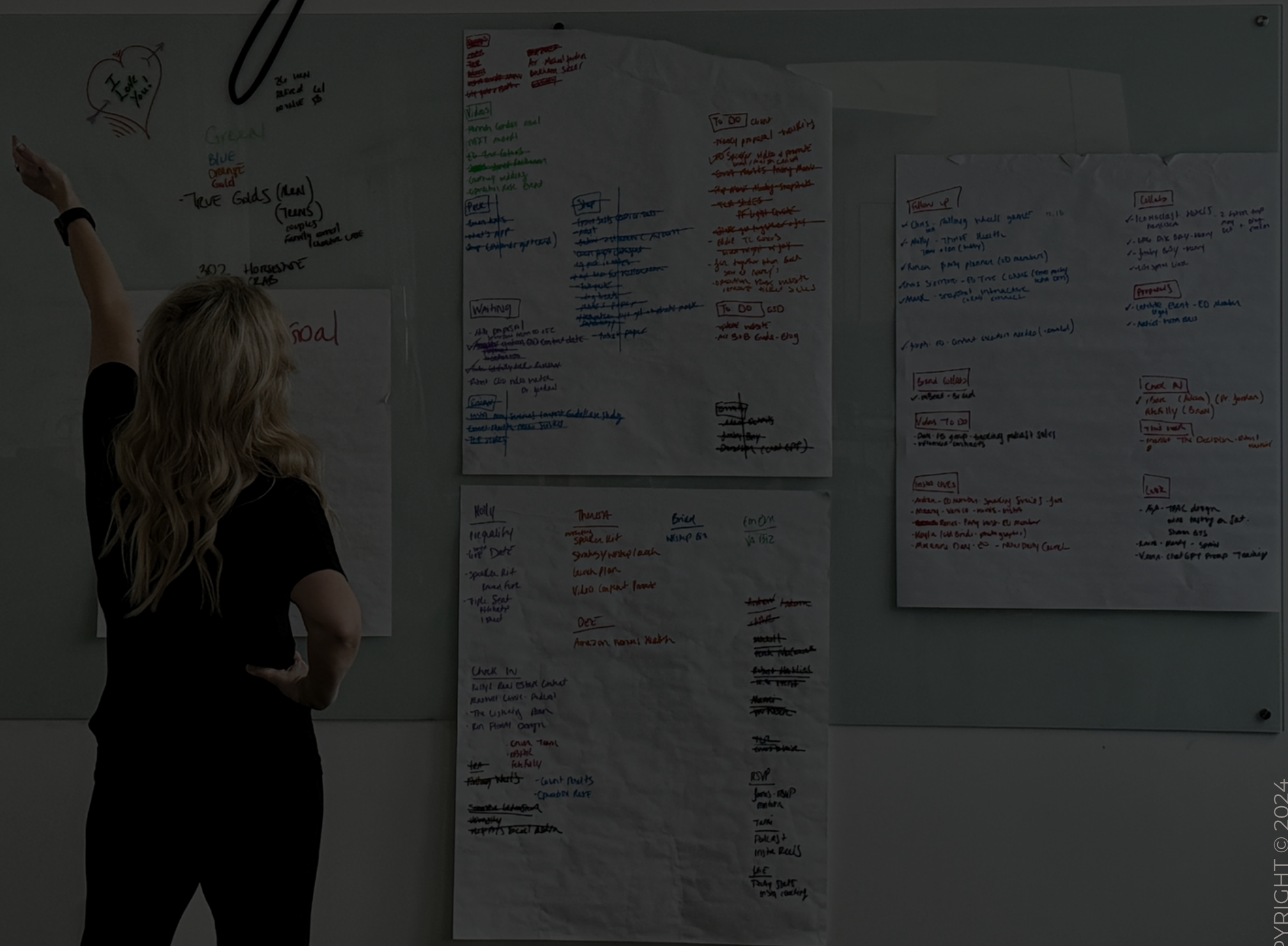


get shit done

How to Plan, Organize and Get Shit Done with content



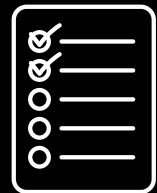

CONTENT CREATION

MENU OF SERVICES

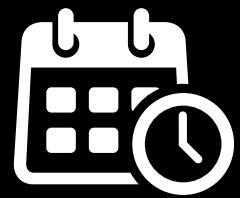
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GSD OVERVIEW



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 short-form video content into your marketing plan, unlocking its potential to maximize SEO impact.

