

 ${\sf Q}$ How to Plan, Organize and Get Shit Done with content ${\sf Q}$







Construct your robust content plan with our GSD framework. Let's innovate your approach and Get Shit Done!



We specialize in crafting a comprehensive strategy, process, and plan for compelling, psychology-driven content delivering a scalable roadmap to create a solid foundation for seamlessly integrating organic short-form video content Into your overall marketing plan.



Enhance your entire marketing strategy by leveraging the GSD framework, and prioritizing impactful organic short-form videos.



IF YOU'RE LOOKING FOR THE FOLLOWING, THEN GSD IS FOR YOU!



Strategic Optimization: We provide a personalized strategy to organize and optimize your company's content effectively.



Streamlined Process: Collaborate with us to create a roadmap for consistent scheduling, ensuring your content process is well-defined—what to do, when to do it.



Productive Repurposing: Discover a productive approach to repurposing content that drives targeted traffic, resulting in valuable leads.



SEO Maximization: Integrate shortform video content into your marketing plan, unlocking its potential to maximize SEO impact.



YOUR BENEFITS



Boost Productivity: Streamline your content creation process, saving time and resources while enhancing overall efficiency.



Enhance Retention: Craft engaging content that resonates with your audience, fostering brand loyalty and keeping your message in their minds.



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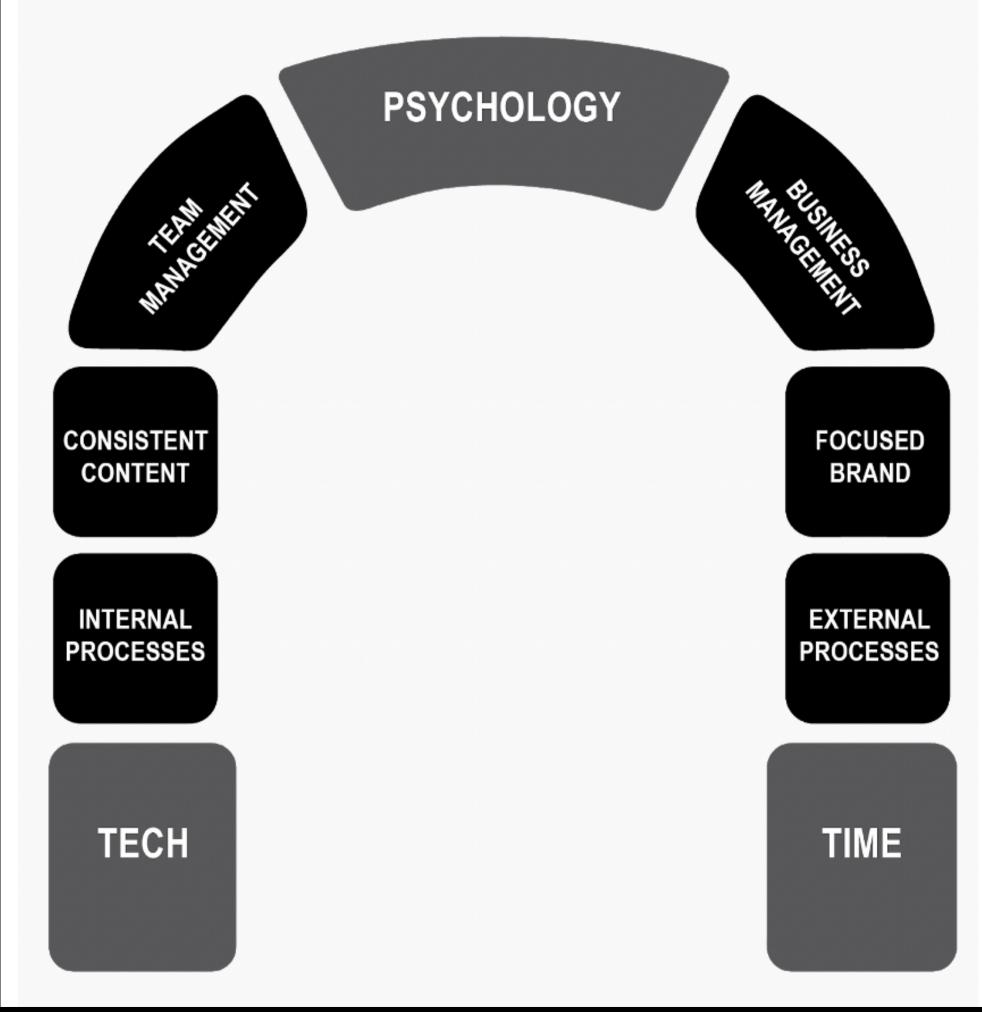
Drive Results: Our strategic approach ensures that your content aligns with your goals, translating into measurable outcomes for the overall marketing plan.





