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**THE ONE WHERE YOU
FINALLY GET CONSISTENT**

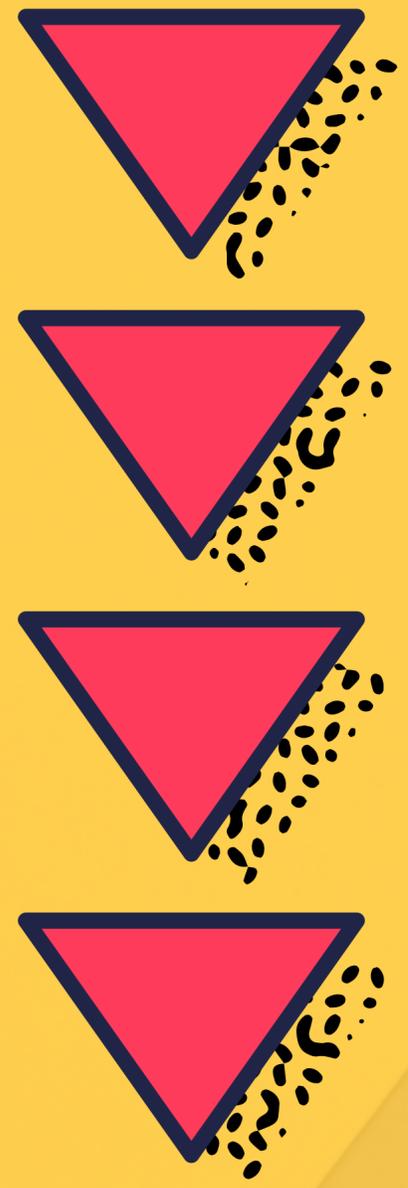
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THINK OF YOUR BUSINESS LIKE A SITCOM: YOUR AUDIENCE DOESN'T FALL IN LOVE WITH YOU BECAUSE YOU'RE POSTING EVERY DAY...THEY FALL IN LOVE BECAUSE THEY RECOGNISE YOUR "CAST", CONNECT WITH THEIR PERSONALITIES, AND KNOW EXACTLY WHAT EMOTIONAL HIT THEY'LL GET WHEN THEY TUNE IN.

your content pillars are the characters in your show.

**WHEN EVERY PILLAR HAS A CLEAR
ROLE, A CLEAR VOICE, AND A CLEAR
PURPOSE, CONTENT BECOMES EASIER
TO CREATE, EASIER TO FOLLOW AND
WAY MORE LIKELY TO ATTRACT THE
PEOPLE WHO GET YOU.**



this guide helps you assign each of your pillars a Friend character - not for the gimmick, but to give your brand story structure, consistency and personality.



PILLAR 1 - THE MONICA

PRACTICAL - INSTRUCTIONAL - ORGANISED

The Monica pillar is your “I needed this today” content — the helpful, structured posts that make your audience feel like they can finally breathe.

Use this pillar for content that:

- Teaches something step-by-step
- Breaks down your process into simple actions
- Gives tools, tips, or templates
- Helps clients understand “how” your work actually works
- Improves their results quickly



