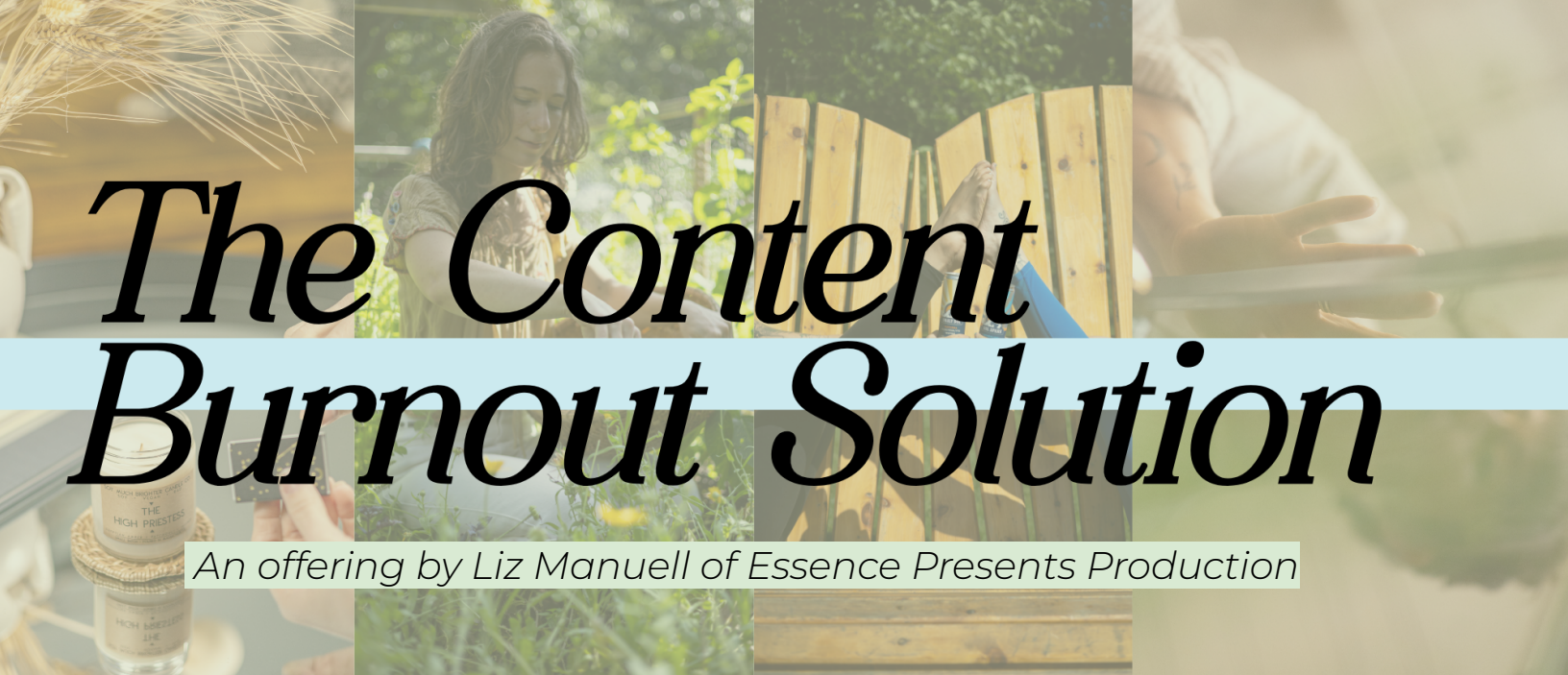




The Content Burnout Solution

An offering by Liz Manuell of Essence Presents Production

Hello, & thanks for downloading this doc!

I know that you're tired of spinning your wheels when it comes to content, and if you're anything like me back in 2020 when I started a business for the first time, you may be feeling like there's no real end in sight.

You've tried batching content, following trendy content calendars, and pushing yourself to "just show up consistently" — but no matter what you post, the results feel... flat. Your time is stretched thin, and content creation has become yet another to-do that feels draining instead of fulfilling and strategic...

Your day-to-day probably looks like:

- Staring at a blinking cursor wondering what to post
- Spending hours on Canva only to second-guess what you've created
- Skipping content altogether because it's just not working (not giving your biz real ROI)
- Wasting time on short-term trends instead of building long-term momentum
- Getting frustrated when "being consistent" still isn't driving sales

You're not just burnt out — you're starting to lose trust in the whole process. And honestly? You're too good at what you do to be stuck in this cycle...

Here's what I know for certain:

You've done *nothing* wrong — you've just been following content advice that wasn't built for a longevity-driven business model, your energy, or your goals.

So, what's really going wrong:

Problem #1: You're creating content without a clarity-driven strategy.

You're not 100% sure what the online portion of your business is doing. You may feel overwhelmed when you think about:

- creating something to lead people to
- what the goal of your content actually is

So you create... but it doesn't move the needle.

Problem #2: You're working against your natural energy cycles.

Trying to create "on the fly" is exhausting. You don't need more discipline — you need a smarter rhythm that supports your energy and your business. To me? This means working on a **monthly** schedule instead of a *weekly* schedule.

Problem #3: You don't have an automated, simplified system for your content.

Without a strategy you can trust and templatzize, content will always feel like a time-suck. You need a sustainable way to plan, create, edit, and publish — that works for *you*.

These are solvable problems. And I'll walk you through every single one.

Sure, you want content that converts.

But more than that, you want *your time back*. You want to spend **less time online** and **more time doing what lights you up** — serving your clients, making your art, tending to your wellness, spending time with loved ones, and actually *living* the life you built this business for.

