



SELF-ISH CREATOR PLAYBOOK

You do not need a perfect life to build a damn good one.

WHAT'S IN HERE

00 Meet the Woman You're Becoming

01 Your Brand at a Glance

— The Brand Look

02 The Big Picture

03 Your Social Playbook

04 Your Signature Series

05 Your Secret Weapon

06 Your Creator Commerce Plan

07 Rachel's Toolbox

08 Your First 30 Days

09 Your Weekly Creator Rhythm

10 Your Personalized 7-Day Fast Start

11 Your 30-Day Success Scorecard

12 When Self-Doubt Shows Up

13 Closing Message



00

MEET THE WOMAN YOU'RE BECOMING

You have been knocked down before. More than once.

Plans have gone sideways. Businesses have disappeared. Your body has changed the rules on you. Money has come and gone. Life has handed you situations you absolutely did not order.

And your response has never been, “Well, I guess this is who I am now.”

IT IS USUALLY CLOSER TO: “THE HELL I WON'T.”

That is Optimum Abundance.

Not perfect health. Not perfect finances. Not a beige house, a green smoothie, and a morning routine performed in flattering sunlight.

Your version of abundance is having enough strength, money, freedom, curiosity, stubbornness, humor, and nerve to keep building a life that feels like yours.

You have worked in mining, construction, high-voltage environments, trucking, real estate, and business. You have spent plenty of time being the woman in rooms that were not designed around women like you.

You are loud. Funny. Curious. Opinionated. You go down rabbit holes. You swear sometimes. You can talk wellness, fishing, money, Jesus, trucks, business failure, dogs, RVs, and whatever strange thing you found on the internet before lunch.

That is not a branding problem. That is the brand.

There are women who are tired of being shown that becoming “better” means becoming quieter, thinner, softer, prettier, calmer, more polished, or more socially acceptable. You are going to show them another option: get stronger, get back up, build more freedom, laugh at the mess, question what deserves questioning, and go live the damn life while you still can.

You are not becoming a polished creator. You are becoming unmistakably Red.

YOUR MOVE Stop asking whether something makes you look like a creator. Ask whether it looks and sounds like you.

THE HELL I WON'T.

The ground is not a permanent address.

YOUR BRAND AT A GLANCE

ELEMENT	YOUR DIRECTION
MASTER BRAND	Optimum Abundance
PUBLIC BRAND	Optimum Abundance with Red
AUDIENCE	Rough-around-the-edges women, especially 45–65, who have been knocked down, never quite fit the polished version of womanhood, and still want more out of life.
AUDIENCE PROBLEM	She is tired of being told that changing her life requires becoming somebody she does not recognize.
BRAND PROMISE	You do not have to become polished, quiet, conventional, or perfect to build a damn good life.
BRAND VOICE	Loud, blunt, funny, warm, rough, curious, skeptical, chaotic, capable, and deeply resilient.
PRIMARY PLATFORM	Facebook
SUPPORTING PLATFORM	YouTube
OWNED CONNECTION POINT	Email through OptimumAbundance.com
PRIMARY OFFER	Nu Skin retail products, introduced through Red's real-life experience rather than product-first content.
REVENUE GOAL	Build toward the stated \$3,000–\$5,000 monthly business objective without promising a timeframe or result.

CREATOR ROLE

The woman you want beside you when life goes to hell because she will tell you the truth, make you laugh, question the obvious answer, and help you figure out what the hell comes next.

BRAND STATEMENT

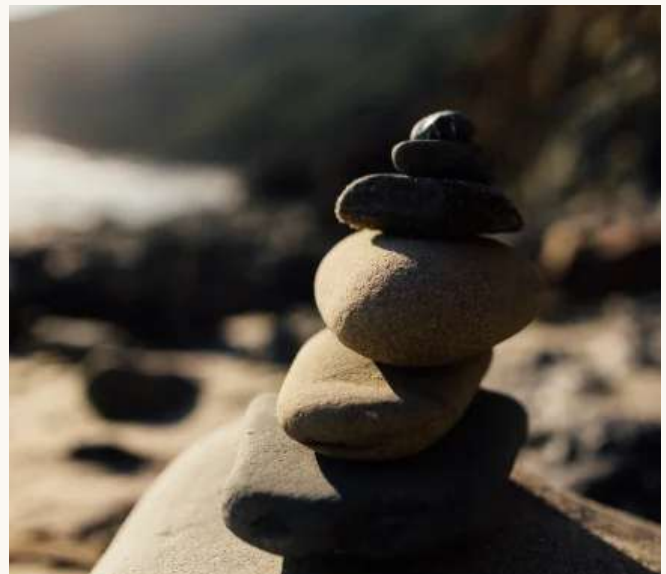
You help rough-around-the-edges women get back up, feel stronger, build more freedom, and create a damn good life without pretending to be someone they're not.

RECURRING RED LANGUAGE

“The hell I won't.” / “Yeah, no.”

PRIMARY BRAND LINE

**YOU DO NOT NEED A PERFECT
LIFE TO BUILD A DAMN GOOD
ONE.**



YOUR MOVE

If a future brand decision makes Red more acceptable but less recognizable, it is the wrong decision.

THE BRAND LOOK

What Optimum Abundance with Red should feel like before anyone reads a word.

