resources:** videos and downloadable PDFs aligned with the content in the *PlayBook* and *Boomer Zoomer MeetUp* video recordings.
 - [Click Here to go directly to The Library](https://thecocreationcommunity.com/library)
or type this link into your browser.
https://thecocreationcommunity.com/library
It’d be a good idea to Bookmark it, too, so you can get back there when you want to.
 - **The Rumpus Room** is where you can read about the PWPP Members. You’ll find their contact information there, along with their areas of expertise and offers, and what they are looking for from you, too. Be sure to **CONNECT** with everyone!



- If you haven't sent me your profile information to post, please do. The information I need is on the [Profile Form](#). (click to fill out form)
 - [Click Here to go directly to The Rumpus Room](#)
or type this link into your browser.
<https://thecocreationcommunity.com/rumpusroom>
It'd be a good idea to Bookmark it, too, so you can get back there when you want to.
- **The Kitchen** is where I'll cook up and post extra hands-on step-by-step training videos for the social media platforms we will be exploring. Right now, you'll find a video about setting up your Facebook Privacy Settings. I will be creating lots more in the weeks to come.
 - [Click Here to go directly to The Kitchen](#)
or type this link into your browser.
<https://thecocreationcommunity.com/rumpusroom>
It'd be a good idea to Bookmark it, too, so you can get back there when you want to.
- Access to **The PlayGround:**
 - The private/members only **Posting With Purpose PlayShop Facebook Group** where you connect, engage, interact, support and co-create with the PWPP Members *and with me*.
 - [Click Here to go directly to The Posting With Purpose PlayShop Facebook Group](#)



When you join the group, be sure to click on the three dots on the right side of the Group menu bar and click on “Manage Notifications”. Turn on all notifications for this Group, so you will know when new posts from PWPP Members come in.

- ***Boomer Zoomer MeetUps***

- Beginning in June, we will have TWO *Boomer Zoomer MeetUps* each month, on the first and third Friday from 1:00 p.m. to 2:30 p.m. Pacific Time.

- **The 1st Friday** of the Month will be a step-by-step training session for posting on social media where I’ll share my screen and walk you through the process. These sessions are recorded and the videos will be in *The Library* for you to access and review at any time.
- **The 3rd Friday** of the month we’ll have a **special guest presenter** whose area of expertise will help us all develop Presence online and Post With Purpose in social media.
- *Boomer Zoomer MeetUps* are free for anyone to attend, so invite your friends.

- **Only PWPP Members have access to the video recordings of the *Boomer Zoomer MeetUps*.**

[Click Here to go directly to The Library for access to the recordings.](#)



- **FREE pass to *Mastermind In the Brilliant Zone™* Workshops**
 - These workshops are three hours and are \$47 for non-members. They are a deep-dive into topics covered in the content of *The Posting With Purpose PlayShop*.

- **NEW PWPP Member Benefit beginning 5/1/2021**
 - **Three (3) 30-minute, one-to-one Champion Consultation sessions** with me to focus on anything covered in the *Posting With Purpose PlayShop* content. This may include help in creating your Purpose Statement, Mantra, strategizing about your S.M.A.R.T.E.R. goals, individual help setting up your social media platform accounts, creating personalized memes or messages, or anything within the scope of *The CoCreation Community* where personal mentoring will help you move forward.
 - [Click Here to schedule your 1:1 Consultation with Susan](#)

- **Opportunity for a recurring revenue stream for YOU: The Champion Referral Partner/Affiliate Program**
 - This is an easy-peasy way for you to make generous and ongoing commissions, and you don't have to do anything but REFER your friends/connections to any of *The CoCreation Community's* programs or services. This is as easy as making an introduction via email or Facebook Messenger and connecting Susan with the person you are referring.
 - Familiarize yourself with [The CoCreation Community](#) website to see all the programs and services we offer.



- [Click Here to get all the details about the Champion Referral Partner/Affiliate Program and fill out the application.](#)
- **CCC Funny Money**
 - **\$100 for you to use however you wish on The CoCreation Community's programs and services.**
 - [Click Here to get your CCC Funny Money](#)



Posting With Purpose

PlayShop ONLINE

Go from TIRED to INSPIRED
and have FUN
with your Presence online & with
Social Media



1. Be Clear about your PURPOSE: WHY, WHAT, HOW, and WHO and your MANTRA
2. KISS (Keep It Simple, Silly —let's have fun and not get overwhelmed)
3. Get the Set-Up right – How-To videos, so you can go at your own pace, will help
4. Have a system and set aspirations based on your purpose for using social media (without going crazy. This is a marathon, not a sprint!)
5. Set S.M.A.R.T.E.R. goals (similar but oh, so different than SMART goals)
6. Be consistent and figure out a schedule that works for you
7. Go at your own pace.
8. Collaborate/CoCreate – Social Media is SOCIAL
9. Have FUN – if it's not fun, don't do it: Delegate



Steps to Posting With Purpose Success

- **Know Your WHY/Vision/Mission/Who and Articulate Your Purpose in your Message and Mantra**
- **Create your own PlayBook to define/redefine your path**
- **Spend a few hours a week on social media; have FUN. Check in with the Group at least twice a week and ENGAGE & CoCREATE.**
- **Listen to and communicate with STORIES**
- **Be Positive and Edify ~ Embrace Your Competition!**
- **Build your Presence ~ Be confident in your MAGNIFICENCE**
- **Always Show Up ~ Walk Your Talk**
- **Connect Often and Build Relationships:
Contact > Connection > Relationships**
- **Invite new PlayShop Members:
“The whole is greater than the sum of its parts.”**



**THE CO-CREATION
COMMUNITY**

TheCoCreationCommunity.com

Co-Create



communicate

IGNITE Change