

# DO THIS 5 THINGS FOR 90 DAYS AND WATCH YOUR IG & BIZ GROW

1. SHARE A POST ON YOUR CORE TOPIC
2. SHOW UP ON STORIES
3. SEND A DM TO NEW FOLLOWERS
4. REPLY TO EVERY COMMENT & DM
5. INTERACT WITH INTENTION



## SHARE A POST ON YOUR CORE TOPIC

ROTATE THROUGH SHARING THESE TYPES OF POSTS:

- *VALUE / EDUCATION*
- *PERSONAL*
- *INSPIRATIONAL*
- *SALESY (AKA SHARING YOUR OFFER)*

BY DOING THIS YOU BUILD A PICTURE OF WHO YOU ARE,  
WHO YOU HELP, AND WHAT YOU CAN HELP WITH.

## SHOW UP ON STORIES

DON'T SIMPLY REPOST OTHER PEOPLE'S POSTS (YES, YOU CAN DO THIS TOO, BUT NOT ONLY THIS) BUT ALSO SHOW UP ON VIDEO IN YOUR STORIES.

- *ANSWER COMMON QUESTIONS*
- *WALK PEOPLE THROUGH YOUR DAILY HEALTH ROUTINES*
- *SHARE A CASE STUDY*

GET CREATIVE WITH IT AND CHALLENGE YOURSELF TO SHOW UP ON VIDEO EVERY DAY.

## SEND A DM TO NEW FOLLOWERS

AT THE END OR BEGINNING OF EACH DAY, SEND A WELCOME MESSAGE TO EVERY NEW FOLLOWER (THAT DOESN'T LOOK LIKE SPAM 😊).

- *ENCOURAGE THEM TO ASK YOU A QUESTION.*
- *INVITE THEM TO CHECK OUT ONE OF YOUR OPT INS.*

CREATE A SAVED CAPTION THAT YOU CAN EASILY CUSTOMIZE TO EACH PERSON.

## REPLY TO EVERY COMMENT & DM

I THINK THIS ONE IS PRETTY SELF EXPLANATORY 🤖

BUT IN ADDITION TO SIMPLY REPLYING:

ENCOURAGE AND DEVELOP THE CONVERSATION.

- IF SOMEONE SAYS "GREAT POST" OR "I LOVE THE TIPS"  
RESPOND BY SAYING "THANKS! WHICH PART WAS YOUR  
FAVORITE (TIP)?"

## INTERACT

INTERACT & ENGAGE FOR 30-60 MINUTES EACH DAY.

SPLIT THE TIME IN HALF:

- ½ THE TIME NURTURING YOUR CURRENT FOLLOWING
- ½ INTERACTING WITH PEOPLE WHO HAVEN'T FOLLOWED  
YOU YET.

# CONSISTENCY CHALLENGE

## PROMPTS

### DAY 1

Today for both the post & story prompt, (re)introduce yourself! Remember, even if you've done this before, it's important to reintroduce or share your story again for your new followers or to remind current followers.

#### FOR THE POST PROMPT:

- make sure to include your title
- who you help
- how you help them
- why you enjoy helping them w/ these problems

#### BONUS POINTS FOR THE POST:

- if you have overcome a similar health journey, share this
- share specific previous struggles
- share fun facts to make a personal connection

#### FOR THE STORY PROMPT:

You can do a brief synopsis of the post PLUS... Include these things:

- Share HOW you got into your career.
- share more depth into your WHY
- add a CTA at the end to invite people to ask you any questions about your specialty (for example, fertility)

# CONSISTENCY CHALLENGE

## PROMPTS

### DAY 2

#### POST PROMPT: PROVIDE VALUE

First take a moment to think about one of the most common problems you help people overcome. Maybe that's infertility, post-concussion syndrome, IBS, food cravings, etc ...

Now, think about the most common question people ask in relation to this problem.

For your post today, talk about this question that people have PLUS your one piece of go-to advice of something that they can do to help themselves at home.

This can be generic advice so that you're not providing 'medical advice' but still make sure it's actionable.

Example: if someone is struggling with food cravings, maybe an actionable piece of generic advice would be to help them start to develop body awareness. Give at home exercises in how to do that

#### STORY PROMPT:

Dive deeper into the WHY...

why ppl struggle / often have the above question.

Why / how your advice can help them

Provide an example / case study of someone who implemented that piece of advice.

# CONSISTENCY CHALLENGE

## PROMPTS

### DAY 3

#### POST PROMPT: IT'S TIME TO SELL!

Create a post about one of your services or products that you offer. It could be a product or service.