You want:

- To feel excited (not exhausted) when it's time to create content

- A strategy that works without you being “always on”
- More impact from *less* time creating content
- To finally trust your system, your voice, and your offer to be serving your business in the way you want it to be

You never wanted to be a full-time content creator. You have, however, always wanted to grow your business without ever burning out.

I’ve lived this cycle firsthand.



Back in 2020, I launched **Brilliant Pit**, a wellness product business rooted in astrology, herbalism, and seasonal living. My intention was clear: create aligned products and content that guided people in reconnecting with the natural rhythms of life.

What came naturally for me, however, was the content.

With my background in marketing and production, I’ve *always* understood that content marketing is king. The fact that you can share your passion online **for free** and actually attract the right people? That always felt like magic to me. So even while I was still deep in my herbalism studies and product-making felt slower, I was thriving in content creation.

But through that journey—juggling both content *and* products—I experienced just how much time it really takes to market your business well. *Visual branding, copywriting, graphics, photos, videos...* I did it all. And by living it, I mastered it.

Eventually, that path led me back to another passion that lights me up: storytelling through visuals. That’s when I launched **Essence Presents**—a passion



project turned business focused on helping creatives and wellness entrepreneurs capture and share the heart of their work.

Since 2021, I've helped clients go from content chaos to clarity—not just with professional visuals, but with sustainable strategies that save time and drive real results.

This is my lived practice.

I've built systems that allow me to get off the hamster wheel and focus on what actually moves the needle. And now, I'm here to help other solopreneurs and creatives do the same.

If you've ever thought, *"I just wish someone could help me figure this out—like, actually sit beside me and guide me through it,"* — that's exactly what this is!

The Content Burnout Solution – Group Consulting

A high-touch, 2-week experience to help you *finally* create an offer & content strategy that works so you can stop spinning your wheels and start seeing real ROI.

You get:

- (2) 90–100 minute live group consulting sessions over Zoom
 - Live consulting through structured presentation (no recordings — this is an intimate, in-the-room experience)
 - 5 minute Q&A after every section
 - 5 minute dedicated consultation for each participant
 - A digital workbook (Canva file) with notes and action items sent after each session
 - Weekday voice/text message access to Liz via WhatsApp for homework support
 - *(checked & responded by Liz once every 24 hours Monday- Friday during the weeks of sessions, 1-2 messages per person per day)*
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Session Breakdown

SESSION 1 (100 minutes)

- Introduction (10 Minutes: Liz Lead)
- Time Management (25 Minutes: Liz Presentation)
 - Q&A Clarity (5 Minutes: Open Floor to Group)
- Online Offer: Content with ROI (25 Minutes: Liz Presentation)
 - Q&A Clarity (5 Minutes: Open Floor to Group)
- Content Strategy (25 Minutes: Liz Presentation)
 - Q&A Clarity (5 Minutes: Open Floor to Group)

SESSION 2 (90 minutes)

- Creation (25 Minutes: Liz Presentation)
 - Q&A Clarity (5 Minutes: Open Floor to Group)
- Automation (25 Minutes: Liz Presentation)
 - Q&A Clarity (5 Minutes: Open Floor to Group)
- 1:1 Consulting! (25 Minutes: Participant Lead)
 - Participant 1 (5 Minutes)
 - Participant 2 (5 Minutes)
 - Participant 3 (5 Minutes)
 - Participant 4 (5 Minutes)
 - Participant 5 (5 Minutes)

Investment

In piecing together the features of this Group Consulting experience separately (taking into account avg. industry pricing), this is the estimated value of The Content Burnout Solution:

Resource	Typical Cost	Details
 1:1 Content Marketing Strategist	\$150–\$300/hr (× 6–8 sessions) = \$1,200–\$2,400+	For customized strategy and systems.
 Batch Planning & Automation Tools Training	\$75–\$200	Specialized training on automating your content workflow.
 Private Group Chat / Support Community	\$100–\$300	Support during implementation.

Total Estimated Value: \$1,375 - \$2,900

Your actual investment for The Content Burnout Solution: Group Consulting?

 **\$1,200**

You're getting the complete, done-with-you roadmap to transform content chaos into a sustainable system at a cost just below the industry average estimated value!

Questions?

Will I get a recording if I miss a session?

No recordings — this is a live, real-time experience. Come ready to engage, learn, and get support during our scheduled time. You will be able to let me know what days/times of the week work best for you when you sign up to the waitlist!

Are there any pre-requisites?

If you have an online offer (or you want one) for your business and you want to drive

traffic to this offer through long-form content, this is for you. This experience meets you where you are and helps you build a path forward.

Can you guarantee I'll go viral or make \$10k immediately?

Nope. But I *can* help you create an authentic content ecosystem that lasts & that you can trust will give you a return on your time invested based on your specific goal for your online presence (that could be more income, community growth, etc).

Last call!

This offer is for you if:

- You're a creative, craft, or wellness business owner (or solopreneur)
 - You're tired of content burnout and want a seamless content system
 - You're open-minded, self-motivated, and *ready to implement*
 - You want a content marketing process that supports your business *and* your energy
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What Now?

Spots are limited to 5 participants! If you want in:

👉 **Join the Waitlist here:**

<https://www.essencepresentsproduction.com/group-consulting>

(Being on the waitlist is the only way you'll be able to sign up!)

I'll gather your time preferences through the above link's form, and I'll choose the **best mutual time/day of the week** that works for the majority of waitlisters to participate in the sessions. Official session day/times will be communicated via email when the doors open.

Let's finally get your content working *for* you. 🙌