

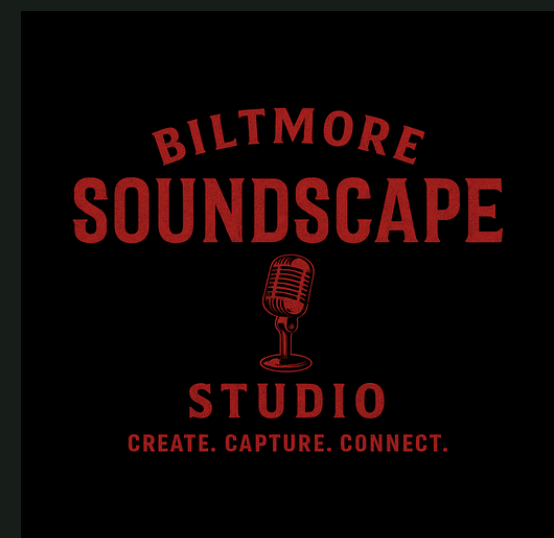


# THE WRONG TO STRONG

# SOCIAL MEDIA

# STARTER KIT

[WWW.WRONGTOSTRONG.COM](http://WWW.WRONGTOSTRONG.COM)



EXCUSES STEP-BY-STEP GUIDE TO LAUNCHING YOUR BRAND FROM SCRATCH.

INSTAGRAM

TWITTER/X

THREADS

YOUTUBE

TIKTOK

FACEBOOK

LINKEDIN

PODCAST





# YOU DON'T NEED TO BE FAMOUS TO BE SEEN



NBC  
CHICAGO

This guide is built for:

- People starting from scratch (even if you've never posted before)
- People with a story, skill, or mission to share
- People ready to stop overthinking and start building

Whether you're fresh out, still in the yard mentally, or just tired of watching everyone else win online — this guide is your first step.

This ain't fluff. This is structure.

From someone who built it the hard way. Let's go.

# STEP 1: CLAIM YOUR SPACE

## CHECKLIST:

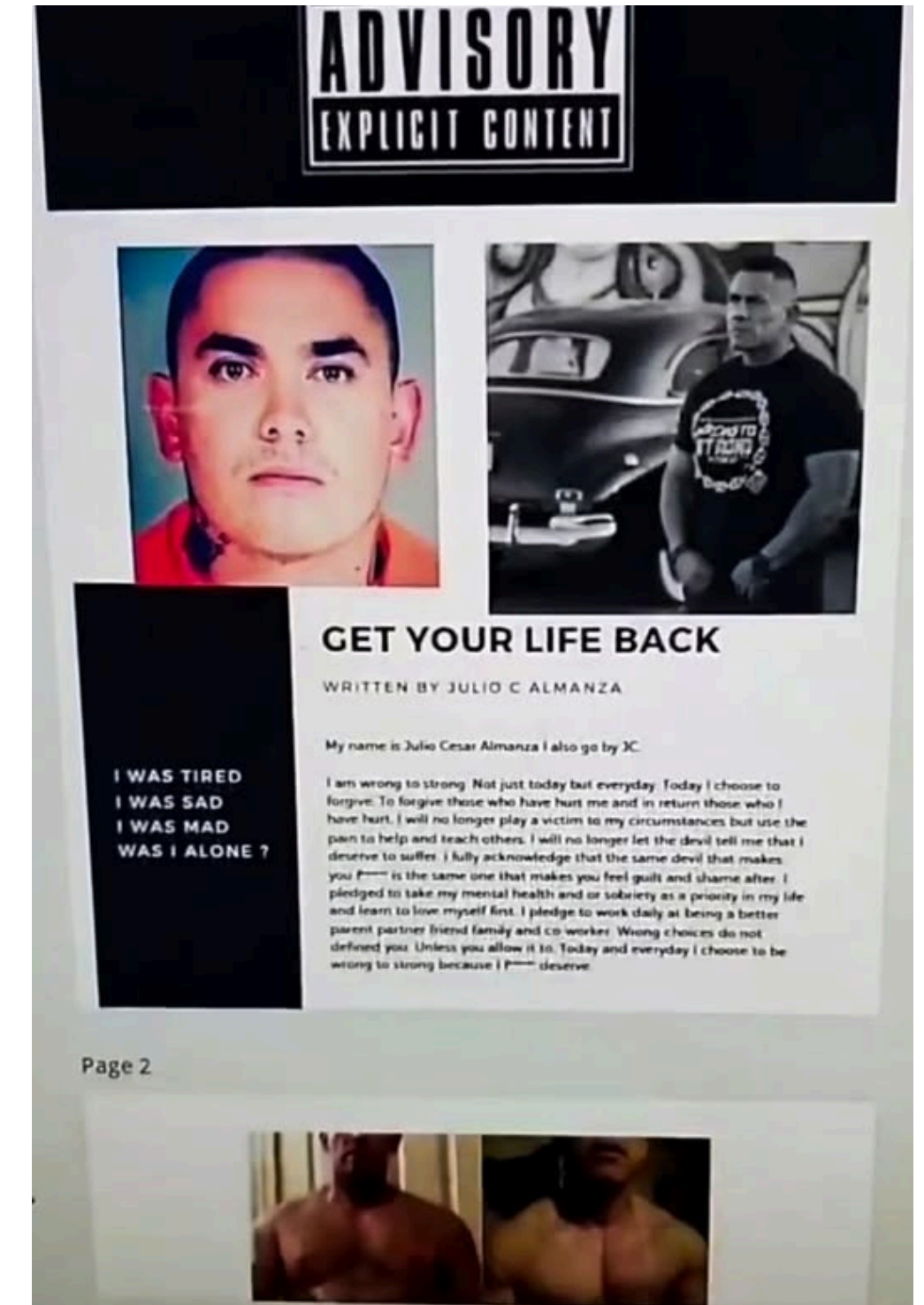
Gmail (create this first – [gmail.com](https://gmail.com))

