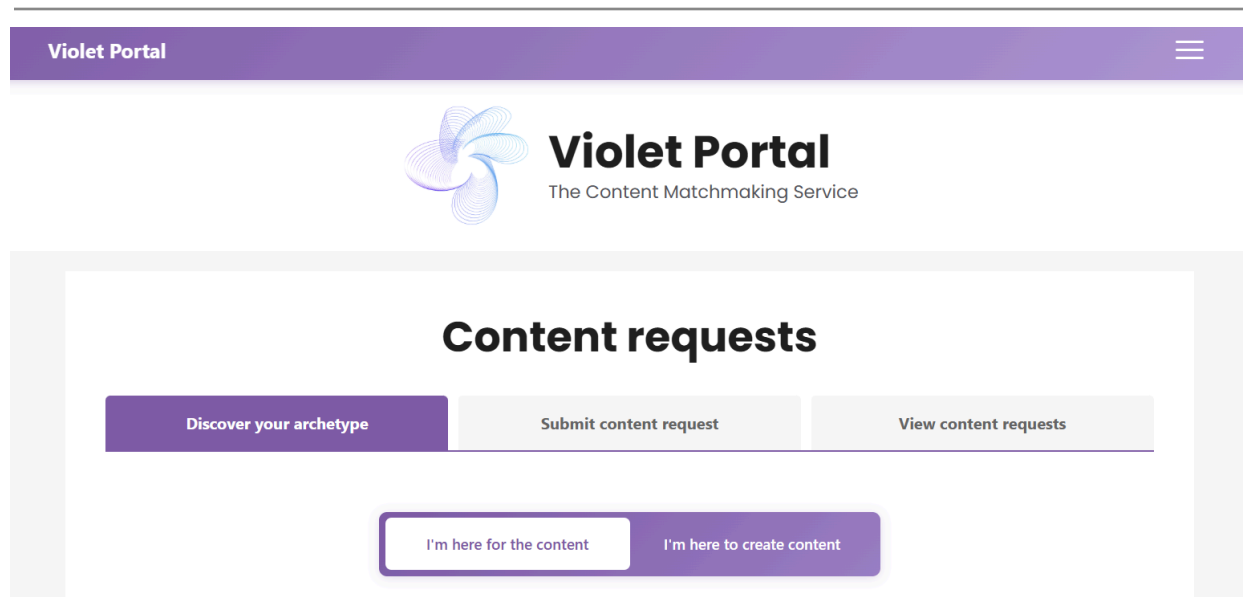


Violet Portal: Your Content Matchmaking Service



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Introduction

If You're a Content Consumer:

You're drowning in generic content.

Social media algorithms decide what you see based on engagement metrics, not relevance to your actual needs. You scroll past dozens of posts that *might* be helpful to *someone*, but none of them speak directly to *you*—where you are right now, what you're experiencing, how you think.

The result? Information overload, decision fatigue, and the nagging feeling that somewhere out there is exactly what you need... but you'll never find it in the noise.

If You're a Content Creator:

You pour your heart into creating valuable content, only to watch it disappear into the void.

Algorithms favor viral content over valuable content. Your thoughtful, nuanced writing gets buried under clickbait and mountains of AI-generated generic posts. You're competing with an ocean of content that's optimized for algorithms, not for humans.

The result? Burnout, frustration, and the sense that your best work never reaches the people who need it most.

The Real Issue:

Algorithms optimize for engagement, not relevance.

They can't tell the difference between someone seeking practical solutions versus someone exploring philosophical perspectives. They don't know if you're ready to buy or just starting to learn. They serve content to everyone, hoping something sticks.

The Violet Portal Solution: Transparent Permutation

Instead of hidden algorithms, Violet Portal uses **transparent permutation**.

Here's how it works:

Three Variables, 27 Unique Combinations

Every person who reads content (and every piece of content created) is mapped using three simple variables:

Variable 1: Spirituality Integration

- **Discerning:** Keep it separate (evidence-based, practical, no spiritual language)
- **Blending:** Integrate when appropriate (balance spiritual and practical)
- **Integrating:** Fully spiritual lens (see everything through spiritual perspective)

Variable 2: Motivation

- **Problem-Solver:** Seeking practical solutions and actionable steps
- **Explorer:** Seeking different perspectives and deeper understanding
- **Learner:** Seeking emerging ideas beyond current awareness

Variable 3: Marketing Tolerance

- **Do-It-Myself:** No marketing please—just pure information and education
- **Do-It-With-Me:** Open to collaborative offers and guided solutions
- **Do-It-For-Me:** Ready for done-for-you services and direct offers

3 × 3 × 3 = 27 unique archetypes

This isn't hidden. It's not proprietary. It's completely transparent. You know exactly how the matching works because *you* choose your variables.

Why This Changes Everything

For Content Consumers: When you know your archetype (let's say you're **16 - BML**: Blended do-it-Myself Learner), you can find content written specifically for someone who:

- Blends spiritual and practical thinking
- Is motivated by emerging ideas and cutting-edge concepts
- Isn't ready for offers—just wants to learn

For Content Creators: When you write for a specific archetype, you know exactly:

- How they think about spirituality and business
- What motivates their content consumption
- Their readiness for marketing and offers

You write with precision. Your content reaches the right people. No more guessing, no more hoping.

Result: Content finds people. People find content. No algorithm guessing. Just precise matching.

Why AI Search Engines Love This (And Why That Matters)

AI search platforms like Perplexity, ChatGPT, and Claude Search are fundamentally changing how people discover content.

Unlike traditional search engines that match keywords, AI search engines understand **context and intent**. They're trying to answer: *"What does this specific person need right now?"*

Violet Portal's archetype system gives AI search engines exactly what they need:

- 1. Extreme Specificity** Every post explicitly states who it's for and what situation it addresses. AI can confidently match content to searchers.
- 2. Natural Language Patterns** Each archetype searches differently. Content written for archetypes naturally uses their search language, making it discoverable.
- 3. Clear User Intent** The archetype codes map directly to intent—problem-solving? Exploring? Learning? Ready to buy or just researching?
- 4. Structured Context** Metadata tells AI everything: archetype, topic, situation, tone, keywords. AI can quickly assess relevance.
- 5. Journey Awareness** The marketing tolerance dimension shows where someone is in their journey, so AI serves content at the right moment.