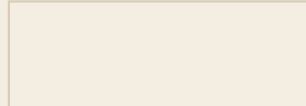
THE FEEL

**WARM. RUGGED.
CINEMATIC. LIVED-IN.
CONFIDENT.**

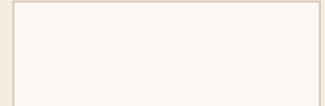
Optimum Abundance with Red should feel like open-road editorial storytelling. Sophisticated without becoming precious. Bold without becoming aggressive. Female without becoming delicate. Outdoor without becoming an outdoor-sports brand. Funny without becoming novelty branding.

The brand should always feel like Red has lived a big life, takes up space, and has no intention of disappearing now.

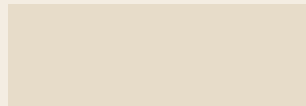
THE COLORS



WARM CREAM · F4EDE2



WEATHERED WHITE · FBF8F3



BONE · E7DCC9



FADED CHARCOAL · 241F1C



ASPHALT GRAY · 6E6963



AGED LEATHER · 6E4A2C



DEEP LAKE BLUE · 22414F



RED ACCENT · B5331C

THE TYPE

HEADLINES · ARCHIVO BLACK

**YOU DON'T STAY
DOWN.**

BODY · SOURCE SERIF 4

You do not need a perfect life to build a damn good one.

LABELS & NUMBERS · OSWALD

SECTION 04 · PAGE 09 · WEEK TWO

THE IMAGE WORLD



Documentary, observational, warm, textured, unposed. Natural light, golden hour, overcast skies, real environments, movement. No corporate offices, influencer poses, or polished beauty photography.

REUSE THIS LOOK

Paste this with any future document, PDF, guide, lead magnet, presentation, or resource so it comes back looking like Red.

Transform the attached document into the established Optimum Abundance with Red brand while preserving its original content, purpose, meaning, and hierarchy.

Make the document feel warm, rugged, cinematic, lived-in, natural, editorial, confident, and premium.

Use a grounded palette of warm cream, weathered white, bone, faded charcoal, asphalt gray, tobacco or aged leather, muted denim or deep lake blue, with a restrained rich-red accent.

Use strong editorial typography with a confident display font, highly readable body typography, and an optional sturdy utility font for labels, page numbers, tables, and navigation.

Use authentic documentary-style photography: open roads, trucks, lakes, fishing, RV life, dogs, tools, denim, boots, notebooks, coffee, campfires, work environments, natural laughter, and real-life interaction.

Favor natural light, texture, movement, weather, and imperfect environments.

Avoid corporate design, fake meetings, generic wellness imagery, influencer poses, delicate femininity, western novelty branding, glossy black-and-red aesthetics, generic stock photography, excessive icons, gradients, and PowerPoint-style layouts.

Use generous white space. Every page should have one clear visual focal point. Vary page compositions. Use red sparingly.

Preserve Red's humor, roughness, confidence, age, body, work history, skepticism, curiosity, and unconventional personality.

If a design choice makes Red look more polished but less recognizable, choose recognizability.

The final result should feel like a premium editorial publication created inside Red's real world.

THE BIG PICTURE

WHY THIS STRATEGY FITS YOU

Optimum Abundance is not about obtaining some perfect state where your health, finances, marriage, faith, mindset, and morning routine all finally cooperate. Your brand begins with what happens after life goes sideways.

THE THROUGHLINE IS GRIT: YOU DO NOT STAY DOWN.

That one idea is big enough to hold your health, money, business, work history, fishing, Gary, RV plans, curiosity, faith, products, failures, and future adventures without turning the brand into a random collection of topics.

Your audience does not need a woman who has solved midlife. She needs a woman who is believable while she is rebuilding. You are not above her. You are in it with her.

Your advantage is not polish. It is accumulated life experience and a personality people can recognize. You have worked in worlds that taught you to hold your own. You have built businesses and lost businesses. You have had money and lost money. You have learned that health matters because there is still shit you want to do, and money matters because choices matter.

Nu Skin belongs inside that larger life. It is a revenue source and a useful part of your story when it genuinely helps you. It is not the identity people follow.

The business model is simple: original Red stories create recognition; recognition creates trust; trust creates conversation; conversation creates email relationships, product questions, referrals, and eventually broader creator-commerce opportunities.

Your goal is not to become an influencer. Your goal is to become the trusted guide for women who have been told they are too much, too late, too old, too rough, or too far gone—and who are ready to prove otherwise.

YOUR MOVE Build every decision around one question: What does getting back up look like here?

THE FOUR RED PILLARS

01 GET BACK UP

Health, strength, mobility, energy, recovery, setbacks, habits, products you genuinely use, and the emotional reality of wanting your body back. The story is not “look how healthy I am.” It is “this knocked me down; here is what I'm doing about it.”

02 QUESTION EVERYTHING

Curiosity, skepticism, rabbit holes, things that do not add up, Gary debates, changed opinions, and unconventional questions. Curiosity is the content. Unsupported certainty is not required.

03 BUILD IT YOUR DAMN WAY

Money, work, independence, business failure, starting again, entrepreneurship, income diversification, male-dominated industries, and what freedom means after you have seen money disappear.

04 GO LIVE IT

Fishing, Gary, dogs, trucks, road trips, outdoors, RV planning, campfires, mistakes, ordinary days, and stories that do not need a lesson. Some content exists simply to make Red more knowable.

YOUR MOVE Keep the pillars underneath the brand. Let grit connect them so the audience never has to wonder what Optimum Abundance is really about.