CONSTRUCTING YOUR STRATEGIC CONTENT HOME

Seamlessly Navigate from Psychology to Technology, Mastering the Art of Content Creation with Our Comprehensive Building Block Approach.





Experience a revolutionary approach with the GSD Framework.
Grounded in over two decades of expertise, our proprietary process unfolds across four key phases, seamlessly integrating human psychology and audience-centric insights. These interconnected phases lay the foundation for crafting impactful content that drives measurable results.

DISCOVER THE SCIENCE OF YOU, YOUR TEAM, AND YOUR COMMUNITY



IDEAS



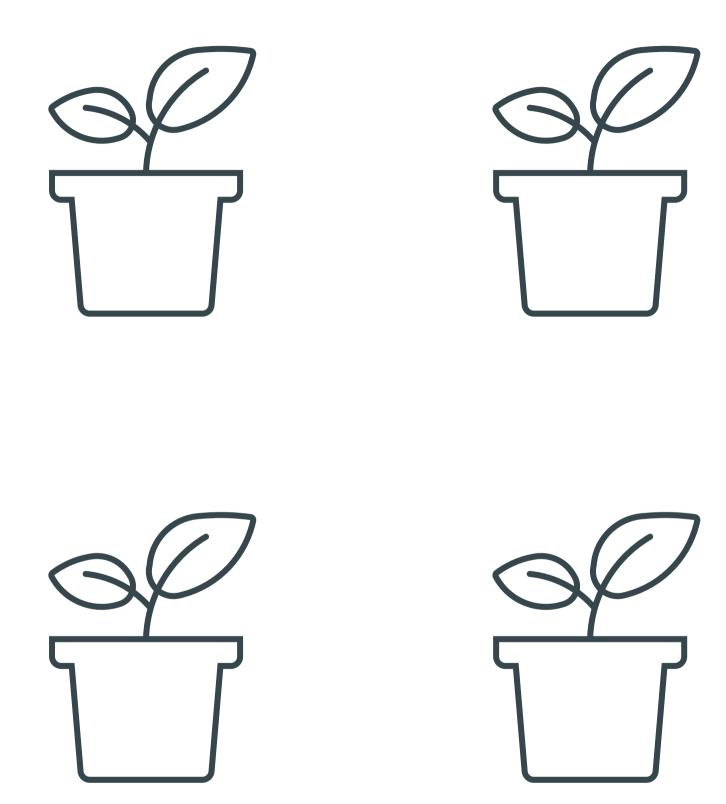
RESEARCH



COMMUNITY



PLANNING



PROUSS

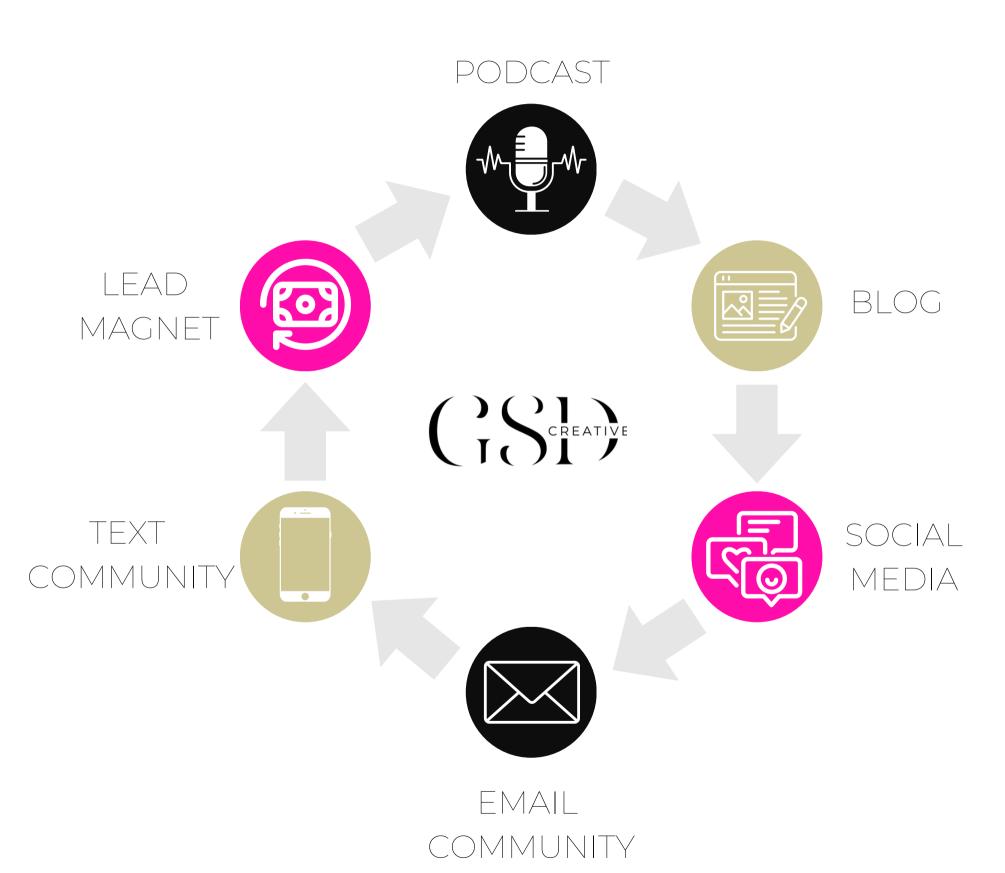
Assess Priorities and Define Goals to Segment Content To Plan and Prioritize Your Time



Unlock The Potential for Healthier, Happier Employees Through Movement, Mindset, Tools and Automation

- POSITIVITY
- ACCOUNTABILITY
- TIME-BOUND
- TRACK
- ENERGY
- R REST
- NUTRITION







EXPAND TO OTHERS & AND SUSTAIN by incorporating short-form video into your overall marketing plan



PROFIT

Expand To Others With a **Content Strategy** and How To Increase Profits through **meaningful** connections



PHASE FOUR

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PEOPLE

Discover the Science of You and How To Effectively Communicate With Others

PHASE ONE



[3]

PRODUCTIVITY

Unlock The Potential for Healthier, Happier Employees Through Movement, Mindset and Automation



PHASE THREE

2

C SCREATIVE

PROCESS

Assess Priorities To Define Goals and How To Segment Content To Plan and Prioritize Your Time

