

MANY WOMEN  
WITH CONDITIONS  
LIKE ENDOMETRIOSIS  
SEEK TREATMENTS TO  
BE ABLE TO  
CONCEIVE...

SO  
MABEL,  
NEVER LOSE  
HOPE!

UNFORTUNATELY,  
THAT'S NOT MY  
CASE... I'M AN  
XY WOMAN



**OH!**

I'M SO SORRY...

THAT'S A NOBLE GESTURE, MARCELA

YOU DIDN'T KNOW. YOU WERE JUST TRYING TO ENCOURAGE ME NOT TO GIVE UP

THANKS AGAIN  
FOR YOUR TIME,  
MABEL... AND  
SORRY ONCE  
MORE...

I'LL  
BE  
WAITING!

DON'T  
WORRY. YOU'RE  
AN EXAMPLE, I  
FELT 100%  
COMFORTABLE  
WITH YOU

AND  
I'LL SEND  
MY SOCIAL  
MEDIA WHEN I  
HAVE ONE,  
OKAY?



SOME TIME LATER...

SO, HOW  
WAS YOUR  
INTERVIEW,  
MABEL?

IT  
WAS  
GREAT!


I  
THINK THE  
CHARACTER  
REALLY  
WORKED!



THAT'S  
GOOD TO  
HEAR

BUT  
NOW I  
HAVE A NEW  
PROBLEM...

SCRITCH  
SCRITCH



I  
TOLD YOU,  
MABEL IS HERE  
TO STAY!

AND  
I THINK  
SHE'S  
RIGHT...

MARCELA, THE  
JOURNALIST, TOLD ME  
HAVING SOCIAL MEDIA  
WOULD HELP. I COULD GET  
CLOSER TO MY  
CUSTOMERS, AND IT'D  
BENEFIT BOTH THE  
BUSINESS AND  
MYSELF...



SO,  
WHAT'S  
THE PLAN?

I  
DON'T HAVE  
ONE... BUT I DO  
NEED SOCIAL  
MEDIA



MAY  
BE I COULD  
HELP... PART OF  
MY JOB IS  
PHOTOGRAPHY

BUT  
I THINK I  
KNOW THE  
RIGHT PERSON  
FOR YOU

HMM



THE VERY NEXT DAY...



HELLO MABEL, HANNA TOLD ME EVERYTHING ABOUT YOU. MAY I CALL?

SURE!



# CAUGHT OFF GUARD!



YES, I DO...

SO, YOU NEED TO LAUNCH A SOCIAL MEDIA PRESENCE?

YOU'LL NEED AROUND 10 TO 15 OUTFITS, AND A FREE WEEKEND

10 TO 15 OUTFITS!? ISN'T THAT TOO MUCH?





Mabel's  
Patisserie

Mabel's

HMM

POOR  
THING... DOESN'T  
KNOW THAT ON  
SOCIAL MEDIA, ALL  
THAT MATTERS IS WHAT  
PEOPLE SEE

IF  
SOMEONE SEES  
A POST, AND THEN  
SEES ANOTHER THE  
NEXT DAY,

THEY  
NEVER IMAGINE  
BOTH WERE TAKEN  
ON THE SAME DAY



AND  
WHEN I RUN  
OUT OF  
POSTS?

SO THE  
PLAN IS TO  
PRODUCE A  
MONTH OR TWO OF  
CONTENT IN A SINGLE  
WEEKEND. THAT WAY,  
YOUR ACCOUNT WILL  
LOOK VERY ACTIVE

THEN  
WE DO IT  
ALL OVER  
AGAIN...

OR,  
YOU CAN  
EMBRACE MABEL  
AS A PERSONA,  
LET HER HAVE HER  
OWN PAGE, AND  
POST MORE  
ORGANICALLY



SO I TOLD MY EMPLOYEES THAT MABEL WOULD BE USING MY OFFICE OVER THE WEEKEND, AND THEY WERE ALL SURPRISED...



REALLY? SHE'S REAL!?



WHAT'S SHE LIKE?



I CAN'T WAIT TO MEET HER!





NICE  
TO MEET YOU,  
MABEL! ARE YOU  
LOOKING FORWARD  
TO OUR WEEKEND  
TOGETHER?