03 · YOUR SOCIAL PLAYBOOK

FACEBOOK — WHERE PEOPLE MEET RED

Facebook is your primary platform because it gives your personality room to work: story, video, photos, comments, Messenger, longer thoughts, humor, and real conversation. In 2026, Meta has been explicit that original creator content is receiving greater emphasis while low-value copied content is being deprioritized. That strengthens the strategy you already have: make content only Red could have made.

ROLE	“I saw Red” becomes “I feel like I know Red.”
BEST CONTENT	Original first-person Reels, conversational story posts, work stories, Red + Gary moments, everyday lifestyle posts, and occasional product stories that begin with the life problem rather than the product.
RHYTHM	Four meaningful Facebook visibility actions per week. That can be three posts plus one Reel, or two posts plus two Reels. Do not force seven days of inspiration.
HOOK STYLE	Start where the tension is. “Losing a business will teach you some shit nobody puts on a vision board.” “I did not start caring about mobility because I wanted to age gracefully. I started caring because there are still places I want to go.”
CTA STYLE	Ask for stories, not generic engagement. “What have you had to get back up from?” “Anybody else learn this one the expensive way?” “Okay, who's with Gary and who's with me?”

STOP DOING

- Cleaning up your sentences until Red disappears.
- Making every post end with a life lesson.
- Leading with products.
- Assuming credibility requires sounding professional.
- Hiding work stories because they do not fit a wellness account.
- Filtering out the funny failures.

START DOING

- + Start stories closer to the moment something went sideways.
- + Show yourself being wrong, changing your mind, or trying again.
- + Tell stories from trucking, mining, construction, real estate, and business.
- + Let Gary react naturally.
- + Use ordinary life as content when it reveals Red.
- + Use tension, humor, blunt truth, and curiosity.

PERSONALIZED FACEBOOK EXAMPLE

“My body and I have been in negotiations lately. It thinks we're slowing down. I have RV plans, fish to catch, dogs to haul around, and an unreasonable number of things I still want to do, so I'm appealing the decision.”

Then tell the real experience: what changed, what frustrated you, what you tried, what you noticed, and what you are doing next. No miracle. No universal promise.

End with: “What's something you're trying to get your body strong enough to do again?”

YOUR MOVE Make people anticipate Red—not simply “helpful content.”

YOUTUBE — WHERE PEOPLE REALLY GET TO KNOW YOU

Your channel is Optimum Abundance with Red.

Facebook creates frequent familiarity. YouTube creates depth. It gives someone enough time with your stories, opinions, humor, work history, and failures to understand why your perspective is different.

YouTube in 2026 continues to support multiple discovery paths across long-form and Shorts, while search is becoming more conversational. That makes searchable story premises useful—but the reason people stay still has to be Red.

ROLE	Build a permanent library of Red, not a library of generic tips.
RHYTHM	Two long-form videos per month and one Short per week. That is enough.
LONG-FORM	Strong premise. Real story. Fast opening. No minute-long introduction.
SHORTS	One concentrated Red moment—one observation, story fragment, Gary reaction, mini rabbit hole, uncomfortable truth, or memorable line.
WHAT TO TRACK	Average view duration, retention, early drop-offs, comments, returning viewers, which videos lead to another video, and whether videos create email joins or meaningful questions. Views alone are not the business.

FIRST LONG-FORM CONCEPTS

- 1 I Built a Business. I Lost It. Here's What I Know About Getting Back Up.
- 2 I'm Not Trying to Age Gracefully. I've Got Shit to Do.
- 3 What Working Around Men, Trucks and Heavy Equipment Taught Me About Being “Too Much.”
- 4 Gary Thinks We Need a Plan Before We Buy an RV.
- 5 The Weird Rabbit Hole Gary Wishes I Never Found.
- 6 Losing Everything Changes What “Rich” Means.

YOUR MOVE Build YouTube slowly enough that it stays enjoyable. The channel should deepen trust, not create another content treadmill.

