

A top-down view of a desk with a white background. In the top left, a smartphone is placed on a spiral notebook. A silver pen lies horizontally in the top right. Green leaves are visible in the top right corner. In the bottom left, another spiral notebook and a silver pen are visible. A green leaf is in the bottom left corner. A small portion of an orange is visible in the bottom right corner.

**SOCIAL ACADEMY  
MEMBERS ONLY!**

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

## DAY - DAY

### Specific Ideas

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

- Grocery shopping tour (the aisles you shop + why)
- Grocery shopping haul (over what you bought + why)
- Shopping at a farmer's market
- Supplement routine
- Exercise routine
- Morning - wake up routine
- Night routine - how you wind down from the day's events
- 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

### Specific Ideas

- 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
- 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 (BLOG, YOUTUBE, FB GROUP ETC)

### Specific Ideas

- 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 PEOPLE'S CONTENT

The purpose is to create win-win connections between you and similar accounts.

I suggest finding 5-10 accounts that you regularly re-share content from.

Look for accounts that often then "re-share" your content so that there's cross promotion going on.

## VALUE / TIPS / EDUCATION

### Specific idea

- 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.