What this means:

- **For consumers:** AI search recommends Violet Portal content because it's genuinely relevant to your specific situation
- **For creators:** Your content gets discovered through AI search without gaming SEO—just by being specific and relevant

The Love Triangle: Everyone Wins

Content Consumers Win Find content that actually speaks to you, written for someone like you, addressing what you're experiencing. No more endless scrolling.

Content Creators Win Your best work reaches the people who need it most. You're not competing in a popularity contest—you're serving specific people. Your human wisdom stands out instead of drowning in generic AI content.

AI Search Wins Can confidently recommend content knowing it's precisely matched to user intent. Better recommendations = better user experience = better platform.

This is the love triangle in the best sense.

Everyone benefits when content is specific, transparent, and intentionally matched.

What to Expect in These Guides

Part 1: Content Consumer Guide Learn how to discover your archetype, browse content written specifically for you, request content you can't find, and navigate the platform as a conscious content consumer.

Part 2: Content Creator Guide Learn how to identify your audience's archetype, see what people are requesting, generate content templates, publish with proper metadata, and build your presence as a Violet Portal creator.

Ready to experience content matchmaking?

Let's get started.

How to Navigate Violet Portal as a Content Consumer

Welcome to Violet Portal: Your Content Matchmaking Service

Tired of scrolling through generic content that doesn't speak to you? Violet Portal matches you with content written specifically for someone like you, experiencing exactly what you're experiencing, right now.

What Makes Violet Portal Different?

Traditional blogs serve content to everyone. Violet Portal serves content to **you**.

Every piece of content on Violet Portal is tagged with:

- **Who it's for** (your archetype)
- **What you're experiencing** (your specific situation)
- **Topic** (area of life: Health, Wealth, Happiness, Future Vision)
- **Tone** (Formal, Frivolous, Reflective, Introspective, Neutral)
- **Keywords** (themes like Innovation, Transformation, Connection, Joy)

This means you can find content that matches not just *what* you're looking for, but *who you are* and *where you are* in your journey.

Step 1: Discover Your Archetype

Where: [Discover Your Archetype](#)

Click "I'm here for the content" and answer three simple questions:

Question 1: Spirituality + Business/Career

- **Keep it separate:** You prefer evidence-based, practical approaches without spiritual language
- **Blend it:** You're comfortable with both practical and spiritual perspectives when appropriate
- **Fully integrate:** You see everything through a spiritual lens

Question 2: Motivation

- **Practical solutions:** You want actionable steps to solve a specific problem
- **Different viewpoints:** You want to explore multiple perspectives and understand nuance
- **Ideas beyond current awareness:** You want cutting-edge thinking and emerging concepts

Question 3: Marketing Tolerance

- **No marketing:** You're not ready for offers; you just want pure information
- **Occasional marketing:** You're open to hearing about solutions if they're relevant
- **Frequent promotions:** You're actively looking for done-for-you services and ready to buy

Result: You'll discover your unique archetype (e.g., "16 - BML - Blended do-it-myself learner")

This isn't a personality test. It's a **content matching system** that helps you find exactly what you need, when you need it.

Step 2: Browse Content Written for You

Where: [Browse Posts by Archetype](#)

Once you know your archetype, you can filter content by:

Filter by Archetype

Find all content written specifically for your archetype. See how many posts exist for each archetype, and discover content that speaks directly to how you think and what you need.

Filter by Topic

- **Health:** Physical wellbeing, mental health, energy
- **Wealth:** Money, prosperity, abundance, financial decisions
- **Happiness:** Joy, fulfillment, contentment, life satisfaction
- **Future Vision:** Planning, possibilities, transformation, what's next
- **Recommended Content:** Curated pieces worth your time

Filter by Tone

Match content to your current mood and needs:

- **Formal:** Research-backed, professional, structured
- **Frivolous:** Light, playful, fun
- **Reflective:** Looking back, making meaning
- **Introspective:** Deep, contemplative, inward-focused
- **Neutral:** Balanced, straightforward, informational

Filter by Keywords

Find thematic content around:

- **Practical:** Artificial Intelligence, Education, Finance, Technology
- **Relational:** Belonging, Collaboration, Connection, Love
- **Consciousness:** Cosmic Intelligence, Spiritual Intelligence, Human Intelligence
- **Growth:** Creativity, Curiosity, Innovation, Transformation
- **Values:** Freedom, Joy, Leadership, Purpose, Sovereignty
- **Systemic:** Nature, Regeneration, Sustainability

Filter by Creator

Follow specific voices that resonate with you.

Pro tip: Use multiple filters simultaneously. For example:

- Your archetype (16-BML) + Topic (Future Vision) + Keyword (Innovation) = Content about emerging trends written specifically for blended learners who prefer to learn independently

Step 3: Request Content You Can't Find

Where: [Submit Content Request](#)

Can't find content that addresses your specific question or situation?

Request it.

1. **Select your archetype** from the dropdown
2. **Choose your topic** (Health, Wealth, Happiness, Future Vision)
3. **Select a keyword** that captures the theme
4. **Describe how you see the topic and keyword connecting** (150 characters max)

Example requests:

- **Archetype 23 (IWE)** + Happiness + Play: "How can we make more time for play with so much demands on us daily?"
- **Archetype 13 (BME)** + Wealth + Nature: "I'm curious about how patterns in nature relate to patterns of prosperity"

Your request goes into a queue that creators can see and choose to answer. You're not just consuming content—you're **shaping what gets created**.

Step 4: Send Posts to Your AI Assistant

Where: [Get Latest Posts to Your AI Assistant](#)

Want to do deeper work with the content you find? You can generate a custom prompt that packages selected Violet Portal posts for your AI assistant (Claude, ChatGPT, or any AI you use).