YOUR BENEFITS



PRODUCTIVITY

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



RETENTION

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



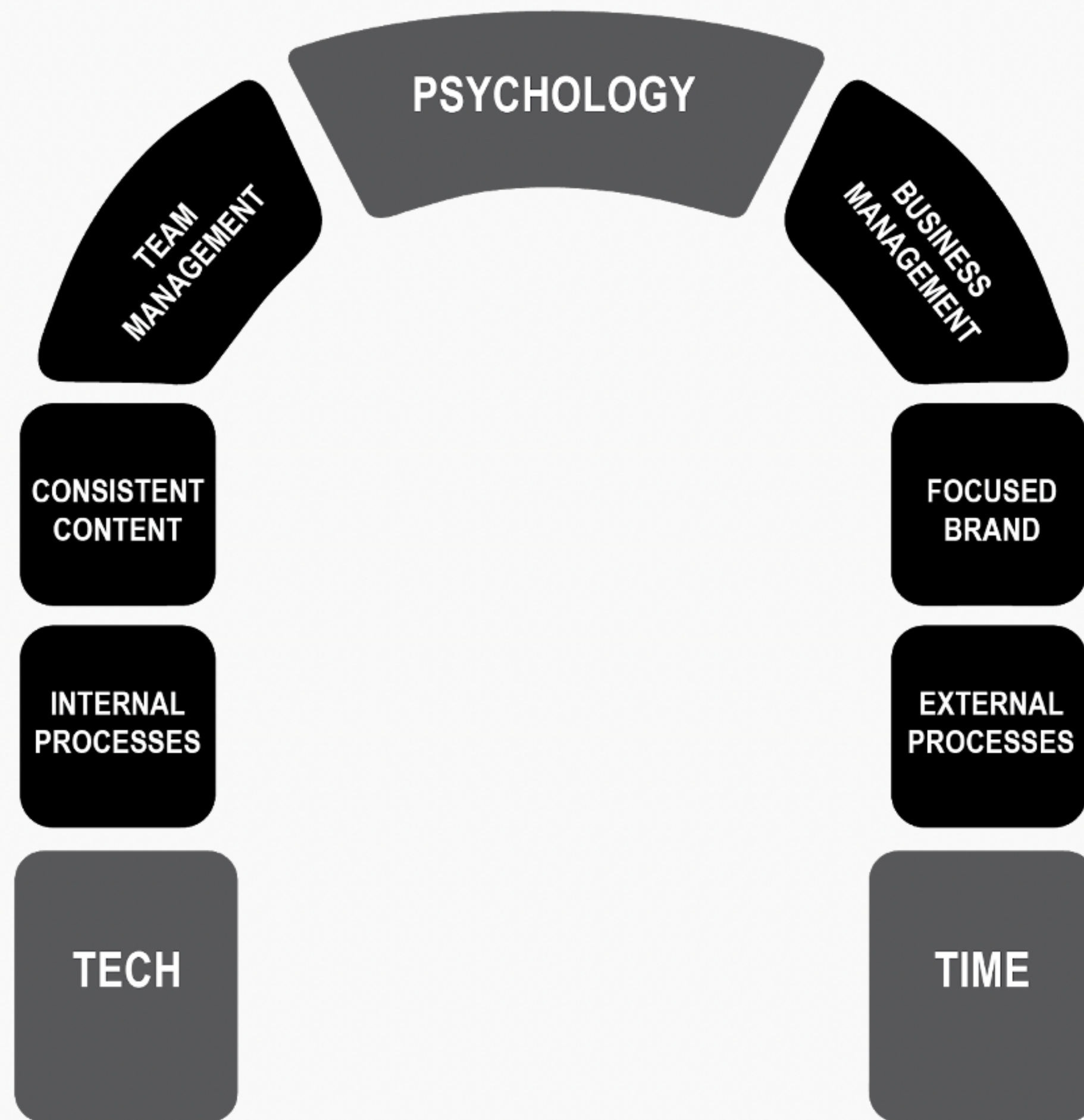
RESULTS

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.



