

7-Day C.A.L.M. Social Media Prompt Pack



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Goal

Help you connect with your ideal clients, build trust, and consistently show up without stress.


How to Use This Pack


- ✓ Pick one prompt per day and post on **Instagram, Facebook, LinkedIn, or your Google Business Profile.**
- ✓ Adapt them to your **own voice & style.**
- ✓ Stay consistent - **marketing doesn't have to be hard!**

xo, Kim

7-Days of Social Media Prompts

Day 1. Share Your Story


 Prompt: What inspired you to start your wellness practice?

 Example: “I used to feel lost in my career until I discovered the power of [your therapy/coaching method]. Now, I help others find clarity and healing. What’s one thing that has helped you through a tough time?”

 Why? Personal stories create connection and trust with potential clients.


Day 2. Educate & Empower


 Prompt: Share one common myth about your industry and bust it!

 Example: “Many people think therapy is only for when you're struggling, but the truth is, it's a powerful tool for personal growth. Have you ever tried therapy for self-improvement?”

 Why? Position yourself as an expert while making your services feel accessible.


Day 3. Showcase Your Space & Process


 Prompt: Give a behind-the-scenes look at your therapy room or wellness practice.


 Example: “Creating a safe, calming space is so important for healing. Here’s a little peek inside my office—where transformation happens! 🌿 ✨”

 Why? Helps potential clients visualize working with you, making it easier to take the next step.

Day 4. Highlight Client Wins (Without Needing Testimonials)


 Prompt: Share a common challenge your clients face and how you help them overcome it.


 Example: “Many of my clients come to me feeling stuck after a major life change. Through [your method], they rediscover their confidence and purpose. If this sounds like you, know that you’re not alone.”

 Why? Builds credibility and shows results without needing direct testimonials.

Day 5. Engage Your Audience


 Prompt: Ask a simple question to spark conversation.

 Example: “What’s your go-to way to unwind after a stressful day? 🌿”

 Why? Encourages engagement, making your content more visible to potential clients.

Day 6. Offer Value with a Quick Tip


 Prompt: Share a simple, actionable tip related to your expertise.

 Example: “Struggling with stress? Try this 60-second grounding exercise: Breathe in for 4 counts, hold for 4, and exhale for 4. Repeat 3 times. Let me know how you feel after! 🌿”

 Why? Provides immediate value, keeping you top-of-mind.

Day 7. Call to Action – Invite Them to Work With You

 Prompt: Share how people can take the next step with you.

 Example: “If you’ve been feeling stuck and unsure how to move forward, I’d love to help. Book a free consultation and let’s chat about how we can work together. Link in bio or DM me ‘READY’ for details!”

 Why? Helps convert followers into clients.

Thank you!

I hope you've found this **7-Day C.A.L.M. Marketing Prompt Pack** valuable and that it's helped you feel more confident about showing up and attracting your ideal clients! ✨

The best marketing is **consistent, simple, and aligned with YOU** - and you've already taken a great step by committing to these prompts. Now, let's keep the momentum going!

What's Next

If you're ready to **ditch the marketing overwhelm** and start attracting local clients consistently (without being online 24/7), I'd love to help you!

👉 Grab your free copy of **The Secret to Attracting Local Clients Consistently**

👉 Connect with me on social media for more tips, inspiration & support:

✔ **Instagram**

✔ **Facebook Group**

✔ **LinkedIn**

I'd love to hear from you! Reply and let me know **which prompt was your favourite** or tag me when you use them - I'd love to cheer you on!

You've got this, and I'm here to support you every step of the way! 💜

