

Month One Calendar

		Day One	Day Two	Day Three	Day Four	Day Five	Day Six	Day Seven
Week One	Post		Personal post		Re-introduce yourself to your community		Personal post	
	Stories	Start posting photos of you with the products	Tease that you have some exciting news coming next week; ask your audience to guess what it is	Share stories		Share screen grabs, photos, feedback from your exclusive Friends and Family Event	Curiosity story from the Shaklee Share app	
Week Two	Post	Share something you learned from your personal development study			Personal post			What almost stopped you from starting your business
	Stories	Quote from your personal development		Curiosity story from the Shaklee Share app	Why you started your business		Behind the scenes of your workday	
Week Three	Post		How working on your business is making you a better person			Personal post		Share your personal product story
	Stories		Something you love about your side business			Something you learned in personal development		What you love about your team and the Shaklee Community
Week Four	Post	Personal post		Share your "why"	Personal post		What your first big business goal is	
	Stories	Motivational quote		Ask your audience members if they have a "why" or mission statement and to share it with you		Curiosity story from the Shaklee Share app		

Your Feed Posts

Your Instagram® Feed is the magazine version of your life. These posts are the polished version of what's happening in your day-to-day reality. This content can be planned ahead of time and curated to tell the story you want to tell. Your audience will expect that these photos are high quality, edited to be consistent, and aspirational.

Personal Posts

In your training, you were prompted to pick several topics that you felt comfortable talking about and sharing. People follow you because of your unique life and what you have to offer; you want to keep that a regular part of your feed. Share regularly from the 5–7 topics that you decided were core to your personal brand. Rotate through the topics so that they each gets covered monthly, and your audience knows who you are and what you have to offer.

Social Media Stories

Social media stories are awesome because their lifespan is so much shorter. People love watching stories to get a glimpse of what it's like to live your everyday life and get a behind-the-scenes view of what's happening. They expect this content to be a lot rawer and less edited. Remember to continue to share the pieces of your life you were already sharing. Here are some ideas of stories you can post every day.

Personal Story Ideas

1. Your daily routine
2. How you spend your day
3. What you're cooking/eating/drinking
4. How you manage your household
5. Your hobbies and talents
6. Time spent with family and friends
7. Any kind of a routine:
 - Skin Care
 - Workout
 - Nutrition
 - Food prep

Shaklee Story Ideas

1. You using, experiencing, or trying the products
2. Your time spent in personal development
3. Any kind of a routine:
 - Skin Care
 - Workout
 - Nutrition
 - How you fit your business in around your life
 - Business meetings/lunches/team calls
 - Shoutouts to new business partners
 - Behind the scenes of your pop-up events
 - Invitations for samples or upcoming events

Business Posts

These prompts will help you talk about your business in a way that feels natural – and without Shaklee being all over your feed. We know you're excited to share about Shaklee, your new business, and how people can join you. Remember that creating curiosity is part of the process and key to not alienating your existing audience.

