



# *The Workbook*

# Copywriting Blueprints for Social Media

# RECRUITING

## Social Media Strategy

- ✓ What & when to post
- ✓ Formulas for captions & video scripts
- ✓ Examples of captions to make your own

### WHAT & WHEN TO POST

POSTING STRATEGY						
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Sharing Personal Story	Expert Tip	Behind The Scenes	Testimonial	Conflict	Fun/ Getting to Know You	
Photo or Canva Graphic	Photo, Canva Graphic or Video/Live Video	Photo or Video/Live Video	Screenshot of Testimonial or Video/Live Video	Photo	Photo, Canva Graphic or Short Video	
<b>BEST TIMES</b> 9 am 10 am 2 pm	<b>BEST TIMES</b> 10 am 2 pm 3 pm	<b>BEST TIMES</b> 11 am 2 pm 3 pm	<b>BEST TIMES</b> 10 am 1 pm 2 pm	<b>BEST TIMES</b> 9 am 10 am 11 am	<b>BEST TIMES</b> 9 am 10 am 11 am	
For audiences under 30 years old, also 8 pm	For audiences under 30 years old, also 8 pm	For audiences under 30 years old, also 8 pm	For audiences under 30 years old, also 8 pm	For audiences under 30 years old, also 8 pm		
<b>NOTE:</b> <i>This is just meant to be a guideline. Test what works best for your audience for the best results! The best times are based on the average. I recommend you look at your own insights to see which times your audience is most active.</i>						

### KEEP IN MIND:

Not every post is meant to be based on a sales strategy. We don't need to mention our offers (products/services) or even have a Call To Action (CTA) on every post. Some posts are meant to simply build affinity toward you, so telling a story that does NOT lead them to a sale will allow people to get to know, like, and trust you. Then when you create posts that mention your offers, they are more likely to take action.

# FORMULAS

*For Captions &  
Video Scripts*



TIFFANY ARMSTRONG  
CONSULTING  
Copyright © 2019

# STORY POSTS



TIFFANY ARMSTRONG  
CONSULTING  
Copyright © 2019

# THE PERSONAL STORY FORMULA

1. Hook
2. Share a story (The pain/challenge to the triumph)
3. Bring them in (Relate the story to your audience)
4. Closing inspirational/power statement
5. PS Selling
6. Sometimes do a Call to Action (Private message you or book a call through your Calendly link), and other times just leave the story without focusing on sales.

**EXAMPLE:**



You know what I hate? And I mean hate.

Is witnessing the amazing people in my life...

Who have SO much to give to the world...

So much impact to make...

So much money to be made for their family's future...

But they're just spinning their wheels in the same exact place...

Sometimes for years.

They read books, take courses, hire certain coaches...

Only to find that they haven't moved the needle one bit.

They're missing clarity...

They're missing structure...

And they're busy...

**BUT...**

Busy with all the wrong things.

So guess what happens.

Distractions take over...

Money bleeds to no avail...

Stress ensues...

AND THEY GIVE UP ON THEIR DREAMS!

This!

Breaks!

My!

HEART!

Success doesn't need to be difficult.

It doesn't even need to take a lot of time.

The interesting thing that I hear from my clients all over the world...

The Netherlands, UK, Australia, Czech Republic, US...

They all say the same thing...

Once they gained clarity...

And the systems to back that clarity up...

Their impact skyrocketed...

And so did their income.

This is what I do...

And in VERY short order.

My clients bring in more money than they ever have...

And in a matter of weeks!

They call me their business coach...

They call me their life coach...

They call me their systems and processes guru...

I just call myself someone who guides them to reach the impact and finances that they were intended to in this world...

With half the effort.

Freedom comes from clarity...

And from automated systems to free up your time.

I'd be so honored to chat about how I can do that for you...

Or anyone you know who is busy...

But busy with all the wrong things...

Or just plain stuck and not moving forward at all.

Dreams are meant to be realized.

Let me know how I can help sweet friends.

