
The Types Stories

When + What to Post

FUNCTIONAL MEDIA

When to post

- Aim for at least 1-5 / day. Max: 10-15. I suggest picking some days (1-3) where you focus on doing more (where you have more time) and then the other days just maintain by posting a few.
- Time really doesn't matter; stories are available for 24 hours. Film before; upload later

Story Layout

Post stories with intention.

Always try to answer the following questions:

- WHAT - WHO - WHY - HOW

Morning Smoothie example

- WHAT is in the smoothie
- WHY are you drinking it
- WHO is it beneficial for
- HOW can someone make their own

8 types of stories

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

Personal stories

Share a story that's based in a lot of emotions. This could be a struggle, excitement, fear, love, humour etc.

These stories are geared towards building an emotional connection between you and your audience. The closer the connection, the more they trust you. I challenge you to practice being vulnerable with these stories!

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 you
- If a client did something sweet for you, share it

Recommendations

This is usually for specific products / places, etc.

These are great stories to provide value and actionable things. People love to know what someone they trust recommends for a certain product.

Favorite brands

- 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
- Favorite local butchers / meat
- Favorite local egg / dairy / etc farmer
- Favorite store to buy...
- Favorite market / farmers stand
- Nut butter, fermented foods, etc
- Condiments

Favorite Apps

- 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

Books / podcasts

Topics could include

- Business
- Personal development
- Hobby
- Health
- Mindset

Other

- Restaurant recommendations
 - ◆ Healthy
 - ◆ Specific healthy “craving”
 - ◆ Roundup of top restaurants in your area
- 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

People love to know what you do for work

This is to build the story of HOW you help people, WHO you work with, and WHY you're the expert to help them.

Behind the Scenes

- 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

Behind the Scenes

- 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 clients
- Intake process + how it's different
- Who you work with

Day-to-Day

This is showing what you do on a daily basis. While it may seem mundane to you, people love to see what daily life looks like:

This is to build relatability and connection. PLUS people LOVE to know how you implement a healthy routine into your life. We love learning through examples.

Day-to-Day

- What you eat (breakfast, lunch, dinner, snack)
- Meal prep routine (bulk or single meal)
- Beauty routine
- Grocery shopping tour (the aisles your shopping + why)
- Grocery shopping haul (go over what you bought + why)
- Shopping at a farmer's market
- Supplement routine
- Exercise routine
- Morning - wake up routine
- Night routine

Day-to-Day

- Your meal at a restaurant - why you choose this meal, how they can choose healthy options as well
- Family adventures
- Walking / playing with pets
- Commute
- Podcasts / books that you're reading
- Self-care
- Meeting up w/friends / family
- Life at the office
- Networking events
- Continuing education events

Ask Advice

This is to “switch roles” and open it up for people to give you advice.

People love, love, love to give advice. Especially if you’ve given them a lot of great ideas in terms of health, they will want to give back to you...and of course, create a stronger connection.

Ask Advice

- If you're traveling to somewhere new, ask you audience with the poll feature where there are healthy places to eat, grocery stores, must see places, go-to activities
- Podcasts / book recs
- Weekend getaway suggestions
- Self-care ideas

Ask Advice

- Productivity recommendations (apps, tools, etc)
- Best place to find a certain item in a certain location (great for brick & mortar businesses)
- Photographer for brand photo shoots
- Best apps for XYZ (take a look at the app section above)
- Gift ideas for someone specific
- Favorite quote

Other Platforms

This includes your blog, YouTube channel, FB group, optin/freebie, etc

As you create content for other platforms this is a great way to cross promote.

The more places people have a way to connect with you, the more often they will see your content and be reminded of you.

How to “tease”...

- Give a teaser about what they might learn
- Allude to a point that’s very interesting. If it’s a “listicle” say something like “Number 3 is my favorite!”
- Mention that it’s never before seen material; only available on that platform
- If the blog /post / video etc has 5 main points, list out 3 of them and tell them to find out about the other 2, they have to go check out the blog/post/video
- Find out how to do XYZ by heading to the blog /post / video etc

Other content

Share the love !

The purpose is to create win-win connections between you and similar accounts so that you can gain exposure to their account (new potential followers)

How to...

Find 5 - 10 accounts that you love their content

- Quotes
- Health funnies
- Could be similar / overlapping content.
(hormones / self-love account)
- Similar follower range
- Find accounts that repost content shares

Pro tips

- Add additional text about why you love it.
- Make sure to always add an additional tag so that they get notified.

Tips / Education

This is the type of story where you would share theory + actionable health tips.

This is to help create your authority status on particular subjects so that people know you are the go-to resource on that topic.

Inspiration

- Expand upon posts that have already gone out
- Share facts that have been on your mind lately
- Talk about common DM message questions, client questions, etc
- Take a topic from your Map of Influence and expand upon it.
- Talk about learning something at a conference
- Talk about a recent research article

How to implement

- Quiz:
- Q & A:
- Poll
- Video

– To recap:

Frequency + Method

- Frequency: 1-5 / day. Max: 10-15. I suggest picking some days (1-3) where you focus on doing more (where you have more time) and then the other days just maintain by posting a few.
- Answer these questions: WHO - WHAT - WHY - HOW when applicable

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***Make sure to download the 8 types of stories document. It has more examples than the free PDF version