How It Works:

This tool creates a prompt you can copy and paste into your AI assistant. The prompt contains:

- All the posts matching your selected filters
- Your instructions for what the AI should do with them

The Process:

1. **Select Your Filters:**
 - Author (whose voice resonates with you)
 - Category (your archetype or specific archetypes)
 - Topic (Health, Wealth, Happiness, Future Vision)
 - Content length (short excerpts or full posts)
 - Date range (recent posts or all-time)
2. **Add Instructions (Optional):** Tell your AI what you want it to do. Examples:
 - "Summarize the key themes and insights from these posts"
 - "Based on these posts, provide personalized recommendations for my situation"
 - "Create an action plan based on the advice in these posts"
 - "Explain the key concepts in simple terms"
 - Leave blank for default analysis
3. **Generate & Copy:**
 - Click "Generate AI Prompt"
 - Click "Copy to Clipboard"
 - Paste into your AI assistant (Claude, ChatGPT, etc.)
4. **Get Your Custom Analysis:** Your AI reads all the selected posts and responds according to your instructions

Example Use Cases:

Monthly Review: Filter posts from the last month for your archetype → Ask AI to "identify key themes and create action items"

Deep Dive: Select all posts from a specific creator on a topic → Ask AI to "create comprehensive study notes"

Comparison: Select posts from multiple creators on the same topic → Ask AI to "compare perspectives and synthesize insights"

Action Planning: Select posts addressing your current challenge → Ask AI to "create a step-by-step action plan based on these concepts"

Important Notes:

- This is a **manual process** - you need to return to this page to generate fresh prompts
- Set reminders for yourself (weekly, monthly) if you want regular updates
- The prompt generation happens in real-time based on current available posts
- Your AI assistant needs to support pasting long prompts (most do)

This turns Violet Portal into your personal content library that works seamlessly with your AI assistant.

Step 5: Follow Series

Where: [Follow a Series](#)

Some topics unfold across multiple posts. Follow series to go deeper on subjects that matter to you.

Why This Matters

Traditional content platforms:

- Serve generic content to massive audiences
- Hope something sticks
- Rely on algorithms to decide what you see

Violet Portal:

- Serves specific content to specific people
- Matches you with exactly what you need
- Lets you consciously choose what you consume

You're not a demographic. You're not a data point. You're a **conscious content consumer** who knows what you need and deserves content that actually serves you.

What's Next?

Explore:

- Browse content for your archetype
- Request content you can't find
- Follow creators whose voices resonate
- Return when you're experiencing something new—your archetype might shift based on what you're going through

Remember: Your archetype isn't fixed. As your situation changes, your content needs change too. Retake the quiz anytime.

Need Help?

Check the [Frequently Asked Questions](#) or explore the [27 Conscious Content Consumer Archetypes](#) to understand the framework.

Welcome to content that actually speaks to you.

Welcome to Violet Portal.

How to Navigate Violet Portal as a Content Creator

Welcome to Violet Portal: Your Content Matchmaking Service

Stop guessing what to write. Start creating content that people are actually asking for.

What Makes Violet Portal Different for Creators?

Traditional blogging:

- Guess what your audience wants
- Hope your content finds the right people
- Compete for attention in a noisy marketplace
- Spend hours on SEO and promotion

Violet Portal:

- See exactly what people are requesting
 - Write for specific archetypes with specific needs
 - Join a curated ecosystem of conscious creators
 - Let the matchmaking system connect your content to the right readers
-

Step 1: Understand Your Audience's Archetype

Where: [Discover Their Archetype](#)

Click "I'm here to create content" and think about your ideal reader. Answer three questions **from their perspective**:

Question 1: Spirituality + Business/Career

- **They prefer to keep spirituality separate:** Write evidence-based, scientific, practical content. No "woo."
- **They're open to blending:** Balance spiritual and practical language. Use "holistic," "integrated," "mind-body-spirit."

- **They fully integrate spirituality:** Use spiritual language freely. "Soul," "energy," "divine," "consciousness."

Question 2: Motivation

- **They're seeking practical solutions:** Give them actionable steps, frameworks, how-to guides
- **They're seeking different viewpoints:** Explore multiple perspectives, compare approaches, question assumptions
- **They're seeking ideas beyond current awareness:** Share cutting-edge research, emerging trends, new paradigms

Question 3: Marketing Tolerance

- **They prefer no marketing:** Zero offers or CTAs. Pure education only. Build trust through value.
- **They're okay with occasional marketing:** 1-2 natural mentions of your offerings. One clear CTA section. Collaborative language.
- **They don't mind frequent promotions:** Multiple CTAs throughout. Detailed service descriptions. Done-for-you language.

Result: You'll discover which archetype(s) you're writing for (e.g., "16-BML, 17-BWL, 18-BFL")

Pro tip: You can write for multiple archetypes in one post if they share dimensions. For example, all three "Blended Learners" (16-18) might resonate with the same content about emerging trends.

Step 2: Generate Your Content Template

Where: [Content Prompt Generator](#)

Don't start with a blank page. Use the AI-powered template generator to create a complete writing guide customized for your chosen archetype.

How it works:

1. **Enter your archetype code** (e.g., BML for Blended do-it-myself learner)
2. **Add the topic** (Health, Wealth, Happiness, Future Vision, etc.)
3. **Describe the context** (the specific situation or challenge—use content requests for inspiration!)
4. **Choose your tone** (Formal, Frivolous, Neutral, Introspective, Reflective)

What you get:

A comprehensive template including:

- **Profile & Experience:** Who this archetype is and what they're experiencing
- **Search Language Patterns:** Exactly how they search for content (for AI optimization)
- **Content Structure Template:** Title patterns, opening structure, body sections, word counts
- **Key Questions to Answer:** 10+ questions this archetype needs answered
- **AI Search Optimization Checklist:** Technical elements to include
- **Content Examples:** Good vs. bad title examples, opening examples
- **Writing Tips:** Do's and don'ts specific to this archetype

Result: A complete roadmap for writing content that resonates deeply AND performs well in AI search.

