Information Post

Setting boundaries is one of the most important things you can do for your mental health.

When you say Yes to everything, you end up depleted and resentful.

Here are 3 ways to start setting better boundaries today...

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Story Post

I used to answer emails at 11pm… Every night...

I told myself it was just temporary.

And then one night my daughter came downstairs for a glass of water, saw me at my laptop, and said 'Mommy, do you ever stop working?'

I closed the laptop and I didn't open it again until morning.

That was two years ago.

I haven't answered a work email after 5pm since.

Some things you just can't un-hear.

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Information Post

When you're feeling overwhelmed, the best thing you can do is focus on just one task at a time.

Multitasking actually reduces productivity by up to 40%.

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Story Post

My coach said something to me three years ago that I still think about almost every day.

I had just finished telling her everything on my plate - the launch, the client calls, the book, the emails piling up - and I was waiting for her to help me organize it all.

She looked at me and said: 'What's the one thing that matters today?'

Just one.

Not the most urgent. Not the most overdue. The one that actually matters.

I picked it. I did it. And somehow, the rest of the day felt lighter.

I've since learned there's actual science behind this - multitasking cuts your productivity by nearly half. But I didn't need the statistic to believe it. I needed that question.

What's your one thing today?

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#1: Information-to-Story

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#1: Information-to-Story

- Start with tip or advice
- Ask yourself these questions:
  - When did I first learn this?
  - When did I see someone ignore this and pay the price?
  - When did this show up in my own life in a way I didn't expect?
  - When did a client have a breakthrough because of this?

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#1: Information-to-Story

- Lead with that moment instead of the information
- Let the information emerge naturally from the story
- End with a question or invitation that connects to your reader's experience

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AI Story Prompts

I want to turn a tip into a story post for social media/email.

My tip is: [your tip]

I work with [your ideal clients]

Ask me questions one at a time to find the real story behind this tip - a moment, a conversation, or an experience that taught me this lesson. Once you have enough, write a story [post/email] that opens with the moment, weaves in the tip naturally, and ends with a question for my reader.

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Prompt Enhancers

- Here is my Voice Profile
- You are only allowed to ask me 5 questions
- Here is an example…
- Add more feelings / emotions / humor / tension
- Add more empathy / warmth / vulnerability
- Make it harder to stop reading

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#2: Client Story

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Client Story Prompt (Example)

Help me write an email with a compelling story about a business owner, Sally, who just attended my JV Playground live event and had these takeaways:

- My biggest Aha (and relief) was that I don't need a big list to do JV partnerships!
- I now see JVing with people with huge lists is a definite possibility where they used to seem completely out of reach.
- It’s easier to build our businesses together by doing JVs

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#3: Micro-Story

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Micro-Story Prompts

Give me 5 ideas on how to connect [moment / book / movie / idea / experience/ interest] to [your expert topic].

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AI Story Prompts

Act as an expert interviewer, storyteller and copywriter.

Interview me (by asking one question at a time) until you have all the information you need to write a [SM post/email] about [story or experience] and connect it with [your expert topic]. My ideal audience are [your ideal clients].

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#4: Struggle-to-Shift

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The “Struggle” Story Format

- Open with the struggle (be specific, not vague)
- Describe the turning point or moment of realization
- Share the shift - what changed and how
- Invite connection ("Anyone else been here?")

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Story Post/Email

For months, I kept telling myself I just needed the right words.

If I could just figure out the perfect story,people would finally start paying attention.

So I'd spend an hour on each post.. tweak it, second-guess it, refine it, uplevel it, rewrite it… and get maybe three likes (one of them usually from my mom).

Then one day, I was running late and just shared a quick story about a client moment that had moved me. No editing. No strategy. Just... what happened.

47 comments. 12 DMs. Two discovery calls booked.

That was the day I stopped trying to sound smart and started letting people see me.

Has that ever happened to you - where you stop trying and that's when it works?

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The “Struggle” Story Prompt

I want to write a struggle-to-shift story [post/email].

I work with [your ideal clients].

The shift I want to write about is: [describe the shift/lesson]

Ask me questions one at a time to uncover the real struggle behind this transformation - what I was feeling, what I was telling myself, what the breaking point looked like, and what finally changed. Then write a [post/email] that pulls the reader into the emotion of the struggle before revealing the shift.

End with a [question/invitation] that makes them feel seen.

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#5: Confession

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The Confession Story Format

- The confession - something you got wrong, avoided, or believed that held you back
- The cost of that belief
- What you know now
- The “gift” to your reader

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Questions for Confession Story

- What did you believe about your business, your clients, or yourself that turned out to be completely wrong?
- What did you do the “hard way” for way too long?
- What advice did you follow that didn't work for you, even though everyone said it would?
- What were you secretly afraid people would find out about you or your business?
- What did you judge in others that you later recognized in yourself?
- What is the thing you wish someone had told you sooner?
- What did you use to hate?

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Confession Story Post

I used to think that sharing personal stories online was self-indulgent.

Like - who wants to read about my life? I'm not a celebrity.

So I kept my posts professional. Educational. Helpful.

And completely forgettable.

What I didn't realize is that stories aren't about making things personal. They're about making things human. And people connect with humans, not information.

The moment I let people see a real moment - a mistake, a lesson, a small win - everything changed.

If you've been keeping yourself out of your content because it feels like oversharing, I want to offer you a different frame: it's not about you. It's for them.

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The Confession Story Prompt

I want to write a “confession story” [post/email].

I work with [your ideal clients].

The thing I want to admit is: [describe the belief, mistake or thing you avoided]

Ask me questions one at a time to uncover what I believed, what it cost me, and what I know now. Then write a [post/email] that opens with the confession, makes the reader feel the cost of that belief, and ends by turning the lesson into a gift for them.

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