We can set up a simple chat to figure out how to finally move that needle for you.



Tiff



## EXAMPLE 1:



My Goodness 2020. What a freaking year you were.

My greatest tailspin followed by my greatest triumph.

One day back in May, I was up against the wall in a way I've never experienced before.

Oh I sure have experienced & overcome fear in my life...

Being faced with overcoming a psychotic attacker over 20 years ago was one of those times...

But this time felt different.

I was at the brink of losing my business...

My entire soul's mission.

I had cashed out every single dollar in my retirement fund to put toward saving lives around the world...

And I launched with full confidence.

And then our little friend COVID peeked his head around the corner and gave me a wink as I saw my entire sense of stability come crashing down.

Oh that day was a rough one for me...

Rock bottom as they say.

But the most precious day of my life was the day following.

Rather than drowning in the fear of how to survive...

I shifted my focus to the many lives I've already helped save.

I focused outside of myself, and onto the millions of people I knew I could help.

And that's when it happened...

My thinking became more resourceful...

And I came up with strategic ways to help women understand how to not go through what I went through.

How to protect herself and her family.

We NEVER think it will happen to us, but the statistics are there for a reason.

1 in 3 women will be attacked in her lifetime.

80% of the time it's by someone we know.

Most women report that they do not have a plan or the skills to overcome an uncomfortable or dangerous situation.

It literally costs each victim an average of \$150,000 in medical bills, therapy, lost wages, and all the random costs associated with not knowing how to overcome an attack.

THIS is why my mission continues and I will never stop...

No matter what I face in my own personal life.

This is my soul's mission for a reason.

Thank you to all of my one-on-one clients, groups and teams that have leaned in my teachings...

You are how we turn these statistics around...

And I sleep better at night knowing you will, without a shadow of a doubt, make it home safely to your families every night.

I'm celebrating with you in that.

I'm so extremely grateful to continue this mission in full force, and sharing it with anyone who is ready to make their personal safety a priority.

I love you all...

Words can't even begin to express how blessed I felt with all of your love and support.

SO many of you jumped in on that day back in May, and took a stand for me when I needed it most.

I'm standing strong and grateful, and just know that

I  
WILL  
TAKE  
THAT  
EXACT  
STAND  
FOR  
YOU

I'm here for you if you EVER need me.

Always.





Tiff

## EXAMPLE 2:



I bought a \$5 rock that 2 little boys picked up in a field.

Did I need this rock? That would be a resounding No.

So why would I spend \$5 on something that I could grab for free?

Here's why:

These 2 little 6 & 7 year old boys walked up my driveway with their roller backpack in tow...

One said, "Excuse me ma'am?"

We happen to have a rock business.

We sell very unique rocks.

We have small ones and large ones.

The coolest part about the large rocks is that they can hold down your papers when your fan is on...

They can be a conversation piece when your friends come over...

And if you're looking for some variety, they change color when you put them under water.

The benefits are endless.

Would you like a few small rocks for \$1 each or a large one for \$5?"

I asked, "What would you recommend I get?"

He said, "I strongly recommend the large rock because not only is it pretty to look at, but it's also functional."

😬 I told him that was a brilliant answer and told him I'd take the large rock.

I asked what they were planning on using the money for...

The 2nd boy said, "Well with half of the money, we're going to buy a toy and candy at the store..."

And with the other half, we're going to do something nice for our parents."

I said, "Well wow! How very sweet of you both. I love your giving hearts!

Do you want to know something super cool about business?"

They both got all excited and said "YES PLEASE!"

I said, "The secret to having a very successful business involves 2 things.

1. Always asking your client what they truly need, and then making sure your service or product can take extra great care of them.

And #2 is that you always have a very special reason you're wanting to make money in the first place.

Just using money to buy things can bring you those happy feelings for the moment...

But using it to do good things in the world brings those happy feels for the rest of your life."