ONE IDEA, TWO PLATFORMS

CORE IDEA

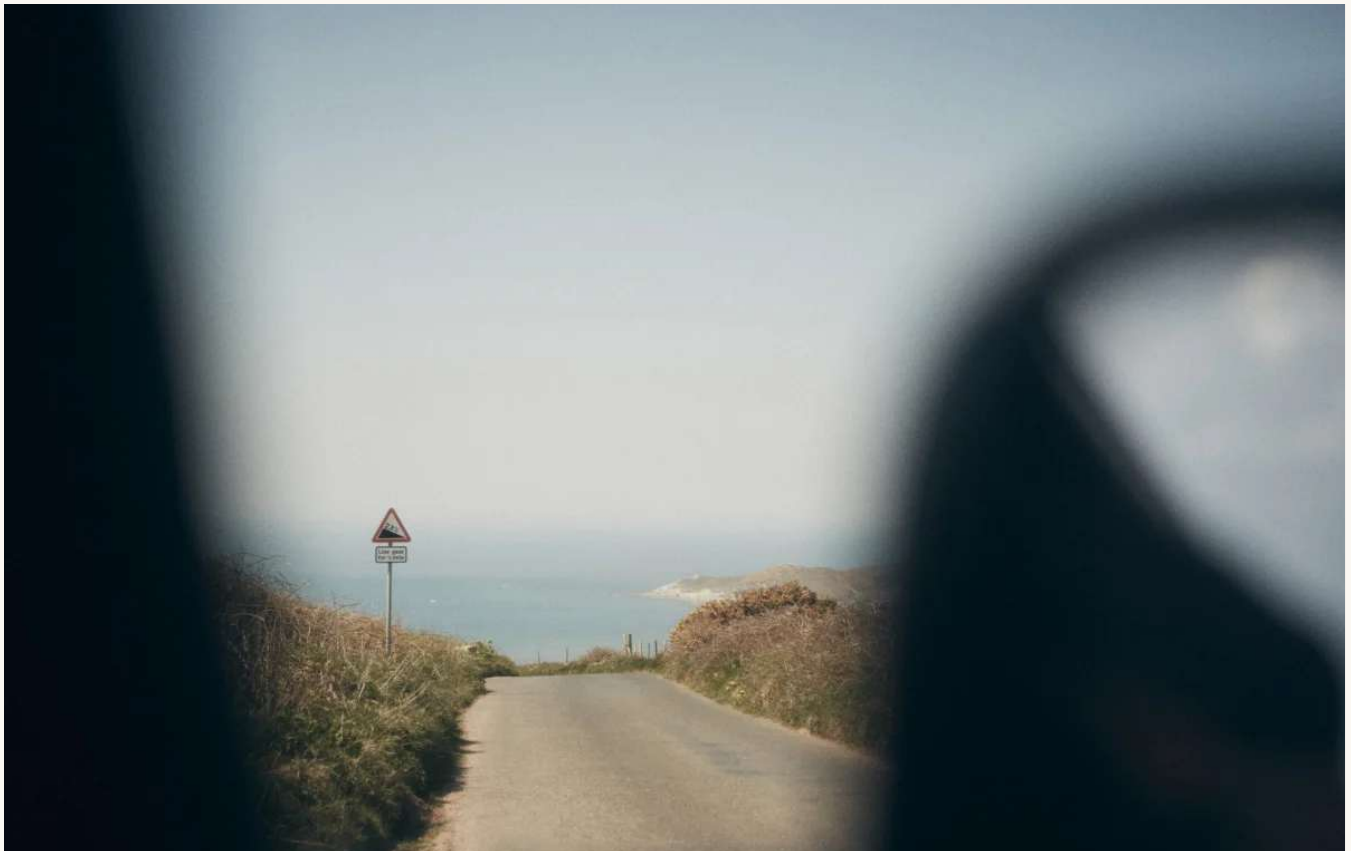
LOSING EVERYTHING CHANGES WHAT “RICH” MEANS.

FACEBOOK VERSION

Start with the sharp line: “I’ve had money. I’ve lost money. At this point I’m not interested in looking rich. I’m interested in choices.” Tell one specific story and invite women to define freedom for themselves.

YOUTUBE VERSION

Build the fuller story: what you built, what disappeared, what the loss changed, what you misunderstood about security, what you would do differently, and why you are still building. Give the story room to breathe.



YOUR MOVE Translate the idea. Do not duplicate the post.

YOUR SIGNATURE SERIES

01 THE HELL I WON'T

PURPOSE

Grit

PLATFORM

Facebook + YouTube

FORMAT

Story

The moment you realized you had started treating pain, age, money, or a setback like a permanent identity.

02 RABBIT HOLE WITH RED

PURPOSE

Curiosity, skepticism, and entertainment

PLATFORM

Facebook + YouTube Shorts, with occasional long-form episodes

FORMAT

Question-led conversation

"This sounded ridiculous, which obviously meant I had to investigate it."

03 GARY THINKS WE NEED A PLAN

PURPOSE

Relationship chemistry and humor

PLATFORM

Facebook + YouTube

FORMAT

Red/Gary conversation, reaction, or adventure

"Apparently 'I saw one online and liked it' is not an RV acquisition strategy."

04 WHAT COULD POSSIBLY GO WRONG?

PURPOSE

Make the audience know and enjoy Red

PLATFORM

Facebook + YouTube

FORMAT

Lifestyle, experiment, adventure, or failure

"I decided to try something new. Gary has concerns."

These four series are enough. Let the audience learn them before inventing anything else.

YOUR MOVE Use the same four long enough for people to recognize the pattern without seeing the title.

YOUR SECRET WEAPON

THE GET BACK UP RESET

Seven questions for women who are done staying down.

AUDIENCE PROBLEM

Something has gone sideways. Maybe several somethings. She knows she does not want to stay where she is, but she has not figured out what needs to move first.

COMMENT KEYWORD

UP

DELIVERY METHOD

Comment-to-DM on Facebook when relevant, then send her to OptimumAbundance.com/getbackup for email opt-in and delivery.

PROMOTIONAL CTA

“If life has knocked you sideways and you're trying to figure out what the hell comes next, comment UP. I made something simple for you.”

INTRODUCTION

Something happened. Maybe it was your health. Your money. Your work. Your marriage. Your confidence. Your plans. Maybe nothing exploded all at once. Maybe you just woke up and realized you had slowly accepted a life you never actually chose.

Either way: you're here. So now what?

You do not need to fix your whole life this week. You need to figure out where you stopped fighting for it.

THE SEVEN QUESTIONS

- 01 What knocked you down? Name it. No inspirational spin.
 - 02 What have you started treating as permanent that might not actually be permanent?
 - 03 What are you pissed off enough to change?
 - 04 What would feeling stronger let you do again?
 - 05 Where would more money or independence give you breathing room?
 - 06 What part of yourself have you made smaller to keep everybody else comfortable?
 - 07 If you believed you could build a damn good life without making it perfect, what would you do next?
-

FINAL CTA Hit reply and tell me your answer to #7. —Red

SIMPLE DM / MANYCHAT AUTOMATION

Comment UP → Messenger response → OptimumAbundance.com/getbackup → email opt-in → Reset delivered
→ follow-up email asking what she decided to change first.