Describe the features of it (aka what they get, more logic based)  
Describe the benefits (the emotional reasons why they would want to invest)

For the CTA - tell them what the next step is - be specific!  
That could be signing up for a free call with the link in your bio, sending you a DM, or purchasing through a link in your bio.

#### STORY PROMPT:

Go deeper into your offer! Share again the features / benefits PLUS why you created this offer.

Remember, showing up on video is a GREAT way to connect with your audience. It starts to build the emotional connection between you and them.

BONUS - if you do video, make sure to type out a brief synopsis of what you are saying. Not everyone watches with the sound on. By doing this, you make sure that everyone has the chance to see your message!

**\*\*NOTE:** "salesy" posts will almost always have lower engagement. No worries! This is normal, but you still need to post them.

# CONSISTENCY CHALLENGE

## PROMPTS

### DAY 4

#### POST PROMPT: LET'S MAKE SOME LISTS TODAY!

Listicle posts are super trendy right now, especially when the design features the list on it. These types of posts often have a higher share rate than other types of posts (which is great for the algorithm!)

#### SO FOR TODAY'S POST PROMPT:

Think of your core topic -- How can you present information about that topic in a list format?

It could be:

- Top signs / symptoms of something
- Benefits of a particular healing modality
- Exercises to do
- Types of foods to eat
- Common mistakes people make

In the post, write 1-2 supporting sentences for each main point. (bonus: save this post prompt for the future as you can make so many different posts using your core topics with these list ideas)

#### STORY PROMPT:

Pick one of the points from your list, and dive deeper into it in your stories. Give supporting advice. Perhaps share a case study. Give extra tips on how to implement.

# CONSISTENCY CHALLENGE PROMPTS

## DAY 5

### POST PROMPT: LET'S ADDRESS SOME BARRIERS!

In your post address this statement:

"But, I've tried everything when it comes to XYZ"

List out common things that people say that they've tried to address their main concern.

For each main point, support it with 2-3 sentences about WHY it might not have worked for them

Towards the end of the post, give them hope about other things that they can try or might be missing.

You can either end with a CTA to book a discovery call with you, ask them to comment YES below if they feel like they've tried everything, etc

### STORY PROMPT:

Go deeper into one of the most common things that people say that they've tried but doesn't work.



# CONSISTENCY CHALLENGE PROMPTS

## DAY 6

POST PROMPT: LET'S SHARE YOUR ROUTINE!

Share a personal health routine!

This could be a sleep ritual, weekend routine, meal prep, supplement routine, etc!

People love to know what YOU do for your health.... so share! :)

STORY PROMPT:

Share the highlights of your weekend! Bonus points if you make them health related

# CONSISTENCY CHALLENGE PROMPTS

## DAY 7

### POST PROMPT: LET'S SHARE YOUR FAVORITE RESOURCES!

Share a round up of your favorite resources around a topic in your niche.

It could be about fertility trackers, yoga props, kitchen gadgets, time management etc!

Have a call to action to save the post.

### STORY PROMPT:

Hop on stories and dive deeper into one of the resources.

Perhaps even share a behind the scenes of how you use it in your life

# CONSISTENCY CHALLENGE

## PROMPTS

### DAY 8

For today's prompt, you have a sample post that you can use that's part of the [Social Academy](#) monthly templates.

#### Photo Suggestions:

*Stock:* Photo of someone feeling good

*Photo of you* looking energized

*Text on photo:* Quote on photo : Most people have no idea how good their body is designed to feel. - Kevin Trudeau

#### Post Caption:

"Most people have no idea how good their body is designed to feel."  
- Kevin Trudeau

.

People sometimes even think that their body is against them.

.

Well, I personally believe that [INSERT what you believe about the quote. For example, Your body is your best friend, and if pain is the best alert!

.

Your body wasn't designed to be in pain!]

.

I am here to tell you that:

[INSERT here motivational messages for people who might not be feeling good in their bodies. For example,

□ you can feel good in your body!

.

□ your body wants you to feel good!]

.

# CONSISTENCY CHALLENGE PROMPTS

## CTA suggestion:

*Small:* Give me a “👍” if you agree that your body is your best friend!

Medium: Tag that friend who needs this motivation today!

*Big:* I don't know if this is for you, but if you want to find out the things that could be hurting your system and making you feel pain. I invite you to book a free 15-min consultation with me.

.

-> link in my bio >> [INSERT: @YourInstagramHandle]

[INSERT: If posting on Facebook, insert your link.]

## STORY PROMPT:

Share a specific case study of someone who realized they didn't know how good they can feel.