The 2nd boy literally jumped and said, "THAT'S WHAT WE'RE DOING!!! WE'RE DOING SOMETHING GOOD FOR OUR PARENTS! WOW! WE HAVE THE BUSINESS SECRETS ALREADY!!!!!"

I said, "You sure do! And I'll be keeping this rock as a reminder of that lesson for myself!"

Then the 2nd boy whispered to the first boy, "See if she wants to buy a rock for her dog too."

Haha! I politely declined the 2nd rock, but sent them off with a round of applause for their courage to ask.

So I bought this \$5 rock...

Not because I needed it...

But because these precious little souls are going to do some massive good in this world.

And that needs to be encouraged.

You'll never fail when you lead your business from your heart.

The money will come.

I love you sweet friends.

Thank you for being my kind of people.



Tiff

# EXPERT TIPS

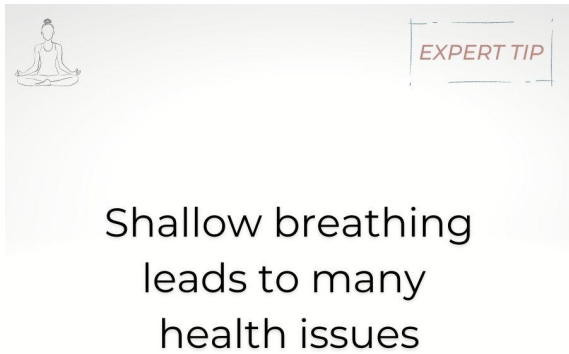


TIFFANY ARMSTRONG  
CONSULTING  
Copyright © 2019

# THE EXPERT TIP FORMULA

1. Hook
  - a. Did you know...
  - b. We've all been there...
  - c. Write a phrase in all capital letters to spark curiosity
2. Smooth authority
3. Share the tip
4. Bring them in (Relate the story to your audience)
5. Closing tips with how they can implement this into their lives
6. PS Selling
7. Sometimes do a Call to Action (Private message you or book a call through your Calendly link) and other times just leave the tip with no focus on sales.

## EXAMPLE 1:



And most people go days  
without taking a deep breath

Isn't it amazing how we can go through an entire day...

And forget to breathe?

I mean actually taking a full breath...

The kind of breath that our bodies are meant to take.

It wasn't until I became a yoga practitioner that I realized how much of a problem this was for the majority of people.

You know how when we repeat something over and over again...

It turns into muscle memory?

Where we don't have to even think about it.

It happens automatically without a conscious thought.

Well you see...

Practicing yoga on a regular basis develops that muscle memory with your breath...

Where you take those full, cleansing breaths automatically throughout the day...

And believe me when I tell you that the statistics and research scream out loud...

That quality breathing can help you prevent so many health issues and diseases.

Shallow breathing increases both blood pressure and your heart rate...

Among many other health issues.

So practice that yoga sweet friend...

So you can develop your breath pattern...

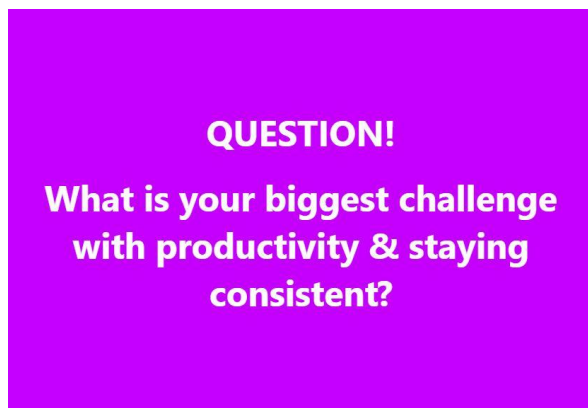
And breath in life in a way you've never experienced before.

PS. I have a few openings for some new one-on-one clients, and I'd love one of those to be you.

Let's shift the future of your health...

Together.

## **EXAMPLE 2:**



[No Caption]

## **EXAMPLE 3:**





Kids screaming &  
crying may be  
mistaken for a tantrum.  
Instead have them yell

**Fire! Fire!**  
**He's not my dad!**

We have ALL walked by a child who is screaming.

