

CHRISTEN PUFFETT

Virtual Assistant | Blog & Pinterest Manager



services menu & pricing guide



hi there, I'm Christen

I'm a **Blog + Pinterest Management Virtual Assistant** for small business owners and creatives looking to scale without relying on complicated marketing strategies.

From publishing and optimising blog posts to designing Pinterest pins that drive clicks back to your site, I take care of the details so your content can keep working behind the scenes.

If you're ready to turn blogging and Pinterest into a powerful traffic source for your business, you're in the right place!

services I offer:

Blog Management



Formatting, optimising and publishing blog posts so your content is polished, searchable, and ready to perform.

Pinterest Marketing



Designing and scheduling strategic pins that drive consistent traffic back to your blog and website.

Content Repurposing



Turning one piece of content into multiple opportunities for visibility across Pinterest and beyond.

blog management:

Your blog is the **home base** for your content.

But between writing posts, formatting them properly, adding images, linking things together, and making sure Google actually understands what the post is about, it can quickly turn into a whole production.

I step in to handle the behind-the-scenes details so your blog posts are **polished, organised, and ready to shine.**

This can include things like:

- ✿ Formatting and publishing blog posts
- ✿ On-page SEO optimisation
- ✿ Adding internal links and images
- ✿ Creating blog graphics and featured images
- ✿ Updating and refreshing older posts
- ✿ Organising your blog so everything is easy to navigate



Basically, I make sure your content shows up looking its best.

Pinterest marketing:



Pinterest is less like social media and more like a **visual search engine** disguised as an inspirational scrolling app.

People go there looking for ideas, inspiration, and solutions, which means your blog posts and digital products can **show up right when someone is searching for them.**

With the right keywords, pin designs, and strategy, Pinterest can quietly send new people to your content every single day.

Pinterest marketing (cont):



Pinterest support can look like:

- ✿ Pinterest account setup and optimisation
- ✿ Keyword research and Pinterest SEO
- ✿ Pin design using Canva
- ✿ Writing pin titles and descriptions
- ✿ Scheduling and distributing pins
- ✿ Organising boards and improving overall strategy

In other words, I help your content actually get discovered.

content repurposing:

If you have spent time creating something amazing, it deserves more than just one moment in the spotlight.

Instead of posting something once and moving on, I help turn that one piece of content into **multiple Pinterest pins** so it can keep circulating and reaching new audiences. Think of it like giving your content **multiple chances to get seen.**

Because one post shouldn't have to carry the whole marketing plan.

CHRISTEN PUFFETTVA
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The Ultimate Guide to Content Batching for Busy Entrepreneurs

If you're a busy business owner, you already know how draining it can be to create content every single day. The constant cycle of coming up with ideas, designing graphics, writing captions, posting, and engaging with users... it's exhausting.

But here's the good news: you don't have to do content creation the hard way.

Content batching is one of the most effective productivity strategies for entrepreneurs who want to create up consistently without burning out, and it's exactly why I created my Content Batching Checklist.

In this guide, I'm walking you through the six stages of batching your content so you can save time, stay organized, and create with ease.

Once you've batched, you're free to focus on the tasks that actually grow your business.

1. PLAN: Set the foundation for your content

Batching starts long before you open Canva or write a caption. This stage is all about clarity.

- Choose your themes for the month
- Research upcoming launches, promotions, or seasonal events
- Brainstorm 5-10 content ideas that support your goals

When you plan first, you avoid the "What should I post today?" panic and replace it with intentional, strategic content.

2. PREPARE: Gather everything you need in one place

This step saves so much time later!

Before you start creating, gather all your assets:

- Photos
- Graphics
- Templates
- Brand colors + fonts
- Names, captions, blog snippets
- Hashtag lists + images
- Inspiration images

Organize everything into folders so you're not digging around mid-flow.

3. CREATE: Get into deep work mode

This is when batching becomes powerful.

Instead of switching tasks constantly, you create everything in batches:

- Write all your captions in one sitting
- Design all graphics/templates at once
- Record all videos or screen captures in a dedicated session

You'll be amazed at how much faster content creation becomes when you stay in one "brain mode" for longer.

4. ORGANISE: Keep your content clean + easy to find

Once you've created everything, it's time to tidy up:

- Reassign your files clearly so future you is happy
- Store everything in one central "Content" folder
- Batch captions with the content it relates to

A few minutes of organization now saves hours later.

5. SCHEDULE: Get ahead and breathe easier

No more posting manually every day!

Next, upload everything to your scheduling tool (Pinter Planner, Later, Tailwind, or your own).

- Add your captions
- Insert hashtags or keywords
- Double-check links and spelling

Once it's scheduled, you're free to focus on the tasks that actually grow your business.

6. REUSE: Work smarter, not harder

Content shouldn't be one-and-done.