No immediate sales pitch. Build the relationship.

YOUR MOVE Use Get Back Up as the bridge from social-media recognition to an owned Red relationship.

YOUR CREATOR COMMERCE PLAN

Your creator business should monetize the life you are genuinely building. Nu Skin remains the anchor business. Everything else must support the same woman and make sense in Red's real life.

PRIMARY REVENUE Nu Skin retail customers, followed by repeat customers and referrals.

SUPPORTING PLATFORM One simple affiliate hub tied to OptimumAbundance.com for non-competing products you actually use. Do not build a giant storefront before audience demand exists.

CATEGORY	WHY IT BELONGS	CONTENT IDEA
OUTDOOR + FISHING GEAR	It belongs because fishing and the outdoors are part of your actual life, not a manufactured niche.	<i>"The piece of gear I thought was unnecessary until I actually used it."</i>
TRUCK + ROAD-TRIP ACCESSORIES	It fits your work history and the freedom/adventure side of the brand.	<i>"What lives in my truck because I learned the hard way."</i>
RV PREP + PRACTICAL TRAVEL	This grows naturally with the Red + Gary road story.	<i>"Gary says we need a checklist. Fine. Here are the five things he was right about."</i>
PRACTICAL WELLNESS ACCESSORIES	Non-competing tools such as mobility, hydration, recovery, or organization items can support Get Back Up content without replacing your primary company.	<i>"What I use because I want my body to keep letting me do real life."</i>
BOOKS + ORGANIZATION SYSTEMS	Your rabbit-hole brain, ADHD-style detours, business rebuilding, and curiosity make these believable recommendations.	<i>"The book/system that actually helped my brain stop carrying everything at once."</i>

COMMERCIAL SEQUENCE

NEAR TERM	Nu Skin retail customers.
NEXT	Repeat customers and referrals.
SELECTIVE	Business-opportunity conversations only when audience interest naturally supports them.
ALIGNED	Affiliates only for products genuinely used in Red's life.
LATER	YouTube monetization, RV/outdoor partnerships, a book, and owned resources after audience demand proves the fit.

DISCLOSURE + COMPLIANCE

Keep product and income claims inside current Nu Skin policies and applicable FTC disclosure rules. Use clear affiliate disclosures where required. For wellness content, describe your personal experience without presenting disease-treatment or guaranteed-result claims. For business content, talk about what you are building and learning without implying typical or guaranteed income.



YOUR MOVE Make the life the story. Let products and offers enter when they genuinely help the story move forward.

RACHEL'S TOOLBOX

Keep the toolbox small. You do not need another pile of apps. You need a few tools and references that make Red easier to create consistently.

2 APPS

- 1 **CAPCUT** — Use it for simple trimming, captions, and turning one Red moment into a clean Short or Reel. Keep edits straightforward; Red does not need hyperactive effects.
 - 2 **MANYCHAT** — Use it when you are ready to automate the UP comment-to-DM path for the Get Back Up Reset. Start with one automation, not a maze.
-

2 CREATORS TO STUDY

- 1 **LEANNE MORGAN** — Why she fits: she turns ordinary adult life, marriage, aging, family, and imperfection into highly recognizable humor without pretending to be younger or cooler than she is. Study: specificity, timing, self-awareness, and how a lived life becomes material. Do not copy: her Southern cadence, jokes, or stage persona. The lesson is recognizability, not imitation.
- 2 **MIKE ROWE** — Why he fits: he tells work stories with curiosity, humor, respect for hands-on experience, and a willingness to go where polished lifestyle content usually does not. Study: how he makes work, people, and unusual experiences interesting. Do not copy: his politics, voice, or show formats. The lesson is that real work and real people are compelling material.

2 BOOKS

- 1 **BUILDING A STORYBRAND** by Donald Miller — Use it to keep the audience, not the product, at the center of the message. Your woman is the main character. Red is the trusted guide beside her.
 - 2 **THE GAP AND THE GAIN** by Dan Sullivan and Dr. Benjamin Hardy — Use it to keep rebuilding from turning into permanent self-criticism. Measure progress from where you started, not against some polished woman on the internet.
-

1 PODCAST

THE MEL ROBBINS PODCAST — Use selectively for episodes on confidence, habits, change, and starting again. Study how a direct, conversational voice turns one practical idea into a clear next step. Do not borrow her catchphrases or content structure wholesale.

1 AI TOOL

CHATGPT — Use it as a thinking partner after you have the real story. Give it the messy voice note or rough idea and ask it to help you tighten the opening, organize the story, or generate five Red-style hook options. Never let it sand off your language or invent experiences.

1 POWER SONG

“I WON'T BACK DOWN” — TOM PETTY

It fits the brand because the energy is steady, stubborn, and simple: you do not stay down.

YOUR MOVE Use tools to remove friction. The minute a tool makes Red sound less like Red, stop using it that way.

YOUR FIRST 30 DAYS

WEEK ONE

MAKE RED IMPOSSIBLE TO CONFUSE WITH ANYBODY ELSE

Primary focus: identity before education.

- 1 Publish one *The Hell I Won't* story about something that knocked you down.
- 2 Publish one work story from mining, construction, trucking, high voltage, real estate, or business.
- 3 Ask: "What's something people have always told you was 'too much' about you?" Then answer the comments.

