

## Creators Club

Content Pack: June 2026 - FULL GUIDE

*Theme: Intention vs. Attention*

Creating intentional interactions that actually build relationships, visibility, and business

### The **goal** of this content pack:

1. This isn't posting just to stay active; this is creating intentional action that focuses on:
  - Creating posts that spark engagement
  - Leaving comments that create connection
  - Becoming recognizable online without spending hours creating and scrolling

### This month your **objective** is to:

- Create interaction
- Keep people in conversation
- Participate consistently
- Build genuine community online

This content pack is going to include two areas of focus that we'll refer to as pillars:

### **Pillar 1: Intentional Posts**

What this means: You're creating content DESIGNED to start conversations. Your content should make people:

- React
- Comment
- Share
- Relate
- Respond

### **Beginner-friendly content ideas:**

- "Hot Takes"
- "This or That"

- Relatable posts
- Local community conversation starters
- Simple education

### **Prompts:**

- “Unpopular opinion: \_\_\_\_\_”
- “Do you agree or disagree: \_\_\_\_\_”
- “Would you rather: \_\_\_\_\_ or \_\_\_\_\_”
- “Nobody talks enough about \_\_\_\_\_”
- “What’s one place you have to try if visiting [your city]”

The RULE: Before posting, ask:

- Will this make someone respond?

If not:

Rework the hook

### **Pillar 2: Intentional Comments**

Your comment is intentional and strategic. It’s designed to:

- Build familiarity
- Increase visibility
- Start conversations
- Create future or deepen current relationships

Why this works: Social platforms reward engagement, interactions, and conversations. Your reward will be:

- Increased profile visits
- Recognition
- New conversations or DMs
- Content visible by those you want to see it

### **Who to comment on:**

- Realtors you already know
- Realtors you want to know
- Local businesses

- Community pages (Facebook)
- Industry professionals
- Past clients

**Prompts:**

- Add perspective to an educational post or a “did you know” style post
- Validate someone’s point
- Share a quick insight
- Ask a question to continue the conversation

What NOT to do:

- Emojis only
- One word
- Copy/paste comments

**Daily Strategy:**

1. Log in to Facebook, Instagram, LinkedIn
  - a. Go through your feed and find five people of interest; leave genuine comments on their recent posts
  - b. Create a list
    - i. Facebook friends list
    - ii. Instagram close friends

**Suggested posting plan:**

**Foundation Creator**

**3-4+ posts/month**

Create 1 post a week on the same day

Leave 5 meaningful comments 3 times a week

**Goal:** Build a presence

**Spotlight Creator**

**8+ posts/month**

2 posts per week

Leave 5-10 meaningful comments 4 times a week

**Goal:** Grow your presence more

**Brand Ambassador**

**12+ posts/month**

3 posts per week

Leave 10 meaningful comments 5 times a week

**Goal:** Build your authority