I GET  
IT. BUT NOW  
I'M YOUR SOCIAL  
MEDIA MANAGER,  
AND I HOPE WE  
CAN WORK WELL  
TOGETHER

NICE  
TO MEET YOU  
TOO, VIVIAN... I  
WOULDN'T SAY I'M  
EXCITED, BUT I PUT  
MYSELF IN THIS  
SITUATION, SO...

**SURE!**



SO,  
WHAT ARE  
WE DOING  
FIRST?

FIRST  
LIP...OOTD  
POSTS!

WHAT?

OUTFIT OF  
THE DAY

MY  
IDEA IS TO  
START BY  
SHOWING OFF YOUR  
FASHION AND A BIT  
OF YOUR "ROUTINE"

IT  
WON'T BE  
TOO HARD TO  
BATCH-PRODUCE  
THESE KINDS  
OF POSTS

HMM...



SOME TIME LATER...

**UNCOMFORTABLE**

WHAT SHOULD I DO?

BUT I'M A GUY...

JUST BE YOURSELF

YOU KNOW WHAT I MEAN



BUT I'M  
NOT SEXY

...NO

BE THE  
CHARACTER  
YOU CREATED!

IS  
MABEL  
SEXY?

EXACTLY!





LIKE A  
MODEL?

OKAY...WALK  
OVER TO THE  
TABLE

YOU  
NEED TO  
SHOW THE  
OUTFIT MORE

NO,  
MODELS  
HIGHLIGHT THE  
CLOTHES

YOU  
SHOULD  
HIGHLIGHT THE  
CLOTHES WHILE  
KEEPING THE  
ATTENTION ON  
YOU





THAT'S GREAT... BUT YOU'LL NEED TO COME UP WITH A LITTLE STORY FOR EACH LOOK, SINCE YOU DUB OVER LATER





I  
TREAT IT LIKE  
ACTING, NOT  
LIKE PERSONAL  
HUMILIATION

MOST GUYS  
WOULD  
TOTALLY  
FREAK OUT

YOU  
DON'T SEEM  
TO CARE ABOUT  
WEARING FULL-ON  
FEMININE OUTFITS

NEXT OUTFIT...

GRWM?

IF  
YOUR BODY  
IMPROVES AND  
YOU DON'T NEED  
ALL THAT PADDING,  
WE COULD START  
DOING GRWMS  
TOO...

GET  
READY  
WITH ME



IT'S  
A BETTER  
FORMAT. YOU  
EXPLAIN WHILE  
GETTING DRESSED,  
TALK ABOUT WHAT  
YOU'RE WEARING,  
YOUR OPTIONS,  
AND YOUR  
IDEAS

GOT IT...





AS A  
MAN, WHAT'S  
YOUR TAKE ON  
WOMEN'S  
CLOTHING?

THERE ARE  
SO MANY CUTS  
AND FABRICS...  
SOME ARE SUPER  
COMFY, OTHERS  
NOT SO MUCH

HONESTLY,  
THE LACK OF  
FUNCTIONAL  
POCKETS IS  
REALLY  
FRUSTRATING

WITH  
MOST  
OUTFITS, YOU  
END UP A SLAVE  
TO THE PURSE

SUNDAY

THANKS, VIVIAN.  
BUT THAT'S WHAT  
SHOULD BE EXPECTED  
IF I HIRE SOMEONE TO  
HELP, IT'S NOT MY JOB TO  
THROW AROUND  
OPINIONS THAT LEAD  
NOWHERE

IT'S  
BEEN A  
PLEASURE  
WORKING WITH YOU,  
MABEL. YOU'RE  
REALLY  
PROFESSIONAL

VERY  
MATURE  
OF YOU



LATER...

OOH!

IT'S  
NOT EVEN THAT  
LATE, BUT I'M  
EXHAUSTED... MY  
BODY HURTS IN  
PLACES I DIDN'T EVEN  
KNOW EXISTED...

\*click\*

\*click\*

\*click\*





**BZZZ**

**BZZZ**

**BZZZ**



THE VERY NEXT DAY...

WTF?!

800 FOLLOWERS?!

AND THEY'RE REAL PEOPLE...

SURPRISED



# SHOCKED

IT'S  
NOT LIKE THEY  
MADE FAKE  
ACCOUNTS JUST  
TO FOLLOW ME...  
I'M SERIOUSLY  
SHOCKED