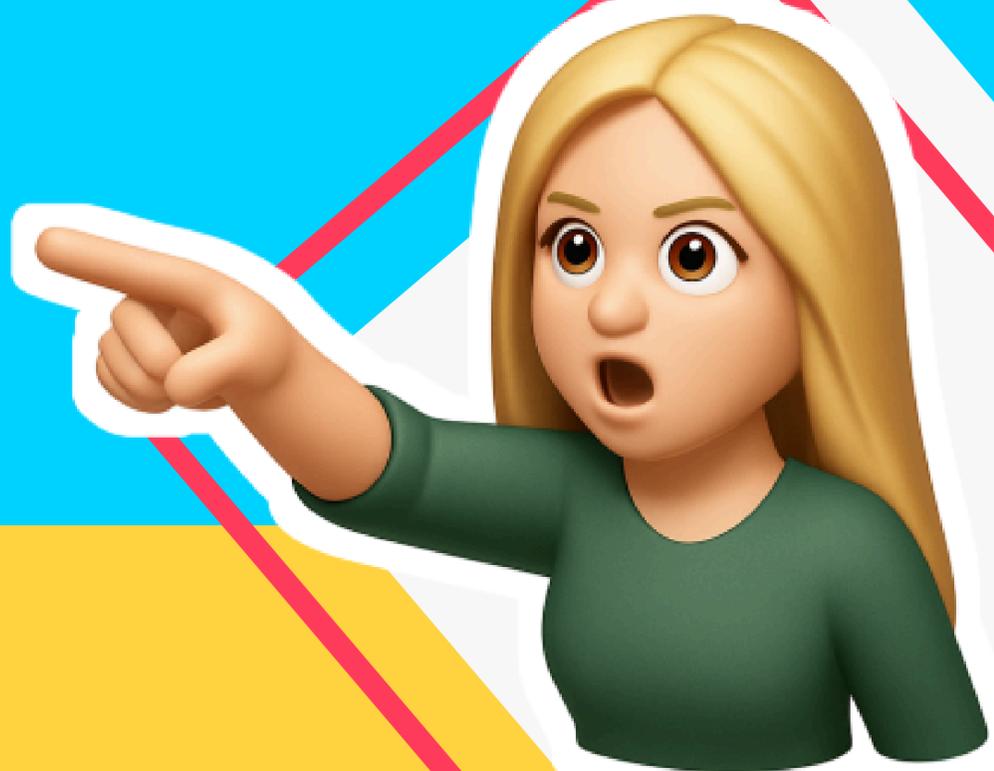
PILLAR 2 - THE RACHEL

ASPIRATIONAL - STYLISH - PERSONALITY LED

The Rachel pillar is all about vibe, identity, and emotional connection. This is where people fall in love with the human behind the business.

Use this pillar for content that:

- Shows your personality and values
- Shares behind-the-scenes moments
- Communicates your brand style and aesthetic
- Tells parts of your story
- Helps your audience imagine working with you



PILLAR 3 - THE JOEY

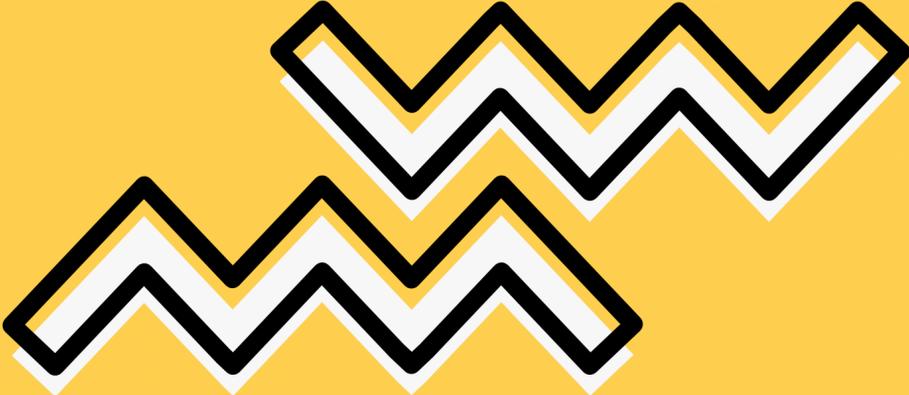
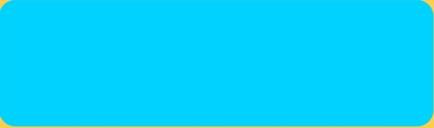
FUN - RELATABLE - PLAYFUL



Use this pillar for content that:

- Feels fun, casual, or humour-driven
- Highlights relatable moments from your industry
- Uses memes, trends, or playful storytelling
- Shows the real-life reality behind the business
- Builds friendship-level connection

The Joey pillar is your lighthearted, human content — the stuff that makes people think “This person just gets me.”



PILLAR 4 - THE ROSS

NERDY - NICHE DEEP DIVES

Use this pillar for content that:

- Explains the deeper “why” behind what you do
- Breaks down trends, strategies, or pop culture moments
- Shows your thought process and expertise
- Gives insight others in your industry overlook
- Establishes your authority



The Ross pillar is for your inner specialist — the detailed, geeky content that shows you’re an expert without needing to say it.



PILLAR 6 - THE PHOEBE

CREATIVE - CHAOTIC - OUTSIDE THE BOX

The Phoebe pillar brings originality and magic — this is where your creativity gets to shine freely.

Use this pillar for content that:

- Feels quirky, imaginative, or unexpected
- Uses creative metaphors or concepts
- Breaks the “rules” in a fun way
- Shows your unique point of view
- Surprises or delights your audience



PILLAR 6 - THE CHANDLER

WITTY COMMENTARY - HOT TAKES - CLEVER TRUTHS

The Chandler pillar is clever, punchy, and bold — the content that gets people talking.