GSD FRAMEWORK

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.

To Do
- next training date (add 1 hr)



GREEN
Blue
Orange
Gold
- Love Golds (Real)
- Trans couples family support & life

Key Words - no don't use
4 Action
NO patient = client

Educators Teaching

SERVICES

Membership
Merch - Amazon
Community - free
Podcast
Get Recs
medium
playlist (song)

Needs
1 word
Adapt - content
Plan - content
Date
Sponsor

Video
- customer journey
- word doc main
- framework
- stories - build content

302
* Burn out to bliss
40 days
* Daily on - mental life

Heal
PROCESS
BARN
Facilitate
Coach
Transition
Transformation

Heals
WELLNESS
WOMEN
Life coaching
Mental Health
additions
unity
DING - NO DEE

LIFE STAGE
Struggle day to day freedom



SPECIALS

WOMEN
copy notes
4 audio
BURN YOUR EYES

3
AARONIC
Counseling = NO
Other states + telehealth
INSURANCE - YES
Abundance

SPACE
Skill (be)
Level 3 medium (intuitive)
emotional communication

7:00
UPPER MIDDLE
FROM - SPONSOR US FIRST
OPENING TODAY
REVENUES
EDUCATION
DING

1

PEOPLE

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



IDEAS



RESEARCH



COMMUNITY



PLANNING



2

PROCESS

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

3

PRODUCTIVITY

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

P

POSITIVITY

A

ACCOUNTABILITY

T

TIME-BOUND

T

TRACK

E

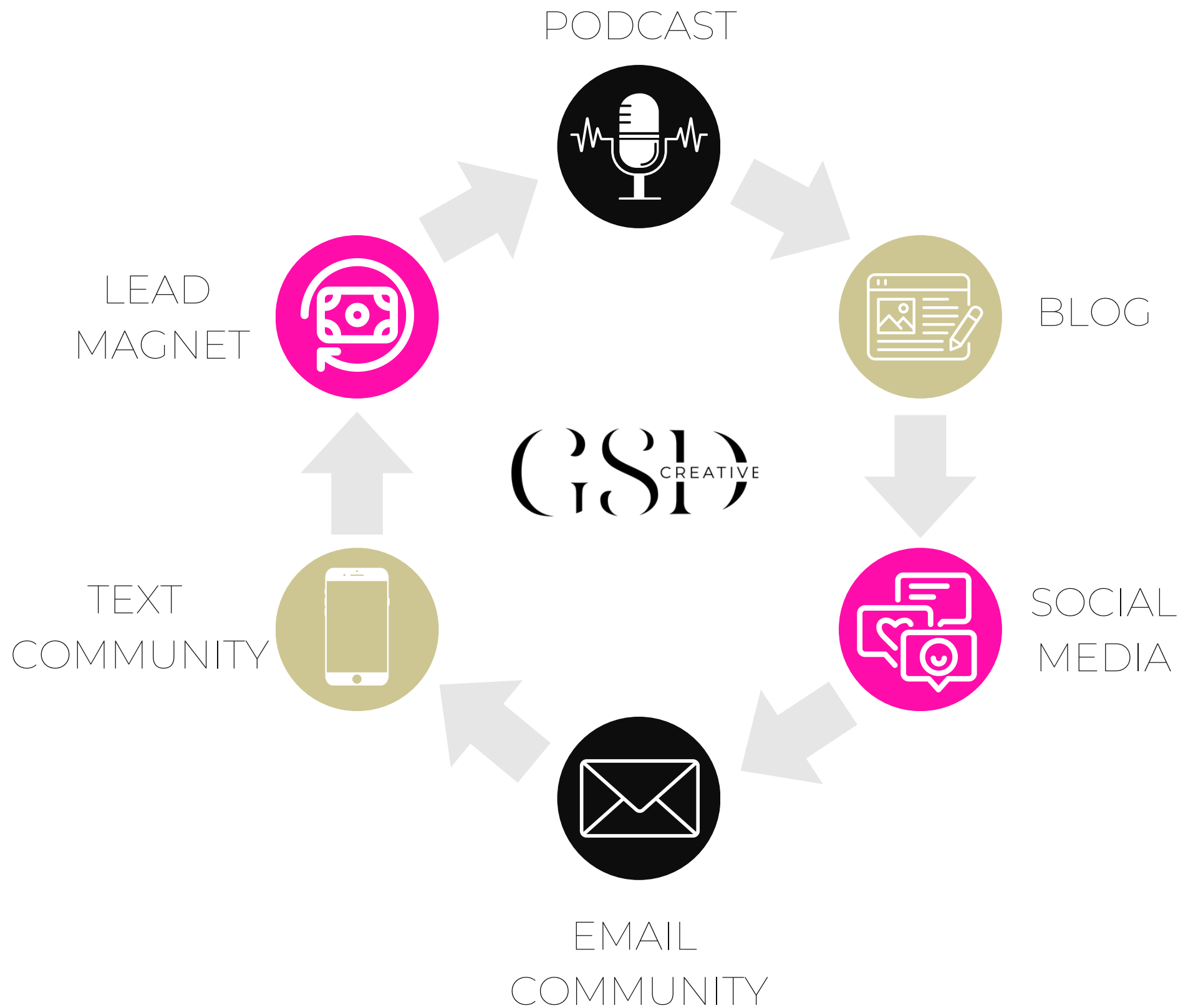
ENERGY

R

REST

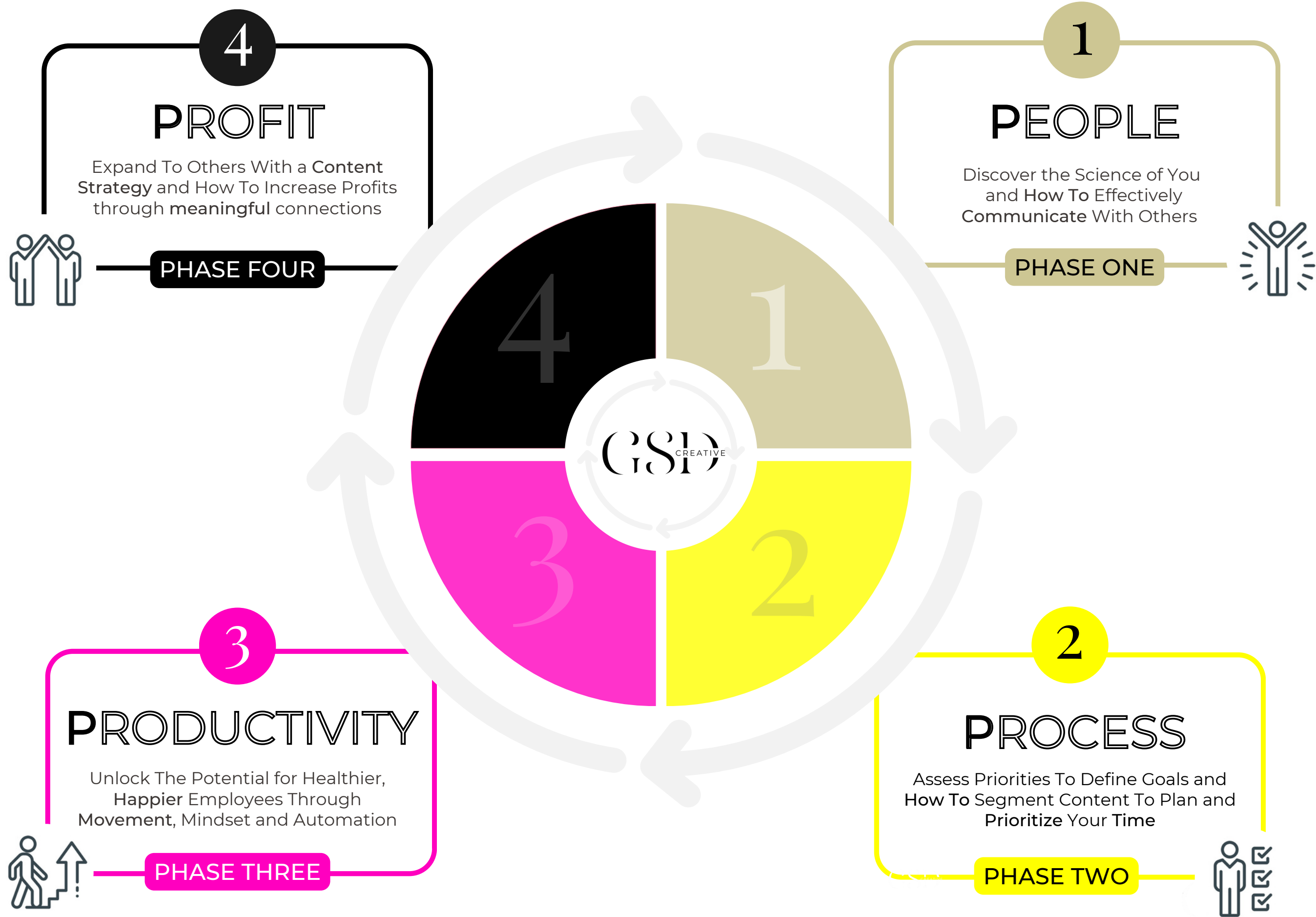
N

NUTRITION



4 PROFIT

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



