

SM TEMPLATES

- 1.** Every industry has gurus. But guess what? Here's something the gurus don't want you to know [insert something they are hiding]. In my course [insert the title of your course], I don't hide what you need to know most. Want to know the big secret? [link]
- 2.** It's follow Friday! You know what that means!!! Follow me here [links]
- 3.** I just [got back from or completed or finished] [something that shows you are advancing your skills] and I can't wait to share with you the AMAZING [news/skills] to help you [what will you help them with]. Even though I've been in [your industry] for [how long] I still believe there's a lot to learn. This weekend, my mind was blown with new lessons and I'm going to be sharing all of them with you in my upcoming [course]. Want to know more? Stay tuned!
- 4.** Often times, people think the best part of being [who you are/what you do [nutritionist/coach] must be [working from home / doing what you love] And, I'm not gonna lie, that is nice! But, do you know what I TRULLY love? The messages that people send me telling me [how my coaching/teaching] made them feel [insert the feeling] and enabled them to [insert something they can do now that they couldn't do before]. Every time I get one of these notes, I dance around my office. Impacting people's lives is just as important to me as making money.
- 5.** The people I work with as a [insert your title] are [inspiring, successful, brave]. They are people who are willing to [step outside their comfort zone / learn new things]. And every day I think how lucky I am to have created such a fulfilling business. Thank you, to my clients, my followers, anyone who has read my blogs and articles or completed one of my courses. I appreciate each and everyone of you!
- 6.** Imagine yourself 6 months from now, having a [cup of coffee/ hot tea> with a friend.] What would you tell them about your achievements over this time? What will you be most proud of?

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- 7.** I remember the first time I invested in [a course for my business/or something else you've invested in] I was so nervous and it felt so [insert how it made you feel]. Looking back now it makes me laugh as it was definitely the best decision I made! Have you ever made decisions you've been nervous about?
- 8.** Nothing makes my day more than waking up to messages like this [insert a testimonial from client or customer].
- 9.** Do you have time for hobbies? I enjoy [learning languages/reading books/traveling]. What do you like to do in your spare time?
- 10.** Last week I had a client come to me and ask [insert something that you don't like dealing with]. And I confidently told her – You need to find someone else! I truly believe that to achieve [insert your goal] the most important thing you can do is be honest with yourself and your clients. And, I simply won't compromise on my values when it comes to this. Share your thoughts and values below.
- 11.** What does a perfect day look like to you?
- 12.** There are some things about [nutrition / massage/ beauty] that totally confuse people. I guess when you've been in the industry as long as I have, you often assume that everyone knows what a [glycemic index/collagen] is! Let me demystify it for you. [Insert the term] is really just a fancy way of saying [insert the easy to understand explanation]. I hope that makes sense now. Is there anything else about [your industry] that you've always wanted to know?
- 13.** Telling people about [your course] is easy for me because I know for sure that it has helped people get the result they were looking for [insert the result- clear skin / start eating healthier]. Just this week [insert customer name] messaged me [about the results they got]. You can achieve the same too. Just click here to <insert call to action>.

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- 14.** Every day I like to push myself out of my comfort zone. I force myself to do at least something that makes me feel uncomfortable. Sometimes it's [going live on Facebook or recording a video of myself]. Do you ever push yourself out of your comfort zone?
- 15.** What's the last movie you watched?
- 16.** Right now I so excited about something new I'm creating for you. I've just spent a weekend [outside/ with family/at the resort] and the time away from work inspired me to [do something new/create something new]. What inspired you this weekend?
- 17.** Every morning, I [insert your routine]. What's your morning routine?
- 18.** What's your favorite time of the year?
- 19.** You know when ALL the things go wrong and you suddenly go from calm to stressed in 5 minutes? That was me yesterday! [insert something that happened to you], then [insert something else that happened to you], and before I knew it, I felt out of control. Here's what I did [insert the steps you took to get back to your normal state]. What do you do when you feel stressed?
- 20.** After weeks of writing, editing, recording, I'm almost ready to share [insert the name of your new offer]. If all goes according to my plan then [insert date when you plan to release your new course]. You'll be able to get your hands on something that will [help you get result]. I am so excited that I can't wait to share it with you! Check back on [insert date] for the big reveal!
- 21.** I've been binge listening to [insert the name of the podcast] and it made me think about life before podcasts. What do you miss about the good old days?
- 22.** Do you think Tik Tok is just for teenagers or for everyone? What's your favorite Social Media platform?

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- 23.** Have you always wanted to <start an online business/ start eating healthy / learn to play piano? Does it feel like that dream is still sitting on the shelf? It used to be that way for me too. For [insert the number of years], I would daydream about [losing a few extra pounds/writing a new book], but I realized that dreaming wasn't going to get me where I wanted to be, and decided to take action! So here's what I did [insert one thing that got you started].
- 24.** I read a great HuffPost article the other day about the habits that all successful entrepreneurs share. it got me thinking about my most successful clients and the things they have in common. Each of them has [list 3 habits that successful entrepreneurs share].
- 25.** Solving [insert a problem or pain point] or getting [insert the result] doesn't have to cost an arm and a leg! Here are my top 3 free [tips/resources] for [insert problem] 1_____ 2_____ 3_____.
- 26.** What comes to mind when I say the words FINANCIAL INDEPENDENCE?
- 27.** How to stay focused on your [diet/goals] - even when your day is not going the way you expected or you just don't feel like it?
- 28.** What is your guilty pleasure? Mine...[insert your guilty pleasure]
- 29.** We all want the fastest way to something don't we? It's our nature! When someone tells us that our goals are going to take a really long time, we don't like it. So here's how you can speed up your success with my course [insert the link to your course]
- 30.** Do you prefer to go it alone or work as part of a team or collaboration?