Use this pillar for content that:

- Shares your opinions or "unpopular truths"
- Calls out industry myths or outdated practices
- Uses wit or sarcasm to make a point
- Responds to trends with commentary
- Positions you as someone with a strong, confident viewpoint





HOW TO USE YOUR FRIENDS CONTENT CAST

When you mix all six pillars across your content:

You become memorable

Your audience understands your brand deeply

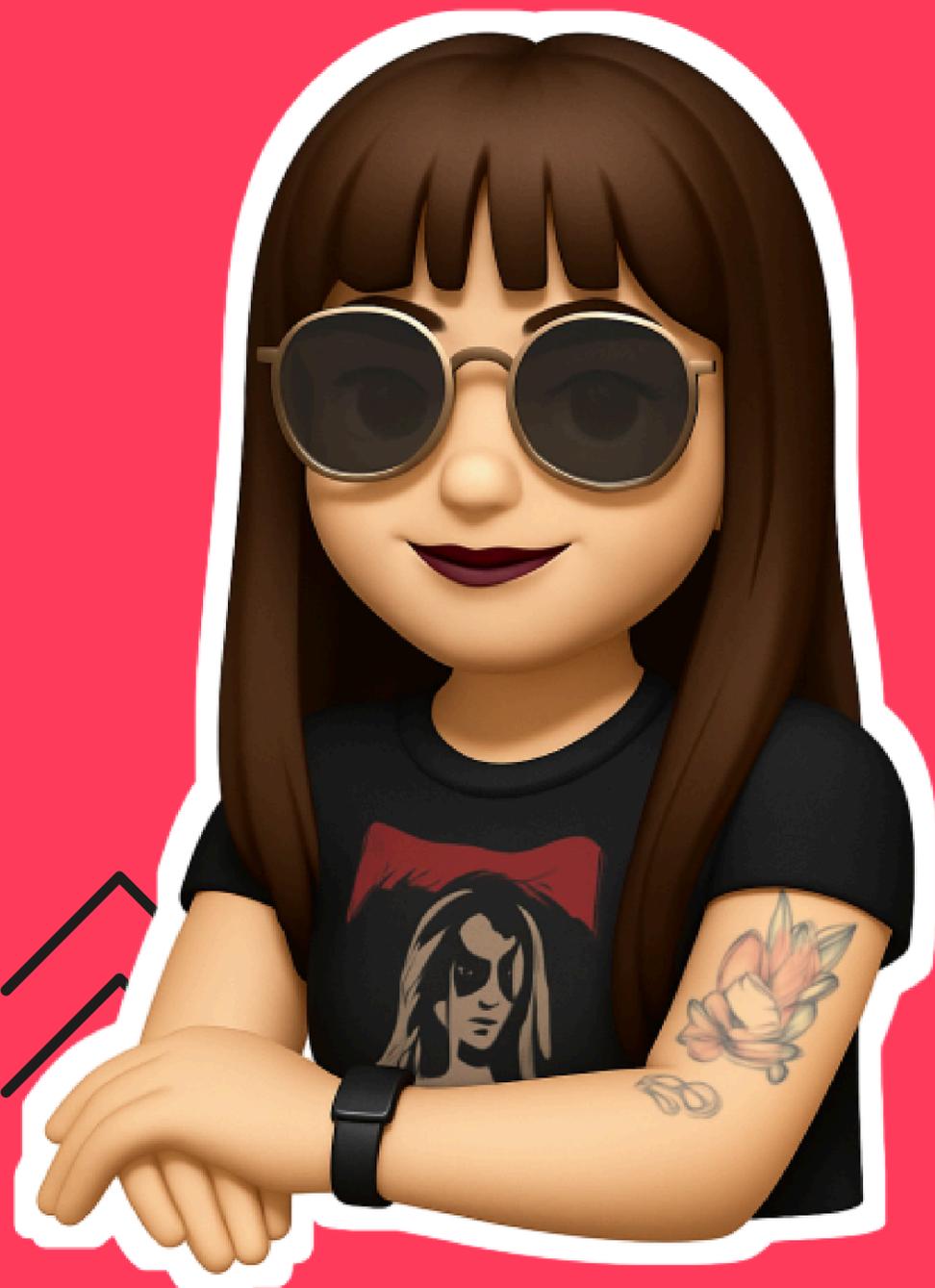
You attract clients who love how you think and how you create

You stay consistent without repeating yourself

You build a brand that feels like a show people want to binge

Use this workbook to map out your pillar topics, then rotate between your “cast” each week to create a balanced, engaging

content plan.



GET IN TOUCH TO LEARN 1-1

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