MEASURABLE WIN

Women begin describing themselves back to you using identity language such as too loud, too independent, too opinionated, too weird, or too much.

YOUR MOVE

Look for identity language, not likes.

WEEK TWO

LET THEM SEE HOW YOUR BRAIN WORKS

Primary focus: personality and entertainment.

- 1 Publish one *Rabbit Hole With Red* about a genuinely interesting question. Separate what you learned from what you still wonder.
- 2 Capture one real *Gary Thinks We Need a Plan* moment.
- 3 Tell one ADHD-style detour story where one plan became three. Do not force a business lesson.

MEASURABLE WIN

The audience begins responding to Red as a personality, not only to the topic.

YOUR MOVE

Notice what people want more of without immediately turning it into another branded series.

WEEK THREE **PROVE THE DEPTH**

Primary focus: move one successful Facebook idea into YouTube.

- 1 Choose the Facebook story with the best right-person response—not necessarily the highest reach.
- 2 Record your first full YouTube episode: *I Built a Business. I Lost It. Here's What I Know About Getting Back Up*.
- 3 Publish one YouTube Short that can stand alone rather than advertising the full video.

MEASURABLE WIN You publish and can identify where viewers stayed, where they left, what they commented on, and whether they watched another piece.

YOUR MOVE Use YouTube data to improve storytelling, not to judge your worth.

WEEK FOUR **SHOW HOW THE BUSINESS FITS THE LIFE**

Primary focus: commercial movement without changing personalities.

- 1 Tell one product story using life first → problem second → personal experience third → product fourth.
- 2 Launch the Get Back Up Reset using the keyword UP.
- 3 Review the full month for the story people remembered, the phrase they repeated, the content that made them laugh, the content that opened conversation, the content that produced a product question, and the content you genuinely enjoyed making.

MEASURABLE WIN At least one Red-specific content pattern creates repeatable conversation—not merely views.

YOUR MOVE Build Month Two around what made Red more recognizable and the business more conversational.

YOUR WEEKLY CREATOR RHYTHM

Your weekly system should be light enough to survive real life. Start with roughly 30 minutes a day. You do not need to post every day.

DAY	FOCUS	EXACT RHYTHM	TIME
Monday	Facebook story	Publish one strong story from The Hell I Won't, Build It Your Damn Way, or a work story. Spend the remaining time replying to substantive comments.	30 min
Tuesday	Connection	No required post. Reply to comments and Messenger conversations. Capture one idea or voice note for later.	15–20 min
Wednesday	Personality	Publish Rabbit Hole With Red, a question, or a Red + Gary moment.	30 min
Thursday	Owned relationship / YouTube	Alternate weeks: send A Note from Red by email OR create one YouTube Short. On long-form weeks, use this block to outline or record part of the episode.	30 min
Friday	Go Live It / commerce when natural	Post something from real life. If a product naturally belongs, tell the life story first and mention the product later.	30 min
Weekend	Live the damn life	No required posting. Capture moments if they happen. Twice a month, use one 60-minute block for a YouTube long-form recording.	Optional
Sunday	Review	Spend 15 minutes looking at the week: what created conversation, what sounded most like Red, what created a product/resource question, and what you want to repeat.	15 min

MONTHLY MINIMUM

12–16 meaningful Facebook visibility actions, 4 YouTube Shorts, 2 long-form YouTube videos, and 2 emails. If that proves too heavy, protect Facebook and email first.

YOUR MOVE Consistency beats intensity. Build the smallest rhythm you can still do during an imperfect week.

YOUR PERSONALIZED 7-DAY FAST START

WHY THIS PLAN FITS YOU

You do not need a complicated launch. You need evidence that people respond to the real Red. Facebook is the strongest daily relationship environment. YouTube gives your deeper stories somewhere permanent to live. Email through OptimumAbundance.com gives you a relationship you own. Your initial workload stays at approximately 30 minutes per day until real execution data shows that more is sustainable.

YOUR PLATFORM FOCUS

PRIMARY	Facebook
SUPPORTING	YouTube
OWNED	Email through OptimumAbundance.com
NOT YET	Instagram, TikTok, separate RV accounts, separate conspiracy/rabbit-hole accounts, a new community, heavy recruiting, or a pile of digital products.

YOUR STARTING BASELINE

Before Day 1, record the average performance of your most recent 5–10 comparable Facebook posts where data is available. Track average reach/views, meaningful comments, shares, profile activity, Messenger conversations, product/resource questions, current customers, and current email subscribers. Record existing YouTube subscribers and typical performance if you have enough comparable uploads. If YouTube is effectively new, the first month establishes the baseline.