- ✓ YouTube – [youtube.com](https://youtube.com)
- ✓ Instagram – [instagram.com](https://instagram.com)
- ✓ Facebook – [facebook.com](https://facebook.com)
- ✓ TikTok – [tiktok.com](https://tiktok.com)
- ✓ LinkedIn – [linkedin.com](https://linkedin.com)
- ✓ Twitter/X – [twitter.com](https://twitter.com)
- ✓ Threads – connect through Instagram
- ✓ Spotify for Podcasters – [podcasters.spotify.com](https://podcasters.spotify.com)
- ✓ Linktree or Stan Store – [linktr.ee](https://linktr.ee) / [stan.store](https://stan.store)

Tip:

Use the same handle on every platform (example: @WrongToStrong)

Use the same profile photo (keep it real, not perfect)



# NATIONAL GEOGRAPHIC





**WRONG  
TO  
STRONG**

**OVER 9 MILLION  
YOUTUBE VIEWS**

**REAL STORIES. REAL CHANGE.**

**AS SEEN ON NATIONAL TV**

# **BUILD YOUR BRAND IDENTITY**

CHOOSE YOUR HANDLE (@YOURNAME OR @YOURMISSION)

ADD THE SAME PROFILE PIC ON ALL ACCOUNTS

WRITE THIS BIO:

"I HELP [WHO] DO [WHAT] THROUGH [YOUR METHOD/STORY]"

EXAMPLE:

"I HELP MEN REBUILD THEIR LIFE AFTER PRISON THROUGH  
COACHING AND FAITH."

CREATE A LINKTREE OR STAN STORE

ADD IT TO YOUR BIOS EVERYWHERE



# JUST POST IT

You only need 1 to start:

- 🎤 A short video: "Why I'm doing this"
- 🧠 A reel: "3 things I learned the hard way"
- 🗣️ A quote graphic: "Every time you negotiate with weakness, weakness wins."
- 🎧 A podcast: "How I turned my pain into purpose"