We see the adult and assume they're the parent, and they will handle it.

But what about when it's not their parent...

What about when it's an actual 'bad guy' or 'bad gal?'

That's why we need to teach our children to scream:

FIRE! FIRE! She's not my mom!

or

FIRE! FIRE! He's not my dad!

Note: It's been well researched that the word 'help' tends to scare bystanders away and 'fire' draws them in.

If you were walking by a child screaming that sentence...

You would know immediately that the child needs help.

Please teach this to your children...

And PRACTICE it on a regular basis.

If your children are much younger, do this in a playful way to start, so their little brains can take in the lesson.

You know your child better than anyone, so you'll be able to teach in an age appropriate manner.

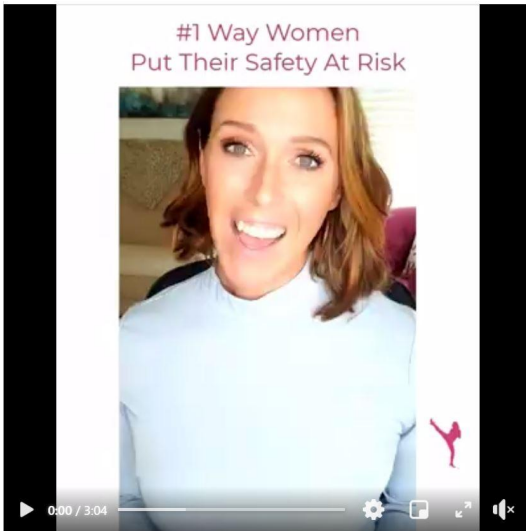
Families who self-defense together stay together.



Tiff

## **EXAMPLE 4:**

[Video explaining tip]



We have ALL done this...

Every...single...one of us.

AND, it's known to be one of the #1 techniques predators use to lure us into their planned trap.

There are so many things we can do to prevent the harassment or prevent the attack...

Create these simple habits, and over time, you'll have an arsenal of skills that will outsmart these "bad guys/gals."

You got this sweet friend!

Set those boundaries unapologetically!

MUAH!

Tiff

# BEHIND THE SCENES



TIFFANY ARMSTRONG  
CONSULTING  
Copyright © 2019

# THE BEHIND THE SCENES FORMULA

1. Hook
2. Share how excited or inspired/grateful you are about what you're showing
3. Share why you do what you do
4. Bring them in (Relate the story to your audience)
5. Closing inspirational/power statement
6. Sometimes do a Call to Action (Private message you or book a call through your Calendly link) and other times just leave the post with no focus on sales.

## EXAMPLE 1:



Oh the belly laughs!

While I was filming my course 2 years ago...

The bloopers were endless.

I said things like...

"Throat strike 'em in the face!" 🤔

Quick anatomy lesson: the throat is not on the face.

"Grab him like this to get him off" ❌

Some in the crew wanted a rescript..

Apparently it sounded X-rated.

I got through about 50 videos perfectly only to end each with...

"And thanks for coming!" 🙇

Which made no sense, so we had to reshoot the entire thing.

Thank goodness for having the most patient camera crew ever (Tommy Mac). 🙏

Laughing until you cry makes living out your mission that much sweeter.

Self-defense is typically taught in such an aggressive, fear-inducing way...

But if you know anything about neuroscience...

Our brains don't learn well when in a state of fear.

👉 We retain the knowledge when we are entertained & laughing.

Think about the commercials that use humor...

We remember those more than any others for a reason.

That's why I took the approach of teaching the lessons in a fun, light-hearted way...

Even self-defense can be fun rather than fear and paranoia-inducing.

I even teach in my heels and show you how to USE those heels...

Because I was wearing heels when I overcame my attacker.

Goodness knows that attackers don't simply target people wearing workout clothes, gym shoes or a martial arts uniform.

With that said, where can you bring more joy into your mission?