WE SHOW YOU

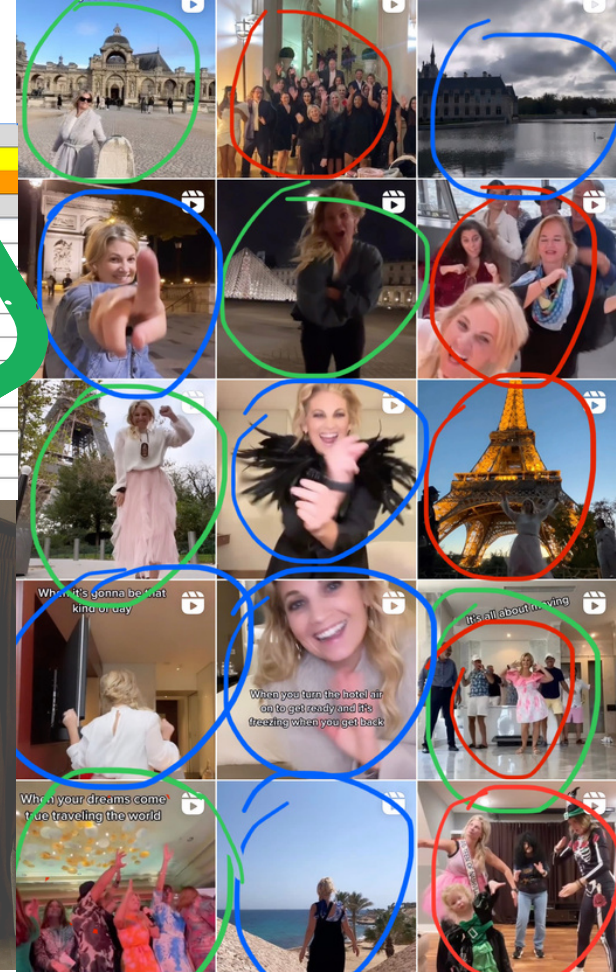
CONSULTING & TRAINING



WHERE TO START



Number	Video Title	Date To Post	Horizontal Video												
			YouTube: Horizontal	Facebook: Horizontal	LinkedIn: Horizontal	Blog	Instagram		TikTok: 15-60 sec.	TikTok: Extra	Interest				
1	Who is Deborah Vale	May 12th	X	X	X	X	X	X	X	X	X	X	X	X	X
2	Agent vs. Realtor	May 19th	X	X	X	X	X	X	X	X	X	X	X	X	X
3	Myths for the buyer	May 26th	X	X	X	X	X	X	X	X	X	X	X	X	X
4	Think moving to Nashville	June 2nd	X	X	X	X	X	X	X	X	X	X	X	X	X
5	Navigate Nashville Market	June 9th	X	X	X	X	X	X	X	X	X	X	X	X	X
6	Nashville Neighborhood Guide	June 16th	X	X	X	X	X	X	X	X	X	X	X	X	X
7	Why Hire a Realtor: Seller Process	June 23rd	X	X	X	X	X	X	X	X	X	X	X	X	X
8	Downsizing, Lifestyle	June 30th	X	X	X	X	X	X	X	X	X	X	X	X	X
9	How To Sell a Unicorn	July 7th	X	X	X	X	X	X	X	X	X	X	X	X	X
10	Should I Hire a Realtor: Buyer Process	July 14th	X	X	X	X	X	X	X	X	X	X	X	X	X
11	Short Term Rentals	July 21st	X	X	X	X	X	X	X	X	X	X	X	X	X
12	Steps to Buy a House	July 28th	X	X	X	X	X	X	X	X	X	X	X	X	X



YOU HAVE A PLAN



BEFORE

VIDEO PRODUCTION						NOTES			Playlist
Audience	Video Idea	Emotion	Education	Entertaining/Story	CTA	Scene Notes	Wardrobe	Brands to Tag	
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									

90 DAY - CONTENT CREATION PLAN - DEBORAH VALE															
GSD Team				PRODUCTION				Client				GSD Team			
Captured	Reviewed	Approved AP	Approved DV	Playlist	Video	Emotion	Education	Entertaining/Story	Outfit	Brands to Tag	Title (GSD Team will optimize for search)	Keywords/Tag	Notes		