Share what they felt before working with you.

HOW you helped them.

The steps they took.

How they felt afterwards.

## DID YOU LIKE THIS POST TEMPLATE?!

Check out [The Social Academy](#) -- 30 new post templates + a new masterclass about Social Media Marketing for health experts every month.

# CONSISTENCY CHALLENGE PROMPTS

## DAY 9

POST PROMPT: LET'S COMPARE OLD AND NEW!

Old way vs new way...

Is there an outdated belief about something in your core topic?

Or is there a controversy belief that you have about a particular topic?

Dive deeper into each of the differences.

STORY PROMPT:

Talk about WHY the 'old' way of viewing things is outdated

# CONSISTENCY CHALLENGE

## PROMPTS

### DAY 10

#### POST PROMPT: LET'S ADD SOME VALUE!

Add some value today with a true / false type post

*Photo recommendation:* On the photo write TRUE or FALSE, with a controversial statement underneath that goes along with your value series

TRUE (or FALSE)

.  
.

List of reasons why it's true or false

✕  
✕  
✕  
✕  
.

Feel free to add more information as you desire, just don't go too scientific (remember to break your copy down with new paragraphs so you have lots of "white space" and it makes it easier to read)

#### STORY PROMPT:

Go deeper into common reasons why some might think the answer to the post is either true / false

# CONSISTENCY CHALLENGE PROMPTS

## DAY 11

### POST PROMPT: LET'S SPARK SOME IMAGINATION

What would your target audiences' day look like if they have  
INSERT a desire (example, an abundance of energy)

.

☐What would it feel like waking up in the morning?

☐How would you feel, going about your day?

☐How would you feel, after a long day of work?

☐What type of activities do you imagine yourself doing on the weekend?

☐How would your relationships look like?

.

Then talk about how you can help them get to that dream day by taking certain steps.

### STORY PROMPT:

Share a case study of a client/patient who experienced a similar “dream scenario” after working with you. Make sure to share what they were experiencing before / after PLUS how you specifically helped them.

# CONSISTENCY CHALLENGE PROMPTS

## DAY 12

POST PROMPT: SHARE YOUR BLOG / OPT IN / WEBSITE / ETC

Do this both on stories + in your post

Allude to something interesting (but don't give it away) in what they will learn so that they take action



# CONSISTENCY CHALLENGE

## PROMPTS

### DAY 13

#### POST PROMPT: HEALTHY HABIT

"How do you do [healthy habit] and fit it into your lifestyle?"

.

Food choices, meal prep, stress reduction, and fitness might seem boring to you. After all, they're mundane activities that you've done every day for ages.

.

□ Actually, showing these activities through behind-the-scenes posts provides a significant amount of value for your audience.

.

Showing these activities and habit feels obvious when you've done them for a while. However, to followers who aren't as familiar with these topics - you're sharing virtual gold.

.

.

1□ WHAT are you doing or eating?

.

2□ WHY are you eating this food, or doing that activity? What benefits does it bring to your life?

.

3□ HOW are you doing it? What's the prep work? What steps do they need to perform to get the same benefits?

.

4□ WHERE do they buy these foods or products or go to do this activity (if applicable).

.

5□ WHAT will they feel like during this activity? How will they feel afterwards?

#### STORY PROMPT:

Walk through it step-by-step in your stories!

# CONSISTENCY CHALLENGE PROMPTS

## DAY 14

### POST PROMPT: TESTIMONIAL

**Photo recommendation:** on the photo put the most intriguing part of the testimonial plus the client's initials

**Post caption:**

INSERT FULL TESTIMONIAL

.

This client was able to achieve these results after only (Insert how long did it take for the client to reach those results)

.

I'm so incredibly proud and happy that he/she was able to achieve these amazing results despite previously trying: INSERT some of the things this person tried

.

I absolutely love it when my clients share their successes with me

### STORY PROMPT:

Share if possible more steps that you took working with this person.

# SOCIAL ACADEMY

The membership for social media education and "fill the gaps and make it yours" posts for alternative health experts.

The Social Academy will guide YOUR content creation and educate you on how to grow your social media presence effectively.

**BECOME A MEMBER NOW AND HAVE ACCESS TO ALL MASTERCLASSES AND ALL POST TEMPLATES!**

**JOIN NOW**

*For ONLY \$9.75 for the first month*

[CLICK HERE TO JOIN](#)

*and have access to ALL past masterclasses and ALL past post templates*

## **PAST MASTERCLASSES INCLUDE:**

- Instagram stories
- How to Sell on Social Media
- The Mindset of Social Media
- AND MUCH MORE!