10 THE SEVEN DAYS

DAY	FOCUS	EXACT ACTION	SUCCESS INDICATOR
01	PLANT THE FLAG	Update core brand language around “You do not need a perfect life to build a damn good one.” Record baseline numbers. <i>Facebook + owned assets · 30 min</i>	Someone landing on your profile can quickly understand who Red is.
02	THE HELL I WON'T	Tell one true story about something that knocked you down. Start at the hard or funny part. CTA: “What have you had to get back up from?” <i>Facebook · 30 min</i>	Substantive responses, not just reactions.
03	SHOW THE WORKING WOMAN	Tell a story from trucking, mining, construction, high voltage, real estate, or another work environment. CTA: “Anybody else spend part of her life being the only woman in the room?” <i>Facebook · 30 min</i>	Identity connection from the right women.
04	RABBIT HOLE WITH RED	Share something you genuinely became curious about. Be clear about what you know, what you do not, and why it caught your attention. CTA: “What's the last completely unnecessary rabbit hole you went down?” <i>Facebook · 30 min</i>	Conversation and personality engagement.
05	BUILD IT YOUR DAMN WAY	Tell the “I've had money. I've lost money. Now I want choices.” story. CTA: “What does financial freedom actually mean to you now?” <i>Facebook · 30 min</i>	Relevant money/independence conversation.
06	RED + GARY	Capture something real: RV planning, fishing, dogs, a research debate, a purchase, or something Gary thinks requires more thought than you do. <i>Facebook + YouTube Short potential · 30 min</i>	Audience reacts to the chemistry, not merely the subject.
07	FIND THE RED PATTERN	Review which story sounded most natural, created the best conversation, generated a repeated phrase, earned a Gary-specific reaction, or brought a product/resource question. Choose one topic, one format, and one recognizable Red phrase to repeat next week. <i>All · 30 min</i>	One repeatable Red pattern identified.

YOUR THREE FAST-START TARGETS

CONSISTENCY

Complete 5–6 meaningful visibility and relationship actions.

CONNECTION

Create 7–10 genuine two-way conversations with women who fit the actual audience.

COMMERCIAL MOVEMENT

Generate 2–3 qualified questions about something you use, recommend, sell, or are building. No guaranteed sales outcome.

YOUR END-OF-WEEK REVIEW

What received the strongest right-person response?

What created the most meaningful conversations?

What felt most natural?

What attracted the women you actually want?

What took too long?

What should be repeated next week?

What should be simplified or removed?

YOUR NEXT THREE MOVES

- 1 Repeat the strongest Red-specific topic in a new story rather than chasing a new theme.
- 2 Turn the strongest Facebook story into either a YouTube Short or the premise for a longer YouTube episode.
- 3 Invite the most engaged women toward the Get Back Up Reset when the fit is natural.

YOUR MOVE Do not judge the week by follower growth alone. Judge it by recognizability, conversation, and evidence that the right women want more.

YOUR 30-DAY SUCCESS SCORECARD

Do not manufacture improvement percentages before a real baseline exists. Week One establishes any missing baseline. Measure averages, not one unusually successful post.

GOAL	WHAT TO TRACK	WHERE	BASELINE	7-DAY SIGNAL	30-DAY WIN
ATTENTION — FACEBOOK	Average reach/views and profile activity by comparable format	Facebook Professional Dashboard + post insights	Average of most recent 5–10 comparable posts	One or more Red-specific themes exceed normal response	The same themes repeatedly outperform Red's own baseline.
CONNECTION — FACEBOOK	Meaningful comments, shares, replies, and DMs	Post insights + Messenger	Establish from recent content / Week 1	7–10 genuine conversations	Right-person conversations occur consistently every week.
PERSONALITY RECOGNITION	Comments referencing Red language, Gary, work stories, humor, or shared identity	Manual content review	Establish Week 1	Audience begins repeating recognizable language	Multiple Red-specific brand elements are repeated back organically.
ATTENTION — YOUTUBE	Average view duration, retention, and views by format	YouTube Studio	Establish from first comparable uploads	Identify strongest moments and early drop-offs	Retention improves as openings and story structure improve.
CONNECTION — YOUTUBE	Returning viewers, comments, and viewers consuming additional Red content	YouTube Studio	Establish first month	First evidence of repeat consumption	More viewers begin returning across uploads.
OWNED AUDIENCE	New email subscribers and replies	Email platform	Current list size	First content-driven joins or replies	Consistent social → email movement.
CONVERSION	Product/resource questions, qualified conversations, customers, and repeat customers	Simple tracker / CRM	Establish Week 1	2–3 qualified questions	At least one Red-specific content theme repeatedly creates commercial conversation.

WEEKLY TRACKING

WEEK	CONTENT PUBLISHED	AVG. REACH / VIEWS	MEANINGFUL RESPONSES	CONVERSATIONS	PRODUCT / OFFER QUESTIONS	EMAIL GROWTH	WHAT WORKED
------	----------------------	-----------------------	-------------------------	---------------	------------------------------	--------------	-------------

BASELINE

WEEK 1

WEEK 2

WEEK 3

WEEK 4

WHAT THE NUMBERS MEAN

- **Reach rises but connection does not:** the hook may be interesting without being personally relevant. Improve the story and invitation to conversation.
- **Connection rises but nobody asks about resources:** make the bridge between the life problem and what you use clearer.
- **Product questions rise but trust signals fall:** you may be talking about the product too much.
- **Views are low but conversations are strong:** keep the topic. You may be reaching a smaller but highly relevant audience.
- **Views are high but nobody returns, joins email, or asks anything meaningful:** do not mistake attention for business growth.
- **Work stories repeatedly outperform generic wellness content:** tell more work stories.
- **Rabbit Hole With Red creates curiosity but starts attracting constant anger and arguments:** shift the subject matter or tone without erasing your skepticism.
- **Everything remains flat after consistent execution:** reassess the hook, topic, format, or platform execution—not your entire personality.

YOUR MOVE At the end of 30 days, choose the patterns that create both recognition and movement toward relationship or revenue. That is what Month Two repeats.