X	X	X	X	Seller	Who is Deborah	excited, nervous, scared	Trust your agent and the process. Email save deadlines, here is what should be on that email	Trust your agent and the process. Email save deadlines, here is what should be on that email	1: Cream jacket, Green Blouse	Pattio - Alexander McQueen, Pantio - KORALLEN, Pantio -	Home in Under Contract Now What	Nashville real estate, nashville real estate, nashville real estate	Handing the BS behind the scenes		
X	X	X	X	Tip: Agents	Commercial vs. Residential	excited, determined, stressed, proactive	Don't do anything till you talk to your realtor, we know what is selling. Listen to all of the pros.	Don't do anything till you talk to your realtor, we know what is selling. Listen to all of the pros.	2: Navy Jacket, Teal Blouse, Camel Pantio	Pattio - Farfetch, Shirt - Cam	How to Sell Your House Fast	Staging a house vs dropping the price of the house			
X	X	X	X	Seller	What to Expect as a seller from your realtor	excited, determined, stressed, proactive	Don't do anything till you talk to your realtor, we know what is selling. Listen to all of the pros.	Don't do anything till you talk to your realtor, we know what is selling. Listen to all of the pros.	3: Cream jacket, Green Blouse	LAGENCE - Jacket, Pantio -	How to Buy a House Virtually	Nashville real estate, nashville real estate, nashville real estate			