PHASE TWO





CONSULTING & TRAINING





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				VIDEO PROD								
	Audience	Video Idea	Emotion	Education	Entertaining/Story	СТА	Scene Notes	Wardrobe	Brands to Tag	Playlist		
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				@						
Number	er Video Title	Date To Post	Thumbnail	l Playlist	Posted	ed Business Page			Grid Reels: 30 sec. Stories Guides Highlights	Ü
1	Who is Deborah Vahle	May 12th	x	x	x	х	х	x	x x x x	BAN A
2	Agent vs. Realtor	May 19th	х	x	х	х	х	x	x x x x	
3	Myths for the buyer	May 26th	х	х	х	х	х	х	x x	
4	Think moving to Nashville	June 2nd	x	x	x	х	х		x x	
5	Navigate Nashville Market	June 9th	х	x	х		х		X X	
6	Nashville Neighborhood Guide	June 16th	х	х	х		y	х	x x x x x	
7	Why Hire a Realtor: Seller Process	June 23rd	x	x	x			х		
8	Downsizing, Lifestyle	June 30th	х	х	х		Х		x x x x	
9	How To Sell a Unicorn	July 7th	х	х	X		х		x x x 7x	Mac
10	Should I Hire a Realtor: Buyer Process	July 14th	x	х	4	Х	Х			
	Short Term Rentals	July 21st	х	X		Х			X X X X	
12	Steps to Buy a House	July 28th	х		х		Х	x	x x x	
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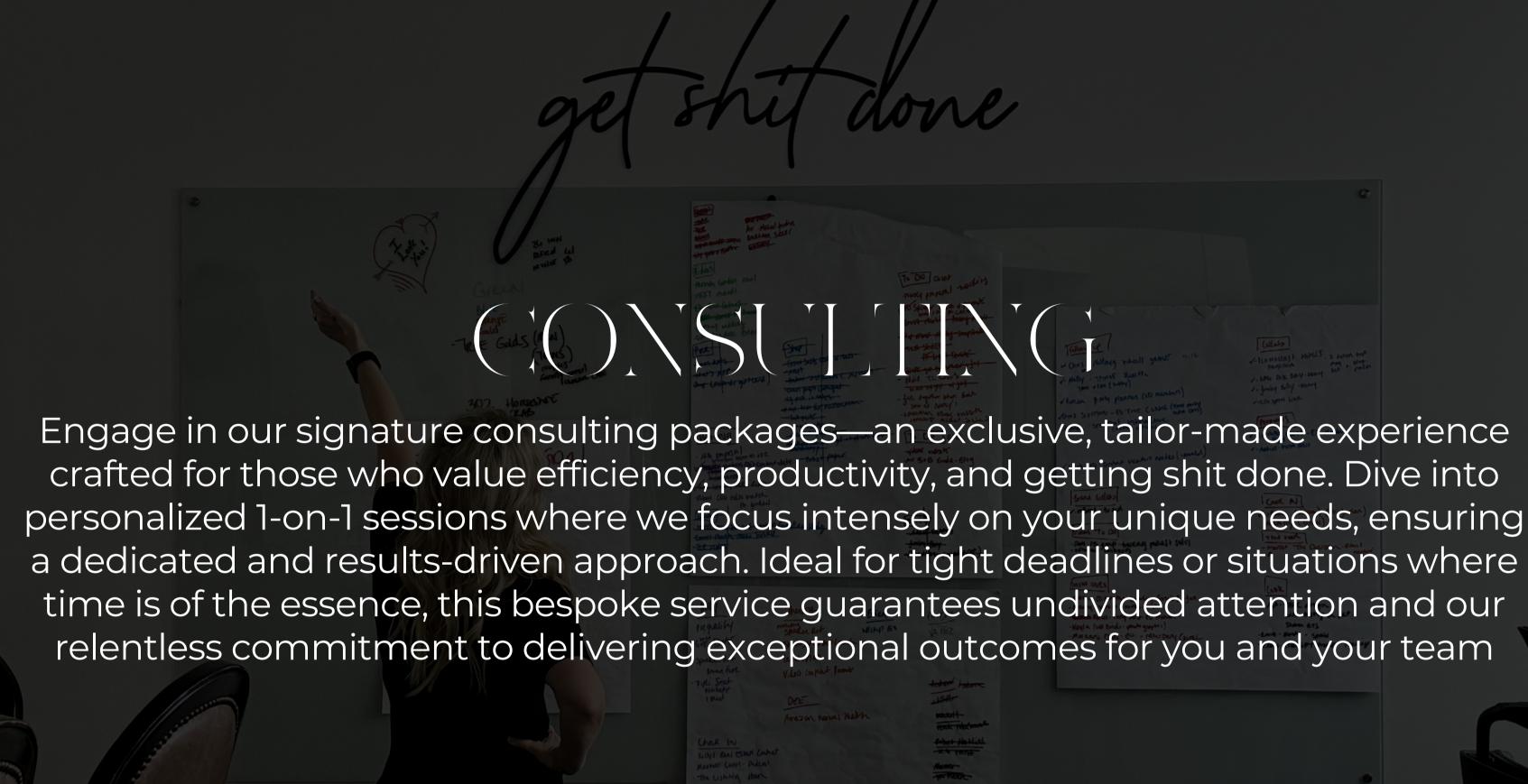
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	90 DAY - CONTENT CREATION PLAN - DEBOGASH VAILLE													
GSD Team						PRODUCTION			Client		GSD Team			
Captured	Reviewed	Approved AP	Approved DV	Playlist	Videos	Emotion	Education	Entertaining/Story	Outfit	Brands to Tag	Title (GSD Team will optimize for search)	Keywords/Tags	Notes	
х	Х	х	Х	Resource	Who is Deberah				I: Cream Jacket, Cream Blouse	Alexander McQueen - Pants,	Nashville Real Estate Expert Deborah Vahle	Nashville real estate expert, Deborah Vahle, real estate, nashville, nashville real estate,		
X	Х			Resource	Agent vs Realtor	Overwhelmed, Lost, Unsure,	Ethics & Brand Responsibility. Level of Service. Commitment to Ossility. It's a	Removing the Headtrash - Therapy	2: Navy Jacket, Teal Blouse, Camel Punts	Pants - Farfetch, Shirt - Camil	Real Estate Agent vs. Realter What's the Difference	Real Estate Agent vs. Realtor, real estate	It's under contract, move on. How To say Realter (doctor, contracto	
х	х			Bayer	31	ansure, stressed, uneducated	Free, Never sign anything wout knowing what signing, guidance of agent, work on the clients best interest, illegal for dual agency	Make decisions without all of the information	3: Camel Jacket, Ivery Blouse,	Pants- Alexander McQueen, J	Milome Buying Myths You Need to Know	real estate, buying a home, first time home buyer, home buying, home buying tips, how to buy a home, first time home buyers, real estate myths		
х	х			Nashville	Think moving to Nashville	excited, curious, ready for change, looking for something different, looking to downsize, climate	Why Nashville is a great place to live, industry is here (Healthcare, Universities)	California more for their money, acres, 5 bodrooms	4: Black lace shirt, jeans	Shirt - KORALLEN, Pants-Jo	Moving to Nashville What You Need to Know	moving to nashville, nashville, living in nashville, tennessee, nashville tennessee, nashville real estate, moving to nashville ta,		
