



THE PERFECT POST FORMULA

Take the guesswork out of what to write with this 5-part framework for creating social media posts that help you connect, engage and grow

what makes a "perfect post"?

We put a lot of pressure on our posts to "perform". **In an ideal world you want your posts to:** attract ideal clients/patients, position you as a stand-out authority, provide value to build trust, create connection, relatability AND move people to action, Whew! No wonder it can feel like such a challenge to write posts that WORK.

The key to posts (and communication in general) that can deliver all that is to get people *feeling* something. **People take action when they FEEL** and this formula gives you **a proven framework** to help write engaging, professional posts that elicit emotion. Now, every audience will be attracted to something slightly different so use the various prompts included to experiment and see what YOUR specific community relates to and engages with most. That's when you'll really see the magic happen!

getting started

Start by completing the [Bonus - My Messaging Workbook](#) so you feel confident in your own messaging (*this truly makes all the difference*).

When it's time to write your next post, **start at part one**, use one of the prompts as a jumping off point or adapt an example that feels most aligned with your post topic and type. Then, work your way through the additional four parts the same way until you have a complete post with all five parts. Add an image or video and you're ready to hit "post".

part one: headline

This is the couple line section above the "see more" button. It's what grabs people's attention, stops the scroll and gives them a sense of what the post is about.

TIP: To make this intro more eye-catching, consider adding emojis or changing the font/style using [Lingo Jam](#)

PROMPTS + EXAMPLES:

Who is the post for: "calling all my skiers"

The post topic: "Acne After 30"

The question you're answering: "How do I get off the pill without my hormones going crazy?"

Create intrigue: "I know some people aren't going to agree with me on this but..."

Highlight pain points: "Why do injuries always seem to pop up RIGHT before the marathon?"

Specific dream outcome: "Want to know how my patients are getting pregnant naturally without spending a small fortune?"

Call them out: "how consistent are you with the exercises your massage therapist gave you?"

PROMPTS + EXAMPLES:

Dig into the pain points: "I know it can feel sometimes like there's nothing you can eat that your body doesn't hate you for. Like you're a bubble girl reacting to more each day..."

Provide context: "Last week I was working with one of my regulars and she asked me XYZ. I was so surprised she didn't know this and it made me realize that if she, who comes regularly and has seen XYZ benefits, didn't then probably a lot of others don't as well"

Paint the dream outcome picture: "Imagine 2 months from now and that injury that's been bugging you for months is just...gone. Like it was never even there. You roll out of bed without wincing. In fact, you feel amazing..."

Personal reflection: "When I was 14, I felt invincible. I played volleyball 4 days a week, trained, practiced and pushed my body HARD thinking it could take whatever I threw at it. Now at 30, I know 2 things:..."

part two: paint the picture

The headline elicited an immediate reaction and now we want to take people deeper by painting the picture and providing a *little* context so they start to see and feel.

This is a great place to inject some personality by telling a "story" – either your own, an anecdote from a client, or one that's based on your ideal client's likely scenario.

TIP: This section doesn't have to be long and avoid a novel. It can be as little as one line up to a few short paragraphs.

part three: content

This is where you share the body of what the post is about (*generally as it relates to the headline*). Depending on the **type** of post that content can look like a lot of different things.

TIP: Keep it simpler than you might think and to the point.

If you're providing tips, keep it to 1-4 MAX. And if you're going over 1 or 2 consider creating a carousel post with the individual tips on each image so the caption is not overwhelming (*and as a bonus, they'll stay on your post longer swiping through the carousel which tells the algorithm people like it!*)

PROMPTS + EXAMPLES:

Combine an "IF" with a "THEN" for a strong CTA

IF this sounds like you...

IF you're ready to (describe outcome)...

IF you're a (WHO it's for)...

IF you've been dealing with (pain points)...

IF you're struggling to (pain points) and want (dream outcome)...

IF this was exactly what you needed to hear today...

***THEN** let's chat. Book a complimentary consultation where together we'll...*

***THEN** join me for my FREE 3-day gut reset...*

***THEN** it's time to make a change and I'd sincerely love to help. Book an appointment at...*

***THEN** I'd love to see you at my upcoming workshop...*

***THEN** grab my free Healthy Hormones Checklist where I break down the steps to getting off the pill for good and back to the healthy rhythms of your natural cycle*

PROMPTS + EXAMPLES:

Answer the question, objection or myth:

"Here's what I tell all my clients..."

One action to take: *"If you haven't been seeing results in your regular workout, try this instead:"*

Bulleted list: *"Here are some things to keep in mind when starting an elimination diet:"*

The transformation/outcome: *"If that's ringing rue for you, know that doesn't have to be your forever. I see everyday my patients..."*

What you do/how you help: *"This is exactly what I do with my patients. We XYZ..."*

Wisdom/opinion/belief/perspective: *"Over the years I've come to think of it like this..."*

Explain what/why it's happening: *"what is actually going on is..." OR "what that means is..."*

part four: call to action (cta)

You want **most posts** to have some form of call to action or people will just passively consume your content and you won't see any results.

There are 2 main types to rotate between:

Indirect Asks: like, comment, share, save, dm me, check out my stories – non-promotional actions that increase engagement.

Direct Asks: book a call/appointment, grab a resource, read blog post, register – actions to move people off the platform to leads/clients.

Aim to use Direct Asks every 2-4 posts.

TIP: The key to effective calls to action (especially Direct Asks) is to recap first using the "IF, THEN..." Formula

part five: hashtags, tags + location

Tagging, whether it's with hashtags, profile tags or location tags let you expand your network, get found easier and help get more eyes on your posts.

HASHTAGS:

If you have a small audience or want to actively grow, aim to use hashtags in EVERY post either at the bottom of the post or in the first comment. You can use **30 max** so aim to use all/most of them mixing it up between location specific (as many as possible), niche specific and post specific.

PROFILE TAGS

This is when you tag someone else in your post. Do this when your **post relates to another business, person or profile** (even just the person who took the photo). It'll show up on their profile in the "tagged images" for people to see and they're more likely to share your post in their story.

LOCATION TAGS

Always tag your **town, city or specific location with a location tag**. That way people looking up that location will see your posts in the feed. You can also tag your specific clinic location. I suggest this when you think your post will be seen by many people or eventually when you start to build up enough of a following that people will actually search your business name on social.

time to add an image + schedule that post!

If you haven't yet, check out my [Fave Tech Resources](#) for designing + scheduling your posts

want to fill your schedule without relying so much on social media?

FREE MASTERCLASS

Go behind-the-scenes to learn the exact 4 steps my clients are taking to go from struggling to fill a fully day to:

- their first fully booked weeks
- 1, 2 and 3 week waitlists
- consistent month over month growth
- increasing their retention by 300%
- building a thriving practice full of loyal patients and clients without relying SO much on time consuming or costly marketing ☑



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