

FREEDOM TRAIL ACADEMY

The Full Breakdown

How I'm Actually Building This — Platform, Offers, Rhythm
& Email, Step by Step

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How This Works

The Free Guide gave you the framework. This is where I show you exactly how I'm applying it — with real examples from my own work, plus the actual steps, not just the concept.

Each section has the principle, then what it actually looks like for me, then the steps to do it yourself.

The last page is yours — a place to map your own version.

MOVE FIRST

The strategy gets clearer once you're doing it.

1 How I Chose My Platform

Don't guess where to show up. Some platforms are built for discovery — anyone can find your content, follower count barely matters, and a single post can keep working for months. Others are built for connection — growth is slower, but the relationship with people already following you runs deeper. Most businesses eventually use one of each. You only start with one.

MY EXAMPLE

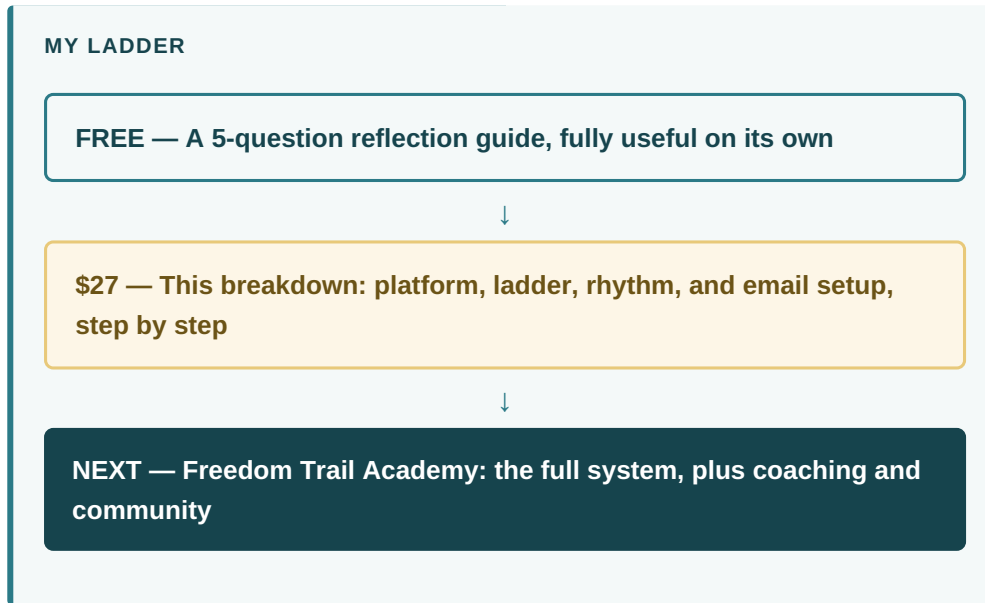
I chose Pinterest as my primary platform because it works like a search engine — a single pin can keep driving traffic months after I post it, regardless of how many followers I have. Facebook is my secondary platform — not for discovery, but for the behind-the-scenes content that makes people feel like they actually know me.

HOW TO SET THIS UP YOURSELF

1. Create a free Pinterest Business account — separate from any personal account
2. Claim your website in Pinterest's settings. This connects your analytics and puts your branding on every pin pulled from your site
3. Build 5–7 boards around what your audience is actually searching for — not random interests
4. Design pins in one consistent template (vertical, 1000×1500px works well) so your brand is instantly recognizable
5. Every pin links to one specific page — never your homepage
6. Write each pin's title and description like you're writing for a search engine. Because you are.
7. Post consistently — a handful of pins a few times a week beats occasional big batches
8. Track which pins actually drive clicks, and make more of what's working

2 My Real Offer Ladder

Map free → low-ticket → next before you build any of it. Each step should deliver real value on its own — and going through one step should naturally make someone curious about the next, not because you withheld anything, but because they got something real and want to go further.



3 My Posting Rhythm

One piece of pillar content, broken down and repurposed, beats trying to create something new from scratch every day. Plan the pillar first — then break it down across the week and across platforms.

MY EXAMPLE

Each week starts with one pillar post. That gets broken into a 5-day Facebook series — one idea per day, building toward a single call-to-action on day 5. The same five ideas become a Pinterest pin series too. One week of thinking produces a full week of content across two platforms.

HOW TO SET THIS UP YOURSELF

1. Pick one core idea for the week — the thing you most want people to understand or feel
2. Break it into 5 smaller pieces, one per weekday
3. Days 1–4 build context, relate, or teach something small
4. Day 5 is your call to action — direct people to your guide, your offer, or your link
5. Reuse the same five ideas as Pinterest pins, reframed for a search-first audience instead of a scroll-first one

4 My Email Capture Setup

At small scale, manual beats automated. A real reply from a real person, the first time someone engages, builds more trust than any bot will. Automation becomes worth it later — once volume makes manual replies a bottleneck, not before.

MY EXAMPLE

When someone comments a keyword on a post, I reply to their comment, then send a personal message with the link to what I promised, plus an offer for a related free resource in exchange for their email. That email goes into my list, where a short welcome sequence introduces who I am and what I'm building — without pitching anything in the first message.

The exact welcome sequence and comment-reply scripts I use are inside Freedom Trail Academy — but the structure above is enough to build your own version today.

YOUR TURN

Map Your Own Version

Use what you just read as a model — not a script to copy, but a structure to fill in with your own answers.

My Platform(s)

Where does your audience already search or scroll? Discovery or connection first?

My Offer Ladder

FREE → / \$ → / NEXT →

My Posting Rhythm

My Email Capture Plan

Move first. **The strategy gets clearer once you're doing it.**