**Pro Tip: Don't aim for perfect. Aim for consistent.**







# START YOUR WEEKLY ROUTINE

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**Monday**

**Record YouTube or podcast**

**Tuesday**

**Post Reel or Short**

**Wednesday**

**Share story or quote**

**Thursday**

**Behind-the-scenes post**

**Friday**

# PICK YOUR POSTING FLOW



# KNOW THE PLATFORM VIBES

## Platform

IG

YouTube

TikTok

LinkedIn

FB

Twitter/X

Threads

## Act Like

Storyteller

Teacher

Real + Fast

Leader

Friend

Sharp + Raw

Unfiltered

## Like/Avoid

Begging for sales

Just flexing

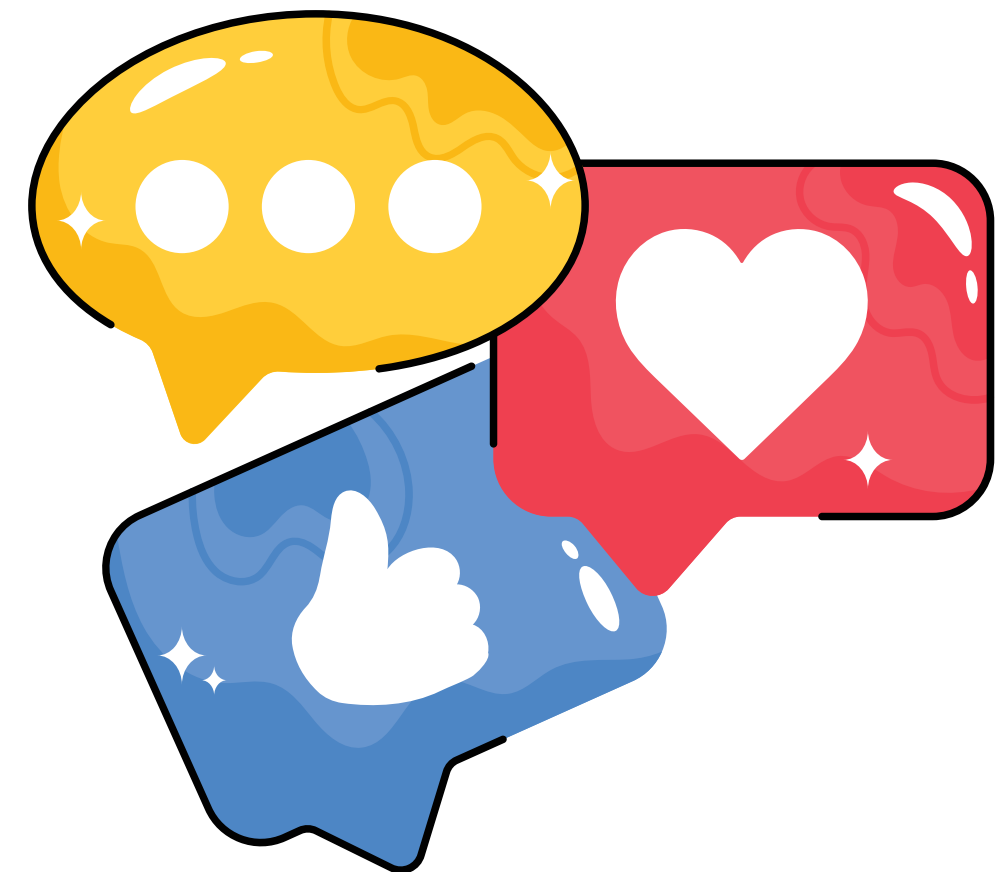
Over-edited fake vibes

Cringe or slang

Link dropper

Long boring rants

Copy-paste from IG







**Social media is the street hustle of 2025 — but legal.**

**It's how you prove you're real, build trust, and attract opportunity without begging for it.**

**"No one opened the door for me. I built my own platform and kicked the door off the hinges."**

**If You're Not Using Social Media, You're Missing:**

**Visibility: People can't pay you if they don't know you**

**Credibility: Your story is your résumé — content is proof**

**Freedom: Once you show up consistently, it starts working for you**

# THIS STARTER KIT IS JUST THAT – THE START.

**IF YOU WANT ME TO WALK WITH YOU WEEKLY, BUILD YOUR BRAND, COACH YOU THROUGH THE PROCESS, AND TEACH YOU HOW TO TURN CONTENT INTO CASH...**

 **BOOK YOUR COACHING SESSION NOW**   
 **ZOOM OR PHONE**  
 **1-ON-1 COACHING**  
 **FROM IDEA TO EXECUTION**



**WRONGTOSTRONGPHX@GMAIL.COM**



**IG: @WRONGTOSTRONG**





# THANK YOU



*JC Almanza*  
I grew up in Chicago, my childhood was filled with darkness. Spent 17 years in and out of Mexican and American prisons. GANGS, DRUGS, and MURDER operating for the CARTEL... made my life darker. When I was released - 45 years later I did not know my purpose; ...the one thing I did have was **consistency** and **discipline** I developed in prison; now I just had to make it work out here.

**K67119**

**USP**  
Ultimate Self Progress  
Max Course  
\$750

**QR CODE**  
(8) Videos with mentor JC as he motivates to navigate you through your journey.

**WRONG TO STRONG**  
Following USP

**BURPEE**  
**COMMUNITY** > free when you join  
Paperwork check  
You **must** sign your commitment and post using #NUTCHECK

**WRONG to STRONG**

BRAND AGENCY Creative Badere LLC. 2023

sweater \$120

t-shirt \$65

# WRONG TO STRONG

FROM PRISON TO PURPOSE



**BILTMORE  
SOUNDSCAPE  
STUDIO**  
CREATE. CAPTURE. CONNECT.

# USP MAX

WALK THE YARD WITH ME, LEARN THE MINDSET.  
LIVE WITH PURPOSE.

# JC ALMANZA

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