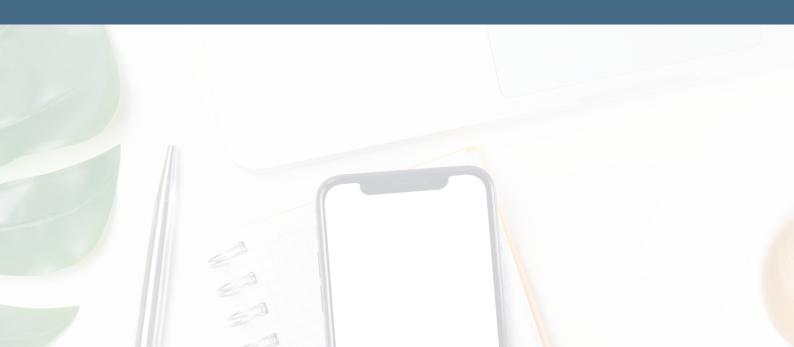


8 TYPES OF STORIES + (TONS OF) IDEAS



8 TYPES OF STORIES + (MORE) IDEAS

- 1. Personable stories that elicit an emotion
- 2. Recommendations
- 3. Behind the scenes
- 4. Day-to-Day Life
- 5. Ask advice
- 6. Other platforms (blog, YT, etc)
- 7. Other people's content
- 8. Value / tips / education

PERSONABLE STORIES THAT ELICIT AN EMOTION

Specific Ideas:

STRUGGLE

- Something with your health / routine that you are currently struggling with + action steps that you are taking
- A past story of a health struggle + how you overcame it
- A common struggle that many of your clients see + how they overcame it
- A current non-health related life struggle (moving, changing up work routine, balancing many things at once)

EXCITEMENT

- About an upcoming event, product, etc
- About how you finally overcame x, y, z (could be health related or not)
- About how a client had an "aha' moment

FEAR

- Fear about current health regulations
- Something you feared doing + how you overcame it (it doesn't have to be health related! It could be something even as simple as public speaking)
- Fear about not being good enough / not being perfect.
 How you're trying to overcome it.

LOVE

- Shout out to something / someone you love + why
- Something "cute" that you saw or did during your day (ex: roly-poly puppies:)
- Share a sweet friendship story about your friends are there to support youlf a client did something sweet for you, share it

HUMOUR

- You doing something silly
- A health funny / cartoon

YOUR RECOMMENDATIONS

Specific Ideas:

SHARE YOUR FAVORITE BRANDS

- + Why they are your favorite + where someone can find it
- Beauty / hygiene products (hair products, makeup, soap, face products, deodorant etc)
- Favorite "clean" household cleaners
- Healthy snack brands
- Supplement brands
- Sleep tools (eye mask, essential oils, etc)
- Stress reduction tools (heartmath, etc)

- Biofeedback tools (oura ring, fitbit, etc)
- Subscription box
- Food
 - Favorite local butchers / meat
 - Favorite local egg / dairy / etc farmer
 - Favorite store to buy....
 - Favorite market / farmers standNut butter, fermented foods, etc
 - Condiments

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SHARE YOUR FAVORITE APPS

- + Why they are your favorite + where someone can find it
- Stress reduction (meditation, feeling tracker, etc)
- Menstrual cycle tracker
- Productivity / focus app
- Macro tracker
- Fitness / movement app
- Self-development (affirmations, oracle cards, quote of the day, etc)
- Favorite health tip app
- Journaling app

SHARE OTHER FAVORITE RESOURCES

- + Why they are your favorite + where someone can find it
 - Restaurant recommendations:
 - Healthy meal ideas
 - Place to go for a specific healthy "craving"
 - o Roundup of top restaurants in your area
- Book / podcast + WHY (types to share):
 - Business
 - Personal development
 - Hobby
 - Health
 - MindsetOther accounts to follow

- Other accounts to follow
 - Do "roundup" follow posts on a certain topic.
 Examples:
 - Top PCOS accounts to follow
 - Best mindset accounts
 - Top health info accounts, besties

BEHIND THE SCENES

Specific Ideas

- Reviewing a client chart
- Creating a protocol
- Reviewing lab tests + what they mean
- Case study
- Creating a plan of advanced strategies
- Creating videos for IG / FB
- Any research that you're doing show article + in simple language what it means
- The work place where you see clients (virtual / brick & mortar)
- If you provide accountability show an accountability message that you sent your client
- Show your desk; share why you like it neat or messy
- How you work with clientsIntake process + how it's differentWho you work with

DAY - DAY

Specific Ideas

- What you eat (breakfast, lunch, dinner, snack)
- Meal prep routine (bulk or single meal)
- Beauty routine

THE END

for non-members

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