Step 3: Create Your Content

Use your template to write content that:

- Speaks directly to your archetype's experience
- Uses their natural search language
- Answers their actual questions
- Respects their marketing tolerance
- Matches their preferred tone

Additional Resources for Creators:

The 27 Conscious Content Consumer Archetypes (PDF)

- [Download the full framework](#)
- Deep dive into all 27 archetypes
- Understand the methodology

Pick-A-Card Random Archetype Generator

- [Feeling stuck?](#)
 - Randomly select an archetype to write for
 - Discover gaps in the content library
-

Step 4: Publish to Violet Portal

Where: [Join Violet Portal](#)

Once you're a member, you can:

- Publish posts directly to Violet Portal
- Tag them with archetype, topic, tone, and keywords
- Have your content automatically matched to the right readers
- Build your profile and contributor page

What to Include When Publishing:

Required metadata:

- **For Archetype(s):** Which archetype(s) is this written for?
- **Topic:** Health, Wealth, Happiness, or Future Vision
- **Tone:** Formal, Frivolous, Reflective, Introspective, or Neutral
- **Content Keyword(s):** 1-3 thematic tags
- **What They're Experiencing:** Brief description of the situation this addresses

Example:

- **For Archetypes:** 16, 17, 18 (Blended Learners)
- **What They're Experiencing:** Curious about the unknown and how it may apply to life and business
- **Topic:** Future Vision
- **Tone:** Formal
- **Content Keyword:** Cosmic Intelligence

This metadata is what makes the matchmaking work. It's how readers find your content, and how AI search engines understand who it serves.

Step 5: Build Your Violet Portal Presence

Your Business Card

Follow the steps in the Natural Gifts Guide to create your first AI-as-Content marketing asset: <https://violetportal.blog/Natural-Gifts-Guide.pdf>

Every creator gets a Violet Portal business card—a mobile-friendly profile that includes:

- Links to all your blog posts on Violet Portal
- Your Quizzy-Cal (quiz + booking integration)
- Your Natural Talents prompt (AI-as-Content tool)
- Payment/donation links
- Social media shares

Example: [Louise Mosley's Business Card](#)

This becomes your one-link hub for sharing across social media, email signatures, networking events—anywhere you'd hand out a traditional business card.

Build Your Following

- Write consistently for your chosen archetype(s)
- Answer content requests
- Create series that go deep on topics
- Engage with readers who resonate with your voice

Additional: See What People Are Requesting

Where: [View Content Requests](#)

Browse real questions from real readers who are actively looking for content.

Filter Requests by:

- **Archetype:** Find requests from specific archetypes you serve
- **Topic:** Health, Wealth, Happiness, Future Vision
- **Keyword:** The thematic angle they're exploring
- **Date:** Newest or oldest first

Current Example Requests:

Request 1:

- **Archetype:** 23 - IWE (Integrated do-it-with-me explorer)
- **Topic:** Happiness
- **Keyword:** Play
- **Question:** "How can we make more time for play with so much demands on us daily?"

Request 2:

- **Archetype:** 13 - BME (Blended do-it-myself explorer)
- **Topic:** Wealth
- **Keyword:** Nature
- **Question:** "I'm curious about how patterns in nature relate to patterns of prosperity"

Why this matters: These aren't generic topics. These are **specific questions from specific people** who will recognize themselves in your content when you answer their request.

Why This Matters for Creators

Traditional Content Creation:

- Write and hope it finds the right audience
- Compete in a saturated market
- Spend enormous time on promotion
- Fight algorithms for visibility
- Guess what resonates

Violet Portal Content Creation:

- Write for specific people with specific needs
 - Join a curated ecosystem
 - Let the three-tier matchmaking system do the work
 - Benefit from collective platform authority
 - Know exactly what resonates (via content requests)
-

The Complete Creator Strategy (3 Simple Steps)

Step 1: Generate Your Template

Use the Content Prompt Generator to create your customized writing guide for your chosen archetype, topic, and context.

Step 2: Publish on Violet Portal

Create your post with proper metadata tags so it reaches the right readers.

Step 3: Share Your Business Card

Post your Violet Portal business card link everywhere—LinkedIn, email signature, social media profiles. It's your one-link hub.

Time investment: Minimal (after initial setup)

Savings: Thousands of dollars in marketing training, strategy consulting, website development, landing pages, email platforms, booking systems

Monthly cost: \$240

Result: Your entire marketing strategy in one ecosystem

FAQs for Creators

Q: Do I have to write for specific archetypes, or can I write generally? A: You can write for "General" audiences, but you'll get far better results writing for specific archetypes. The specificity is what makes Violet Portal's matchmaking work.

Q: Can I write for multiple archetypes in one post? A: Absolutely! If archetypes share dimensions (like all three Blended Learners: 16-18), they might resonate with the same content.

Q: What if there are no content requests for my archetype? A: Check the search page to see which archetypes have few or zero posts. That's where the opportunity is. You can also use the Pick-A-Card generator for inspiration.

Q: Can I republish content from my own blog? A: Yes, as long as you add the proper Violet Portal metadata tags and it truly serves a specific archetype.

Q: How do I know if my content is working? A: Watch for content requests related to your posts, track views/engagement, and see if readers reach out via your business card.

What's Next?

Get Started:

1. Join Violet Portal membership
2. Identify your archetype(s)
3. Browse content requests
4. Generate your first template
5. Publish your first post
6. Share your business card

Go Deeper:

- Study the [27 Archetypes PDF](#)
 - Read existing posts to see the framework in action
 - Answer multiple content requests to build your library
 - Create a series for sustained engagement
-

The Invitation

You have knowledge, wisdom, and experience that someone needs right now.

Someone out there is searching for exactly what you have to share—but they can't find you because most content is written for everyone, which means it speaks to no one.

Violet Portal changes that.

Write for someone specific. Answer real questions. Join a community of conscious creators building something different.

Welcome to content creation that actually matters.

Welcome to Violet Portal.

Resources

- [Join Violet Portal](#)
- [Content Prompt Generator](#)
- [27 Archetypes PDF](#)
- [Natural Talents Guide](#)
- [View Content Requests](#)
- [Browse Existing Posts](#)

Violet Portal FAQs for Content Consumers

Getting Started

What is Violet Portal?