×	х			Nashville	Naveigate Nashville Market	stressed to the max, overwhelmed, uncertain, seared	How to navigate, get help from an expert, be real, manage expectations,		5: Cream jacket, Green blouse	L'AGENCE - Jacket, Pants- J	How to Navigate the Nashville Real Estate Market	nashville real estate market, nashville real esta	How to win an offer/situation. What you think your budget is vs. wyou want to spend	
х	х			Nashville	Nashville neighborhoods	concerns, where to belong, lifestyle, uncertain, walk to places, fit in	Character, Features,	Lived in East Nashville 20 years. Founder saw the potential in 12th South, Building up these commercial areas with neighborhoods that people wanted. Trademark of each neighborhood.	1: Cream Jacket, Cream Blouse	Alexander McQueen - Pants,	Nashville Neighberhood Guide	moving to nashville, nashville, living in nashville, nashville tennessee, nashville neighborhoods, nashville tn, things to do in nashville, moving to nashville tennessee, best neighborhoods in nashville		
х	х			Seller	Why Hire a Realter: Seller Process	stressed, valued, excited, uncertain, nervous, safety,			2: Navy Jacket, Teal Blouse, Camel Pants	Pants - Farfetch, Shirt - Cami	Should You Use a Realter When Selling Your Home	real estate, real estate agent, realtor, pros and cons, use a real estate agent, hire a realtor, selling a home		
х	х			Buyer	Downsizing, Lifestyle	excited, uncertain, vibrant,	sell your stuff, expectations, the market, lifestyle, what part of town	Women didn't do homework about the building, want a sense of community, being aware different buildings live differently,	3: Camel Jacket, Ivory Blouse,	Pants- Alexander McQueen, J	Tips for Downsizing to a Luxury Condo	condo living tips, condo living, living in a condo pros and cons, downsizing from house to condo, downsizing your home with style,		
х	х			Seller	How To Sell a Unicorn	uncertain, pride, unique, celectic,	Manage expectations, knowing who your buyer is, marketing to that buyer	Top seller of unicoens: Shelby Park elm tree Nashville historic registry, garden immaculate, 2 attached property Airbob and living ln updated, private entry, market it differently to a smaller audience	4: Black lace shirt, jeans	Shirt - KORALLEN, Pants-Jo	d How to Sell a Unique Home	home, unique homes for sale, unique houses, unique houses for sale, selling, selling your home		
Х	Х			Buyer	Should I Hire a Realtor: Buyer Process	unsure, not aware, scared, stressed, excited, naive	Don't have to pay the agent, customer service, attention to detail,	It's not you, its the process	5: Cream jacket, Green blouse	L'AGENCE - Jacket, Pants- J	Should You Use a Realter When Buying a Home	real estate, real estate agent, realtor, pros and c	Off market. Handling the BS behind the scenes	
х	х			Nashville	Short Term Rentals (Investing)	excited, determined, cocky, fast paced, detailed,	the market, what you can afford, where they are located, rules and regulations, perception that "nashville" is small and don't understand the reality.	What is allowed, he needed some hard evidence was facts and connected him with a short term cental property manager, took him around all day to see properties, education piece	1: Cream Jacket, Cream Blouse	Alexander McQueen - Pants,	How to Invest in Short Term Rentals	airbnb, short term rentals, short term rental, vrbo, real estate investing, passive income, vacation rentals, real estate, rental property, investing, wacation rental investing, investing in real estate		