X	X	X	X	Seller	How to Sell a Unicorn	excited, determined, stressed, proactive	Don't do anything till you talk to your realtor, we know what is selling. Listen to all of the pros.	Don't do anything till you talk to your realtor, we know what is selling. Listen to all of the pros.	4: Black lace shirt, jeans	Shirt - KORALLEN, Pantio -	The James Luxury Condo in Nashville, TN	Nashville real estate, nashville real estate, nashville real estate			

OUR CLIENTS
SAY GSD
PROVIDES



"DIRECTION"

"FAST-TRACK"

"TOUGH LOVE"

"CLARITY"

get shit done

CONSULTING

Engage in our signature consulting packages—an exclusive, tailor-made experience crafted for those who value efficiency, productivity, and getting shit done. Dive into personalized 1-on-1 sessions where we focus intensely on your unique needs, ensuring a dedicated and results-driven approach. Ideal for tight deadlines or situations where time is of the essence, this bespoke service guarantees undivided attention and our relentless commitment to delivering exceptional outcomes for you and your team



TRAINING

Harness our expertise in cultivating the thriving GSD Community to forge meaningful connections with your target audience by following our training program. We train your team to showcase your brand effectively and maintain top-of-mind awareness. Whether through captivating podcast interviews, compelling blogs, engaging videos, or psychology affiliate marketing collateral, we'll craft and deliver the plan to reach those actively seeking what you have to offer.