Violet Portal is a content matchmaking service that connects you with content written specifically for someone like you. Instead of algorithms deciding what you see, you discover your archetype and find content intentionally created for your way of thinking, your current situation, and your readiness for offers.

How is this different from a regular blog or content platform?

Regular blogs serve generic content to everyone and hope something resonates. Violet Portal uses transparent permutation (3 variables creating 27 unique archetypes) to match specific content to specific people. Every post is tagged with who it's for, what situation it addresses, the topic, tone, and keywords.

Do I have to pay to read content?

No. All content on Violet Portal is free to read. You can browse, search, filter, and request content without any cost.

Who creates the content on Violet Portal?

Violet Portal is a community of conscious creators—coaches, consultants, writers, thought leaders, and experts who write for specific archetypes instead of generic audiences. Each creator brings their unique voice and expertise.

Understanding Archetypes

What is an archetype?

An archetype is your unique combination of three variables:

1. **Spirituality Integration** (Discerning/Blending/Integrating)
2. **Motivation** (Problem-Solver/Explorer/Learner)
3. **Marketing Tolerance** (Do-It-Myself/Do-It-With-Me/Do-It-For-Me)

Your archetype (like "16-BML: Blended do-it-Myself Learner") helps you find content that matches how you think, what you're seeking, and your openness to offers.

How do I discover my archetype?

Take the 3-question quiz at [Discover Your Archetype](#). It takes less than 2 minutes. Answer honestly based on where you are *right now*—not where you wish you were or where you used to be.

Is my archetype permanent?

No! Your archetype can shift based on what you're experiencing. You might be a "Problem-Solver" when facing an urgent challenge, but an "Explorer" when you have time to contemplate. You might be "Do-It-Myself" on some topics and "Do-It-For-Me" on others. Retake the quiz whenever your situation changes.

Can I be more than one archetype?

At any given moment, you're one archetype. But across different areas of your life or different seasons, you might identify with different archetypes. For instance, you might be archetype 16 (BML) when seeking business content but archetype 22 (IME) when seeking spiritual content.

What if I'm between two options in the quiz?

Choose what feels most true *right now*. There's no wrong answer. The archetype system is designed to be fluid—you can always retake the quiz if your answer changes.

Finding Content

How do I find content for my archetype?

1. Discover your archetype using the quiz
2. Go to [Browse Posts by Archetype](#)
3. Filter by your archetype number
4. You'll see all content written specifically for you

Can I filter by multiple things at once?

Yes! You can combine filters:

- Your archetype + Topic (e.g., Future Vision)
- Your archetype + Tone (e.g., Formal)

- Your archetype + Keyword (e.g., Innovation)
- Any combination of archetype, topic, tone, keyword, and creator

What if there's no content for my archetype?

This is valuable information! It shows a gap. You can:

1. Submit a content request telling creators what you're looking for
2. Check back later as new content gets added daily
3. Browse adjacent archetypes that share dimensions with yours

What does "What They're Experiencing" mean on each post?

This describes the specific situation or challenge the post addresses. It helps you determine if the content is relevant to what you're going through *right now*. For example: "Curious about the unknown and how it may apply to life and business."

What are the different tones?

- **Formal:** Research-backed, professional, structured content
 - **Frivolous:** Light, playful, fun content
 - **Reflective:** Looking back, making meaning from experience
 - **Introspective:** Deep, contemplative, inward-focused content
 - **Neutral:** Balanced, straightforward, informational content
-

Content Requests

What is a content request?

A content request is when you ask Violet Portal creators to write content about something you can't find. You specify your archetype, topic, keyword, and describe what you're looking for. Creators can see your request and choose to answer it.

How do I submit a content request?

1. Go to [Submit Content Request](#)
2. Select your archetype
3. Choose your topic (Health, Wealth, Happiness, Future Vision)
4. Select a keyword that captures the theme
5. Describe in 150 characters how you see the topic and keyword connecting
6. Submit

Will my content request definitely get answered?

Not guaranteed, but likely. Creators browse requests looking for what to write next. The more specific and genuine your request, the more likely a creator will resonate with it and create content to answer it.

How will I know if my request was answered?

Check back on the [Browse Posts](#) page and filter by your archetype + the topic/keyword you requested. You can also follow the series feature if a creator addresses your request in multiple posts.

Can I submit multiple requests?

Yes! Submit as many requests as you have genuine questions or content needs.

Privacy and Safety

Do I need to create an account to read content?

No. You can browse and read all content without creating an account.

Is my archetype quiz result private?

Yes. Your quiz result is only shown to you. It's not stored or tracked unless you choose to submit a content request (which requires you to identify your archetype).

When I submit a content request, is my identity visible?

No. Content requests are anonymous. Creators see your archetype, topic, keyword, and question—but not your name or identity.

Is my personal information shared with creators?

No. Violet Portal doesn't share reader information with creators. If you choose to reach out to a creator through their business card or links, that's a direct interaction between you and them.

Using Content

Can I share Violet Portal content?

Yes! Share freely. Every post has its own URL you can share on social media, email, or messaging apps.

Can I use Violet Portal content in my own work?

Content remains the property of the individual creators. If you want to quote, reference, or use their work, reach out to them directly through their business card or contact information on their posts.

How do I follow a specific creator?

Go to [Meet Our Contributors](#), find creators whose voices resonate with you, and bookmark their profile or filter posts by their name on the search page.

What are series?

Some topics require multiple posts to explore fully. Series are connected posts on the same theme. Browse series at [Follow a Series](#) to go deeper on subjects that matter to you.

Can I send Violet Portal posts to my AI assistant?

Yes! Use the [AI Assistant tool](#) to generate custom prompts.

You select which posts you want (by author, archetype, topic, date), add instructions for what you want your AI to do with them, generate a prompt, copy it, and paste into your AI assistant (Claude, ChatGPT, etc.). Your AI will then read all the posts and respond according to your instructions.

This is a manual process - you generate fresh prompts whenever you want to analyze new content. Set reminders for yourself if you want to do this regularly (weekly, monthly, etc.).