х	х			Buyer	Steps to Buy a House				2: Navy Jacket, Teal Blouse, Camel Pants	Pants - Farfetch, Shirt - Cami	N How to Buy a Heene Follow These Steps	how to buy a house, home buying explained, how to buy a house step by step, first time home buyers, home buying process start to finish, home buying process, home buying tips, home buying 101		
х	x			Seller	Under contract what to do now: Seller	unsure, excited, nervous, scared	The steps	Trust your agent and the process. Email dates/deadlines, here is what should be on that email	3: Camel Jacket, Ivory Blouse,	Pants- Alexander McQueen, J	Home is Under Contract Now What	real estate, real estate agent, under contract, home for sale, home selling, home under contract, nashville real estate		
х	х			Tips Agents	Commercial vs. Residential		Different MLS. Network-off market, who do you know		4: Black lace shirt, jeans	Shirt - KORALLEN, Pants-Jo	Commercial vs Residential Real Estate What's the Difference	Nashville commercial real estate, nashville residential real estate, commercial real estate, commercial real estate vs residential real		
х	х			Seller	What to Expect as a seller from your realtor				5: Cream jacket, Green blouse	L'AGENCE - Jacket, Pants- J	What to Expect from a Realtor When Selling	questions to ask a realtor, what to ask a realtor when selling a home, selling a house, home selling tips, questions to ask a listing agent, questions to ask your real estate agent, how to sell a house, how do you interview a realtor to		
х	х			Seller	Tips To sell my house quickly, most money (Things to think about)	excited, determined, stressed, proactive	Don't do anything till you talk to your realtor, we know what is selling. Listen to your agent	Don't paint your house. Do I really have to get rid of all of the pictures.	2: Navy Jacket, Teal Blouse, Camel Pants	Pants - Farfetch, Shirt - Cami	How to Sell Your House Fast	real estate, sell house fast, how to sell your house fast, realtor, sell your home fast, real estate agent, sell your house, sell my house, selling a house, selling your house, fast sing	Staging a house vs dropping the price the of home	
х	х			Bayer	Virtual Buying a Home	hassle, tight timeline, think they know what the market is,	Missing out on, advantages to selling that way, willing to take less money for the property for ease of sell. Buying that way in a nightmare. Human connection.	Open door owned the property. APP wasn't working, n Couldn't get in.	5: Cream jacket, Green blouse	L'AGENCE - Jacket, Pants- J	How to Buy a Home Virtually	Open door, Jallow, amazon, redfin, trulia, home buying process, virtual home buying, buying a home, how to buy a house, buying a home sight unseen, virtual realtor, home buying, video walk through real estate, virtual		
х	х			Buyer	About the James				4: Black lace shirt, jeans	Shirt - KORALLEN, Pants-Jo	The James Luxury Condos in Nashville, TN	Nashville real estate, nashville condos, nashville tn, luxury living, condos, home, nashville luxury living		