INVESTMENT

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.

CONSULTING

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

(f) CHIEF CONTENT OFFICER



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.

*Rates can be discussed based on annual revenue. **TRAVEL: ADDITIONAL EXPENSES WILL APPLY

ABOUT ANGELA

MEET ANGELA

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.



INTERNATIONAL IMPACT

30+

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.



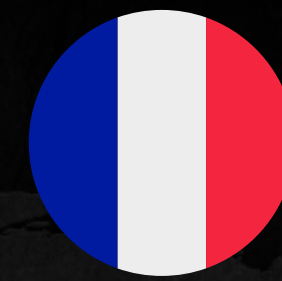
INDIA



ITALY



SWITZERLAND



FRANCE



INDONESIA



SPAIN



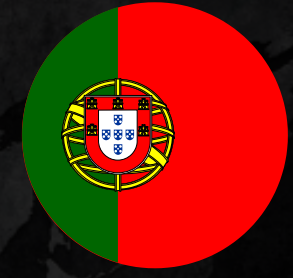
UNITED KINGDOM



VIETNAM



TURKEY



PORTUGAL



CANADA



MEXICO



GREECE



EGYPT



COLOMBIA



ANTIGUA



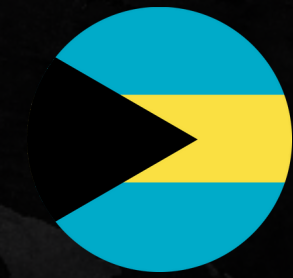
ST. KITS & NEVIS



UNITED STATES



CHINA



BAHAMAS



NETHERLANDS



THAILAND



TRINIDAD & TOBAGO



GERMANY



UAE: DUBAI



DOMINICAN
REPUBLIC



JAMAICA



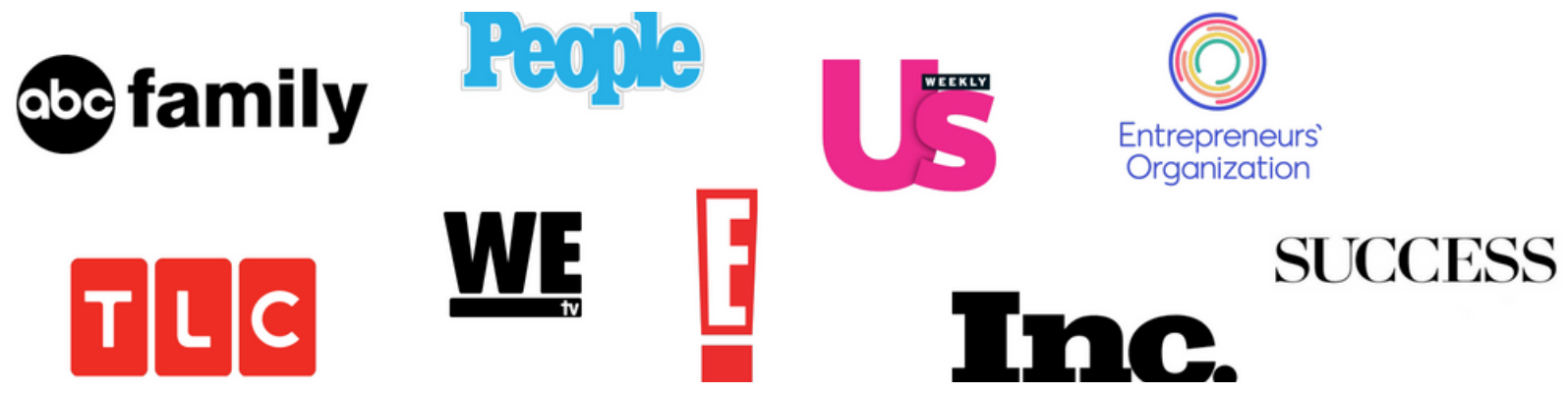
COSTA RICA



IN THE MEDIA

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



COMMUNITY



THANK YOU FOR YOUR TIME

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

CLICK TO SCHEDULE A CALL

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 [HERE](#)



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.