What can I ask my AI to do with Violet Portal posts?

Anything! Common requests include:

- Summarize key themes and insights
- Provide personalized recommendations for your situation
- Create action plans based on the advice
- Explain concepts in simple terms
- Generate study notes or questions
- Compare different creators' perspectives
- Identify patterns across multiple posts

The tool includes example instructions you can use or customize.

Working with Creators

Can I contact a creator directly?

Yes! Each creator has a business card page with their contact information, booking links, and ways to connect. You'll find links to their business card on their posts or in the contributors directory.

If I resonate with a creator's content, how can I support them?

Many creators include:

- Donation links (PayPal, Buy Me a Coffee, etc.)
- Booking links for sessions or services
- Social media profiles you can follow and share
- Email lists you can join

Check their business card for all the ways you can support and connect.

What if I disagree with something a creator wrote?

Violet Portal hosts diverse voices and perspectives. Content that resonates with one archetype might not resonate with another—and that's intentional. If content doesn't serve you, simply browse other posts or other creators.

Technical Questions

Why does Violet Portal use archetypes instead of keywords?

Keywords tell you what content is about. Archetypes tell you who it's for. "Leadership" (keyword) means very different things to a Discerning Problem-Solver versus an Integrating Explorer. Archetypes ensure you find content that matches not just the topic, but your approach to that topic.

How does this help with AI search?

AI search engines like ChatGPT, Perplexity, and Claude Search are looking for specific, contextual content to recommend to users. Violet Portal's archetype system provides exactly that—making it easier for AI to match content to people who need it. This means you're more likely to discover Violet Portal content when using AI search tools.

Does Violet Portal use AI to create content?

Creators may use AI as a tool in their writing process, but all content is human-authored, edited, and published by real people with real expertise. Violet Portal provides AI-powered tools (like the content template generator) to help creators write better, but the wisdom and voice remain human.

Is there a mobile app?

Not yet. Violet Portal is currently web-based and mobile-responsive, meaning it works well on your phone's browser. A dedicated app may come in the future.

Getting More Involved

Can I become a creator on Violet Portal?

Yes! If you have expertise, wisdom, or experience to share and want to write for specific archetypes instead of generic audiences, you can join as a creator. Visit [Join Violet Portal](#) to learn more.

Is there a community for readers?

The community is being built organically through shared content and creator connections. Follow creators whose work resonates with you, submit content requests, and engage with content that serves you.

How can I stay updated on new content?

- Bookmark the [Browse Posts](#) page filtered for your archetype
 - Follow specific creators
 - Check the [Recommended Content](#) topic for curated posts
-

Still Have Questions?

If your question isn't answered here, you can:

- Submit a content request asking for clarification on a specific topic
- Reach out to creators directly through their business cards
- Connect with the founder Allison Wentworth Ross at hello@allisonwentworthross.com

Welcome to content that actually speaks to you.

Violet Portal FAQs for Content Creators

Getting Started

What is Violet Portal?

Violet Portal is a content matchmaking service where creators write for specific archetypes instead of generic audiences. Using transparent permutation (3 variables creating 27 unique archetypes), your content reaches exactly the people who need it—without competing in popularity contests or fighting algorithms.

How is this different from having my own blog?

Your own blog requires you to drive all the traffic, do all the SEO, build all the infrastructure, and hope the right people find you. Violet Portal provides the infrastructure, the audience framework (27 archetypes), content request system, business card hub, and collective platform authority. You focus on creating; the matchmaking system handles the rest.

Do I need to be a professional writer?

No. You need expertise, wisdom, or lived experience to share. Violet Portal provides templates, frameworks, and AI-powered tools to help you write well. What matters is that you have something valuable to offer specific people.

What does membership cost?

\$240/month includes:

- Publishing platform access
- Content template generator
- Business card page with integrated tools
- Quizzy-Cal (quiz + booking system)
- Natural Talents prompt tool
- Payment integration
- Profile in the contributors directory
- Monthly group calls (for do-it-with-me members)

This replaces thousands of dollars in marketing tools, website development, and strategy consulting.

Understanding Archetypes for Creators

How do I know which archetype to write for?

1. Take the quiz from the creator perspective: [Discover Their Archetype](#)
2. Answer based on your ideal reader (not yourself)
3. Browse [Content Requests](#) to see what people are asking for
4. Review the [27 Archetypes PDF](#) to understand each archetype deeply

Can I write for multiple archetypes?

Absolutely! One post can serve multiple archetypes if they share dimensions. For example:

- All three Blended Learners (16-BML, 17-BWL, 18-BFL) might resonate with content about emerging trends
- All Discerning Problem-Solvers (1-DMP, 2-DWP, 3-DFP) might benefit from tactical how-to content

Tag your post with all relevant archetypes.

What if I don't know which archetype I serve?

Start by:

1. Looking at content requests—real questions from real people
2. Reviewing which archetypes have the fewest posts (gaps = opportunities)
3. Using the [Pick-A-Card Random Archetype Generator](#) for inspiration
4. Reflecting on who has resonated with your work historically

Do I have to stick to one archetype?

No! Write for different archetypes based on what you're creating. You might write tactical content for Problem-Solvers one week and exploratory content for Explorers the next. Variety is encouraged.

Creating Content

What's the content creation process?

The 3-Step Strategy:

1. **Generate Your Template**

- Use the [Content Prompt Generator](#)
 - Enter archetype code, topic, context, and tone
 - Get a complete writing guide with structure, questions, examples, and optimization tips
2. **Write Your Post**
 - Follow the template structure
 - Answer the archetype's actual questions
 - Use their natural language patterns
 - Respect their marketing tolerance
 3. **Publish on Violet Portal**
 - Add metadata (archetype, topic, tone, keywords, situation)
 - Submit for publication
 - Content is automatically matched to the right readers

What metadata do I need to include?

Required:

- **For Archetype(s):** Which archetype(s) is this for? (e.g., 16, 17, 18)
- **Topic:** Health, Wealth, Happiness, or Future Vision
- **Tone:** Formal, Frivolous, Reflective, Introspective, or Neutral
- **Content Keyword(s):** 1-3 thematic tags (e.g., Innovation, Leadership, Joy)
- **What They're Experiencing:** Brief description of the situation this addresses

This metadata is what makes the matchmaking work and helps AI search engines understand your content.