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CONSULTING

CONSULTING, WORKSHOPS, FRACTIONAL CHIEF CONTENT OFFICER

PEOPLE. PROCESS. PRODUCTIVITY. PROFIT

VIRTUAL SESSION | IN-PERSON SESSION IN NASHVILLE | WORLDWIDE-COME TO YOU**

Our proprietary process, The GSD Framework, consists of 4 key phases that are grounded in human psychology and optimized with employee-centric inputs.

HALF DAY GSD STRATEGY SESSION

PEOPLE + PROCESSES





Unlock the potential of your content with our half-day strategy session. Through a targeted brainstorming session, we'll extract your content needs, conduct a mini digital footprint discovery, and identify gaps. By the end, you'll have a high-level overview of the people, processes, and strategies needed to propel your content forward.

FULL DAY GSD STRATEGY + TRAINING

PEOPLE, PROCESSES, PRODUCTIVITY, PROFIT









Immerse yourself in a full-day workshop designed to elevate your content game. We delve into the personalities of both your internal and external needs, discuss processes tailored to your company, and explore the technology necessary for heightened productivity. By the end, you'll leave with a comprehensive 90-day content plan ready for consistent creation and execution.

FRACTIONAL CHIEF CONTENT OFFICER

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Experience accelerated growth with our Fractional Chief Content Officer service. Commit to investing in your company's future as we strategically lead your content efforts. This comprehensive role expedites your overall plan, ensuring a seamless alignment between content creation, business goals, and sustained growth. Maximize your company's potential with our dedicated content expertise.



Angela Proffitt, the visionary Founder of GSD Creative, is an exceptional productivity expert, renowned podcast host, esteemed hospitality consultant, captivating keynote speaker, and accomplished author. With a global reach, Angela traverses the world, empowering companies and organizations to elevate employee wellness and maximize productivity.

As a seasoned serial entrepreneur, Angela has dedicated over two decades to honing effective business processes and providing invaluable consultancy to multimillion-dollar brands. Angela possesses an innate understanding of the elements that truly ignite conversions, orchestrate sold-out events, and fuel unwavering consumer engagement - and it goes far beyond mere fluff. Guided by her profound background in psychology, Angela seamlessly employs her mastery of effective communication techniques, coupled with her indomitable "Get Shit Done" attitude, as catalysts for extraordinary success.

Angela's expertise has garnered widespread recognition, gracing the pages of prestigious media outlets and publications such as TLC, ABC Family, People's Magazine, Success Magazine, and US Weekly, among many others. Her influential presence extends beyond her professional pursuits as a devoted member of EO Nashville, where she has held multiple esteemed positions, including the social chair, MyEO chair, mentorship chair, and marketing chair at the regional level. Since 2017, she has passionately hosted "Business Unveiled," an enlightening podcast tailored to the hospitality industry, unraveling behind-the-scenes revelations and presenting innovative solutions for everyday entrepreneurs.

Beyond her remarkable achievements, Angela embraces the joy of leisurely pursuits. In her downtime, you'll find her joyfully TikTok'ing with her cherished nieces and nephews while eagerly immersing herself in the latest advancements within Apple's technological realm.



COUNTRIES AND COUNTING

Our mission is to empower global leaders with the tools they need to be a positive presence in today's increasingly connected world. We strive to foster international understanding through our content.





















Angela Proffitt stands as a sought-after authority in the media, frequently invited to impart her insights and expertise as a productivity expert. With a profound knowledge base and a dynamic presence, she has become a trusted figure in various outlets, solidifying her remarkable contributions to the realms of productivity, hospitality, and entrepreneurship.

FEATURED IN















SUCCESS































Send us an email or schedule a discovery call or zoom with a GSD team leader



CLICK TO SEND AN EMAIL



GSD Creative is a proud supporter of Operation Rose, whose mission is to educate and create actionable solutions to preventing and combating human trafficking in Tennessee. Operation Rose is a non profit offering free WANT workshops in the community to educate, prevent and combat human trafficking In Middle Tennessee. Learn more, click <u>HERE</u>



At GSD CREATIVE, sustainability has been at the core of our operations since 2001. As a proud paperless company, we prioritize eco-friendly practices to eliminate waste, boost productivity, and reduce our environmental footprint. We remain dedicated to sharing our best practices with our growing community as we strive for a more sustainable future.

