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## CONTENT PROMPTS THAT GO BEYOND “HOW TO”

Each week, choose one topic to discuss. Keep consistent messaging in your social media and your email marketing. It shouldn't be the exact same, but you can definitely keep the same daily themes and weekly topics.

### ASK QUESTIONS:

- How long have you been doing XYZ?
- How do you feel about ...?
- Fun Friday: Share an app you can't live without.
- THIS OR THAT: Would you rather ... or ....?
- THIS or THAT: When it comes to .... are you a .... person or a .... person?
- I'm trying to find a GIF that says... can you help by posting GIF ideas below?
- Share your favorite podcast + how it gives value to your day. Ask theirs.
- If you had an extra \$\_\_\_\_\_ what's the first thing you would do with it?

### SHARE STORIES (WRITTEN OR IN LIVE VIDEO)

- Daily life story/ lesson related to topic of FB live with CTA to opt-in
- On weekly topic - pivotal breakthrough moment of realization you had – CTA to your sales process
- On weekly topic - top tips - CTA to your sales process
- Relate to where your ideal client is right now. How you get them. Let them know it's not their fault and what to do instead with this revelation. CTA to opt-in.
- CASE STUDY: Paint a picture of possibility
- SPEAK FROM HEART: I don't know who needs this but...
- LIVE: Story of a time you overcame....even when you had so much going against you, invite them to share if they relate and CTA to opt-in

### MISTAKES / MYTHS / LIMITING BELIEFS

- Top reasons people don't succeed in your area. CTA to opt-in.
- Why they're not getting the “result” they want? Address the false belief, myth or time sucking distraction and what to do instead. CTA to opt-in.
- LIVE: Talk about a common fear and reframe into a benefit. CTA to opt-in.

## **WINS**

- What was your last win?
- SELFIE: share a reality or behind the scenes selfie and explain what you are up to, ask them to do the same.
- Celebrate with me! (Share positioning piece for you)
- New habit / daily routine that's working for you

## **POLLS**

- IMAGE POLL: 4 options for Challenge graphic; ask them to vote by answering with the #s 1 - 4, do not use Poll function.
- TITLE POLL: 4 options for title for tomorrow's training