How long should my posts be?

Your posts can be as long or as short as you are inspired to create. It can be centered around an image, YouTube, or Spotify link.

If you're writing specifically for AI searches, the content template generator provides specific guidance based on archetype, but general guidelines:

- **Problem-Solvers:** 800-1,200 words (tactical, actionable)
- **Explorers:** 1,200-2,000 words (multiple perspectives, nuanced)
- **Learners:** 1,000-1,800 words (emerging ideas, cutting-edge thinking)

Quality and relevance matter more than word count.

What about SEO and keywords?

Violet Portal's archetype system *is* your SEO strategy. By writing for specific archetypes using their natural language patterns, you're automatically creating AI-search-optimized content. The

template generator includes specific optimization guidance. Don't overthink traditional SEO—focus on serving your archetype well.

Can I repurpose content from my own blog?

Yes, as long as:

1. You add proper Violet Portal metadata
2. It genuinely serves a specific archetype (not generic)
3. You own the rights to republish it
4. It meets Violet Portal's content quality standards

Can I use AI tools to help write content?

Yes! Many creators use AI tools like ChatGPT, Claude, or others as part of their writing process. The Content Prompt Generator is itself an AI-powered tool. What matters is that the final content reflects your genuine expertise and voice—not generic AI output.

Content Requests

What are content requests?

Content requests are specific questions from readers who can't find what they need. They specify their archetype, topic, keyword, and describe what they're looking for. You can browse requests and choose which ones to answer.

How do I see content requests?

Go to [View Content Requests](#) and filter by:

- Archetype (to see requests from archetypes you serve)
- Topic (to see requests in your areas of expertise)
- Keyword (to find thematic matches)
- Date (newest or oldest first)

Should I only write in response to content requests?

No. Content requests are one source of inspiration, but you can also:

- Write based on your own expertise and insights
- Address gaps you see in the archetype library
- Create series that go deep on topics

- Share timely or seasonal content

What if a content request isn't in my area of expertise?

Don't answer it. Only create content where you have genuine knowledge or experience to share. Other creators with different expertise will answer requests outside your domain.

Marketing and Offers

How do I handle the "marketing tolerance" dimension?

This is critical. The M/W/F dimension tells you the reader's openness to offers:

M - Do-It-Myself (no marketing):

- ZERO offers, CTAs, or service mentions
- Pure education and value only
- Build trust through content alone

W - Do-It-With-Me (occasional marketing):

- 1-2 natural mentions of your offerings
- One clear CTA section
- Collaborative language ("together," "guided," "supported")

F - Do-It-For-Me (frequent marketing):

- Multiple CTAs throughout
- Detailed service descriptions
- Strong conversion focus
- Done-for-you language

Violating these rules breaks trust and makes your content feel mismatched.

Can I link to my own website or services?

Yes, but respect the archetype's marketing tolerance:

- Include links in your author bio or business card (always appropriate)
- Mention services in the post body only if the archetype's M/W/F allows it
- Use the Natural Talents prompt tool on your business card as a softer invitation

How do I build my audience on Violet Portal?

- Write consistently for your chosen archetype(s)
 - Answer content requests
 - Create series for sustained engagement
 - Share your Violet Portal business card everywhere
 - Let readers discover you through the matchmaking system (not forced promotion)
-

Business Card and Tools

What is the Violet Portal business card?

Your business card is a mobile-friendly profile page that includes:

- Links to all your Violet Portal posts
- Your Quizzy-Cal (quiz + booking integration)
- Your Natural Talents prompt (AI-as-Content tool)
- Payment/donation links
- Social media shares
- Any other links you want to include

Example: [Louise Mosley's Business Card](#)

How do I use the Quizzy-Cal?

Quizzy-Cal combines a short quiz with your booking calendar. Visitors take a quick quiz (you design the questions), then can immediately book time with you. Both of you have context before the call. It's a conversation starter, not a filter.

What is the Natural Talents prompt?

This is your AI-as-Content tool. You create a prompt based on your expertise (using Violet Portal's framework templates), and visitors can copy-paste it into their preferred AI app (ChatGPT, Claude, etc.) to be guided through your wisdom and approach. It's like a diagnostic session available 24/7.

How Readers Can Send Your Posts to Their AI

Violet Portal has a tool that lets readers generate custom prompts containing your posts. Here's how it benefits you:

The Tool: [Get Latest Posts to Your AI Assistant](#)

Readers can:

- Filter posts by author (including you specifically)
- Select by archetype, topic, date range
- Add instructions for their AI
- Generate a prompt containing all selected posts
- Copy and paste into their AI assistant for analysis

Why This Matters for You:

1. **Extended Engagement:** Readers can do deeper work with your content using their AI
2. **Discoverability:** Your posts can be bundled with others and analyzed, creating connections
3. **Authority Building:** When readers analyze your body of work with AI, your expertise becomes more apparent
4. **Passive Reach:** Readers may share AI-generated insights from your posts with others

What You Should Know:

- Readers manually generate these prompts (not automated)
- They can filter specifically for your posts
- The more you publish, the more valuable your filtered collection becomes
- This is another reason to write consistently for specific archetypes

Pro Tip: In your own content, you can reference this tool: "Want to dive deeper? Use the AI Assistant tool to analyze all my posts on [topic]"

Where should I share my business card?

Everywhere you'd share a traditional business card:

- LinkedIn profile
- Email signature
- Social media bios
- Networking events
- Speaking engagements
- As your "one link" in Instagram/TikTok bios

Revenue and Business Model

How do I make money on Violet Portal?

Violet Portal provides infrastructure and audience. You monetize through:

- Booking calls/sessions (via Quizzy-Cal)

- Services promoted on your business card
- Donations/tips from readers who value your work
- Building authority that leads to outside opportunities
- Using Violet Portal as your marketing hub

Do I get paid for my posts?