Start repurposing:

- Turn long-form content into shorter posts
- Reuse design templates next month
- Share your graphics on your email list

This helps you maintain consistency without re-inventing the wheel each time.

Why Content Batching Works So Well

Content batching helps you:

- Reduce decision fatigue
- Create more high-quality content
- Stay consistent on social media
- Save hours every single week
- Avoid last-minute posting stress

If you're ready for simpler content creation, my **Content Batching Checklist** is your new best friend, and you can download it right from here.

Final Thoughts

Content batching isn't about doing more — it's about working more efficiently. With a bit of planning and organization, you can create a full month of content in just a few focused sessions.

And the best part?

Next time you have time to work on the parts of your business you love.

Or, if you find that creating content is the best thing you want to do, even with this helpful guide, then to that about how I can support you so that you can focus on what actually matters to you.

LET'S GO

6-STEP GUIDE TO content batching FOR COMPLETE BEGINNERS

(free download)

Content Batching checklist FOR BUSY ENTREPRENEURS

1. PLAN	4. ORGANISE
<input type="checkbox"/> Choose your themes	<input type="checkbox"/> Rename files clearly (so you can find them later)
<input type="checkbox"/> Review upcoming launches, promos or holidays	<input type="checkbox"/> Store everything in a central "Content" folder
<input type="checkbox"/> List 5-10 content ideas	<input type="checkbox"/> Batch captions + visuals

2. PREP	5. SCHEDULE
<input type="checkbox"/> Gather your brand assets (photos, graphics, templates)	<input type="checkbox"/> Upload content to your scheduling tool
<input type="checkbox"/> Save relevant notes, captions, or blog snippets	<input type="checkbox"/> Add hashtags/keywords
<input type="checkbox"/> Organize inspiration into folders	<input type="checkbox"/> Double check links + spelling

3. CREATE	6. REUSE
<input type="checkbox"/> Write all captions in one sitting	<input type="checkbox"/> Repurpose long content into smaller pieces
<input type="checkbox"/> Design all graphics/templates at once	<input type="checkbox"/> Save templates for next month
<input type="checkbox"/> Record any videos or screen captures	<input type="checkbox"/> Track what performs well

www.christenpuffettva.com

Batch a Month's Content in 6 simple steps

Content Batching Made Simple

FREE DOWNLOAD

the beginner's content batching checklist

FREE DOWNLOAD

www.christenpuffettva.com

investment:

Content visibility isn't built overnight, at least not *sustainable* content visibility. It grows through **consistent publishing, optimisation, and strategic distribution.**

My monthly retainers are designed to keep your content working behind the scenes so your blog posts, products, and resources continue reaching new audiences long after they're published. Each package includes a blend of blog management, Pinterest strategy, and content repurposing, depending on the level of support you need.

the visibility starter

Best for: creators who already have blog content but need help keeping it polished and discoverable.

Includes:

- ✿ Blog post formatting and publishing
- ✿ On-page SEO optimisation
- ✿ Internal linking and image optimisation
- ✿ Pinterest pin design for new blog posts
- ✿ Pin scheduling and distribution
- ✿ Basic Pinterest account maintenance

Perfect if: you want your content to start working harder without managing every detail yourself.

Investment: US\$600 per month



the content growth package

Best for: businesses that want consistent blog and Pinterest activity driving traffic each month.

Includes:

- ✿ Everything in *The Visibility Starter*
- ✿ Expanded Pinterest pin creation and scheduling
- ✿ Blog post optimisation for search visibility
- ✿ Updating and refreshing older blog content
- ✿ Keyword research for blog and Pinterest
- ✿ Content repurposing from blog

Perfect if: you want a steady system that helps your content reach more people every month.

Investment: US\$1 100 per month

investment (cont):

the full content engine

Best for: creators who want their content marketing fully supported behind the scenes.

Includes:

- ✿ Everything in *The Content Growth Package*
- ✿ Full blog publishing and management
- ✿ Advanced Pinterest strategy and optimisation
- ✿ Larger volume of Pinterest pin creation
- ✿ Ongoing optimisation of top-performing content
- ✿ Blog library organisation and maintenance

Perfect if: you want your content marketing running smoothly while you focus on creating and growing your business.

Investment: US\$2000 per month



custom support

Every business grows at its own pace. If you need something slightly different — like support for a launch, a blog refresh, or Pinterest strategy setup — we can create a **tailored package** that fits your goals.

Your content shouldn't be the best-kept secret on the internet.



Pinterest power hour

Best for: digital product creators, Etsy sellers, or bloggers who only need help with Pinterest.

Includes:

- ✿ Detailed Pinterest account audit and optimisation
- ✿ Keyword research for Pinterest SEO
- ✿ Custom Pinterest pin design using Canva
- ✿ Pin scheduling and distribution
- ✿ Board organisation and strategy
- ✿ Ongoing account management

Perfect if: you want Pinterest working as a traffic driver without adding blog management.

Investment: US\$900 per month