WHEN SELF-DOUBT SHOWS UP

-
- 01 You have spent enough of your life in places where being a woman like you was already unusual. You do not need the internet's permission now.
-
- 02 You are not too big, too loud, or too rough for the right audience.
-
- 03 You do not need to clean up your entire personality before somebody can trust you.
-
- 04 Being wrong occasionally will not destroy your credibility. Pretending you are never wrong might.
-
- 05 Not every story needs a moral.
-
- 06 Not every post needs to sell.
-
- 07 Gary's eye roll may occasionally be more valuable than a three-point educational carousel.
-
- 08 You have already been knocked down. You know what comes next.
-

CLOSING MESSAGE

Red, Optimum Abundance works when nobody could mistake it for somebody else's brand.

Not another wellness woman. Not another midlife expert. Not another inspirational voice telling women to embrace their next chapter.

You are the redheaded truck-driving, fish-catching, rabbit-hole-chasing, business-building, occasionally chaotic woman who has been knocked down enough times to know the ground is not a permanent address.

That is why the right woman will listen to you. She is tired of being told she needs to become more polished before her life can improve. She does not. And neither do you.

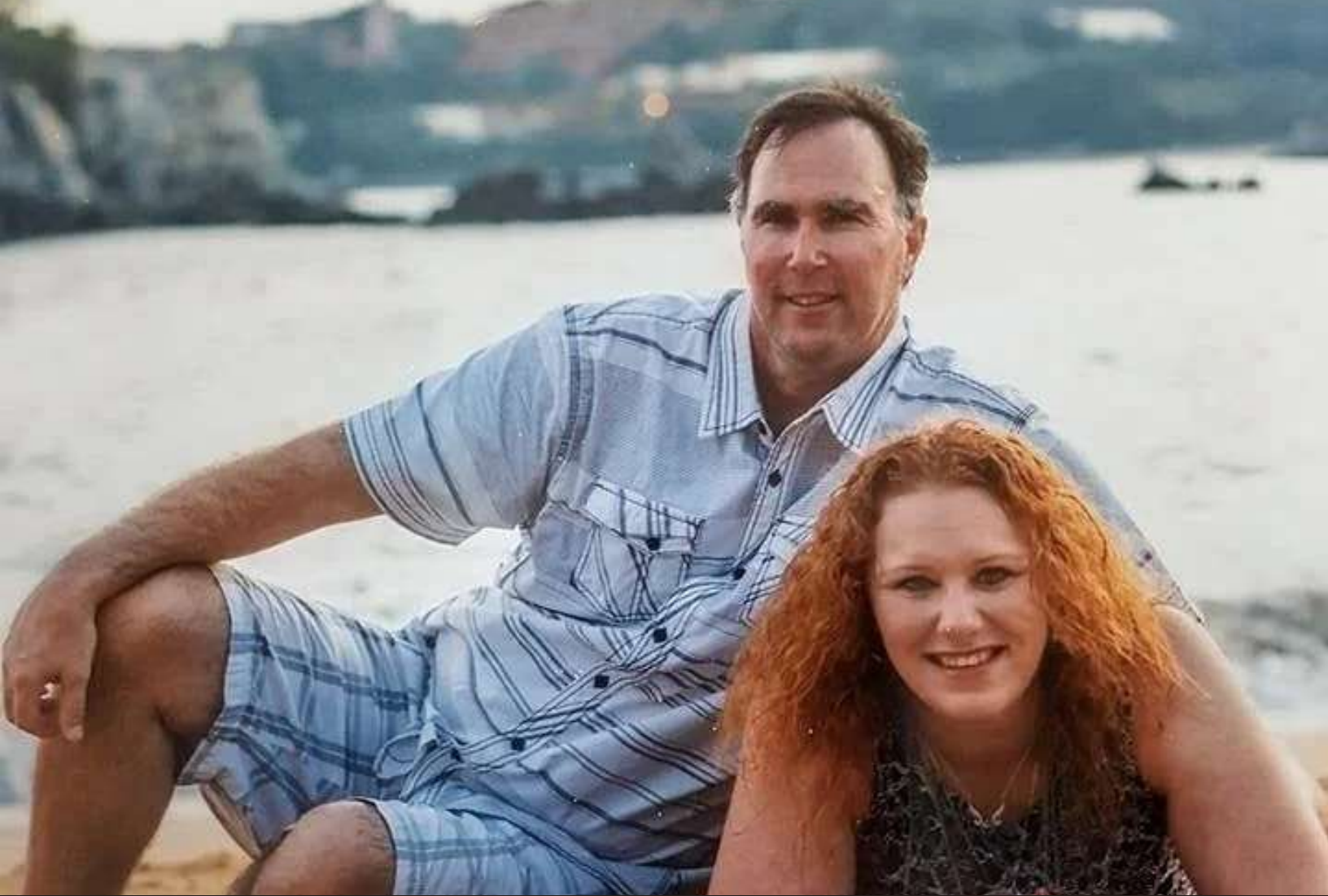
Facebook is where she starts knowing Red. YouTube is where she discovers how much Red has actually lived. Email is where the relationship becomes yours. Nu Skin is one tool in the business. Gary makes the ride more entertaining.

The road ahead will add new stories, products, places, and opportunities. But the thing underneath all of it does not change.

LIFE GOES SIDEWAYS. YOU SWEAR. YOU LAUGH. YOU QUESTION IT. YOU FIGURE SOMETHING OUT. YOU GET BACK UP.

Again. And again. And again.

YOUR MOVE Start with the next true story. Then keep showing up long enough for the right woman to recognize herself in it.



OPTIMUM ABUNDANCE WITH RED

You do not need a perfect life to build a damn good one.

The hell I won't stay down.