No. Violet Portal is not a pay-per-view or ad-revenue platform. Your content builds authority and attracts your ideal clients. Monetization happens through your services, not per-post payment.

Can I put my posts behind a paywall?

No. All Violet Portal content is freely accessible. The membership fee covers the infrastructure and tools—not content access. If you want paid content, use Violet Portal to build your audience, then direct them to your paid offerings.

Is there an affiliate program?

Not currently, though this may be added in the future. For now, focus on creating valuable content and building your presence.

Community and Support

Is there a creator community?

Yes! Membership includes:

- Monthly group calls (for do-it-with-me archetype members)
- Peer support and collaboration
- Shared learning about what works
- Opportunity to co-create with other members

Can I collaborate with other creators?

Absolutely! You can:

- Co-write posts
- Create complementary series
- Cross-reference each other's work
- Share audiences through business card links

What support is available?

- The [27 Archetypes PDF](#) as your reference guide
- Content Prompt Generator for writing support
- Monthly group calls for questions and strategy
- FAQ pages for technical questions
- Peer community for collaboration

Can I give feedback or suggest features?

Yes! Violet Portal is evolving based on creator and reader needs. Share your feedback through the membership portal or during group calls.

Technical and Platform Questions

How do I submit my content?

Once you're a member, you'll have access to the submission form where you:

1. Write or paste your content
2. Add all required metadata
3. Upload any images
4. Preview before publishing
5. Submit for publication

How long does it take for my post to go live?

Posts are typically reviewed and published within 24-48 hours. You'll receive notification when your post is live.

Can I edit my posts after they're published?

Yes. You can request edits or updates through your member dashboard. Some changes can be made immediately; others may require brief review.

What image requirements are there?

- Featured images must be exactly 800px wide and under 200KB in file size. Recommended height for optimal display: 450px.
- Original images or properly licensed stock photos only
- Images should be relevant to the content and archetype
- No excessive branding or watermarks

How is content moderated?

Your first 9 posts are reviewed to ensure:

- It genuinely serves a specific archetype
 - Metadata is accurate
 - It meets quality standards
 - It respects the archetype's marketing tolerance
 - It aligns with Violet Portal values (inclusive, helpful, genuine)
-

Strategy and Best Practices

How often should I publish?

Consistency matters more than frequency. Options:

- **Daily:** Becomes part of your regular marketing practice
- **Weekly:** Builds sustained presence and authority
- **Bi-weekly:** Manageable for busy creators
- **Monthly:** Minimum to be discoverable by readers and AI

The more frequently you post, the better your chances of being discovered.

Should I focus on one archetype or diversify?

Both approaches work:

- **Focus:** Deep expertise for one archetype, become the go-to voice
- **Diversify:** Serve multiple archetypes, answer more content requests, broader reach

Consider your expertise, capacity, and strategy.

How do I know what's working?

Watch for:

- Comments on your posts
- Inquiries through your business card
- Content requests related to your posts
- Bookings via Quizzy-Cal
- Feedback during group calls

What if my content isn't getting views?

Consider:

- Are you writing for archetypes with few existing posts (gaps)?
- Are you answering actual content requests?
- Is your metadata accurate and complete?
- Are you sharing your business card and driving traffic?
- Have you written enough posts to establish presence? (Aim for at least 5-10)

How does the "AI Assistant" feature benefit me as a creator?

The [AI Assistant tool](#) lets readers generate prompts containing your posts to analyze with their AI assistant.

Benefits for you:

- Readers can filter specifically for your posts and do deeper analysis
- Your body of work becomes more valuable as a collection
- Readers who analyze your posts with AI develop deeper understanding of your expertise
- Creates another touchpoint for engagement with your content
- The more consistently you publish, the more valuable your filtered collection becomes

Readers manually generate these prompts, so encourage them to use this tool in your content or on your business card.

Ethics and Standards

What content is not allowed?

Violet Portal does not permit:

- Discriminatory, hateful, or harmful content
- Medical advice presented as diagnosis or treatment
- Financial advice presented as guarantees
- Misleading or deceptive claims
- Excessive self-promotion that violates archetype marketing tolerance
- Plagiarized or stolen content

How do I cite sources or reference other work?

- Link to original sources
- Give credit to other creators
- Use quotes and citations appropriately
- Reference without copying entire works

What if I disagree with another creator's content?

Diversity of perspective is valued. If you have a different viewpoint:

- Write your own post presenting your perspective
- Tag it for the relevant archetype
- Let readers choose what resonates with them
- Avoid calling out other creators negatively

Can I write about controversial topics?

Yes, if:

- You approach it with integrity and care
 - You're clear about your perspective
 - You respect that different archetypes may disagree
 - You're adding value, not just stirring conflict
-

Leaving

Can I cancel my membership?

Your Violet Portal membership is part of the Vibrational Marketing Institute (VMI) Founding Member offer. Membership is month-to-month or yearly depending on your subscription. Cancel anytime through your VMI member dashboard. <https://vibrationalmarketing.institute>

What happens to my content if I leave?

Your published posts remain on Violet Portal (unless you request removal). As a founding member, your business card and tools remain active unless you request removal. This ensures readers can still access valuable content even if you're no longer actively creating.

Getting Started

What's the first thing I should do as a new creator?

1. **Study the framework:** Read the [27 Archetypes PDF](#)
2. **Browse content requests:** See what people are asking for
3. **Generate your first template:** Use the Content Prompt Generator

4. **Write your first post:** Publish within your first week
5. **Set up your business card:** Add all your links and tools
6. **Share your business card:** Post it everywhere you have an online presence

What should my first post be about?

Choose one:

- Answer a content request that matches your expertise
- Fill a gap (archetype with zero posts)
- Share your signature framework or approach
- Write about something you're genuinely excited about

Make it specific to an archetype, not generic.

Still Have Questions?

If your question isn't answered here:

- Attend a monthly group call
- Reach out through the membership portal
- Connect with fellow creators in the community
- Connect with the founder Allison Wentworth Ross at hello@allisonwentworthross.com

Welcome to content creation that actually matters.

Welcome to Violet Portal.