



POST WITH PURPOSE

Model 1 - 6

NEED TO HAVE

TYPE	DESCRIPTION
Your Business DNA	DNA is what makes something what it is — even when everything else changes.
Understanding your clients	Understanding your clients means listening beyond their words to identify their real needs, motivations, and obstacles, so you can serve them with clarity, relevance, and impact.
Product & Services Journey	Your product or service journey is the intentional path you guide your client through, from their first moment of awareness to lasting, meaningful results.
Understaing & getting engaged leads	Understanding and engaging leads means attracting the right people, earning their trust, and nurturing the relationship until they are ready to take the next aligned step with you.
Setting up social	Setting up social means creating the right platforms, content, and presence to connect with your audience, build trust, and showcase your brand consistently.

	Week 1			Week 2			Week 3			Week 4			Week 5			Week 6		
	FOLL	LIKE	Save	FOLL	LIKE	Save	FOLL	LIKE	Save	FOLL	LIKE	Save	FOLL	LIKE	Save	FOLL	LIKE	Save
Facebook	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Mailerlite	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Instagram	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Youtube	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Linkedin	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

Post with Purpose 6 Week challenge

Inspire Educate, Engage, Showcase, Invite. Remember who, what and why

	MON	TUE	WED	THU	FRI	SAT	SUN
1	Fun, Quick and easy. Picture post Prep and setup blog post and Lead Generator 1	Blog post, email and on social Solve a problem 2	Purpose 3	2 x big mistakes 4	How I 5	Lead Generator 6	Story 7
2	Fun, Quick and easy. Picture post Prep and setup blog post and Lead Generator 8	Myth vs Truth 9	Blog post, email and on social 10	Mission 11	Poll 12	Story 13	Lead Generator 14
3	Fun, Quick and easy. Picture post Prep and setup blog post and Lead Generator 15	Before and after 16	Quick tip 17	Blog post, email and on social 18	Lead Generator 19	Values 20	Educate them 21
4	Fun, Quick and easy. Picture post Prep and setup blog post and Lead Generator 22	Promise 23	Lead Generator 24	Step by step solve a problem 25	Blog post, email and on social 26	Common Struggle 27	Behind the scenes 28
5	Fun, Quick and easy. Picture post Prep and setup blog post and Lead Generator 29	Lead Generator 30	Testimonial 31	Story 32	Solve their problem 33	Blog post, email and on social 34	Transformation 35
6	Fun, Quick and easy. Picture post Prep and setup blog post 36	Struggle 37	Quick win 38	Lead Generator 39	Mini Training 40	Story 41	Blog post, email and on social 42