How can you make your teachings even more enjoyable for your clients?

Even if what you teach is on the serious side of things...

Search for ways to be intentional about bringing joy to you, your team and your clients.

Because that's where the magic happens.



Tiff

## EXAMPLE 2:



Today is a day of gratitude and reflection for me.

It's been 2 years since I made the decision to pour my entire heart and soul into reaching women and families all over the world...

Guiding them from worthlessness to skyrocketing their self-worth...

And managing their expectations that there will be ups and downs along the way...

Giving them the step-by-step skill sets to attract healthy relationships rather than abusive ones...

Teaching them to do the simple things like walking through a parking lot in a way that keeps them out of harms way...

And helping the mama's of the world to not only know how to protect their precious kiddos...

But to also know how to raise children who know how to protect themselves on all levels...

And that starts with THEIR self-worth.

And equipping these women and families with skills to be able to overcome a 'bad guy' if it ever came down to needing to.

My heart is the most full it's ever been in life...

And I have YOU to thank for that.

Thank you for your love and support on this journey.

I couldn't have done it without you.

And for those of you who haven't taken any of my courses...

I so strongly encourage you to take that leap.

I've mixed all of my 20 years of personal development...

And my 22 years of personal safety education...

All into my courses...

So you can become the best version of yourself...

And keep yourself safe from harms way.

I'm more than willing to set up a call to help guide you in the best way possible.

If that's of interest to you, just send me a private message, and we'll chat more deeply about you personally and your situation and how I can help support you.

I love you dearly and always will.



Tiff

### **EXAMPLE 3:**



Do you ever stop...

And take even a minute for yourself in silence?

What about an hour?

Or what about investing in something...

A seminar, a course, a coach...

To help you become an even better version of yourself.

Think about what holds you back from doing these things for yourself?

We love to give to others...

But we can't pour from an empty cup.

You come first...

You're worth the investment.

Your future self with thank you.

And I'm here to support you in any way I can...

For forever.

## **EXAMPLE 4:**





My mission moves my soul...

To witness how women's self-worth...

Confidence...

Empowerment around their safety...

Shift right before my very eyes...

And in SUCH a short amount of time.

My mission lights this soul of mine of fire.

What is your mission in life?

What lights your soul on fire?

# TESTIMONIALS



TIFFANY ARMSTRONG  
CONSULTING  
Copyright © 2019

# THE TESTIMONIAL FORMULA

1. Hook
2. Share story of your client/customer/team member
3. Speak directly to your client (how proud/impressed you are & possibly even share their company website or social media so people get excited to work with you knowing you will share about them)
4. Bring them in (Relate the story to your audience)
5. Closing inspirational/power statement
6. PS Selling
7. Sometimes do a Call to Action (Private message you or book a call through your Calendly link) and other times just leave the testimonial with no focus on sales.

## EXAMPLE 1:

We had Tiffany Armstrong do a 6-week personal development series for our members and she knocked it out of the park. Tiffany has a very powerful personal story and she teaches in a way that allows those listening to connect emotionally with her right away. She shares stories and then teaches business strategies like the art of copywriting, sales training techniques, attraction marketing, productivity strategies, as well as, created mindset breakthroughs that encourage people to face their fears, their challenges, and self-limiting behaviors and begin to make changes. So many reported personal and business growth following her trainings. The feedback from the 6-week series was overwhelmingly positive and I would highly recommend Tiffany to any group.

**Michael Connaughton**  
Young Living  
Vice Pres. Sales | US



I had some tears over this one.

This is my first testimonial from a billion-dollar company, and to say I'm honored is the greatest understatement. As an empowerment-based business consultant, I trained their team around the world and the feedback from so many of them brought me to tears knowing I'm doing what I was meant to do in life.

Thank you to Mike for all that you do to guide your teams to bring health into homes on such a deep level, and thank you to Kristy Dempsey for connecting us. You're not only shifting the health of so many around the world, but you've had a MAJOR impact on mine personally.

My.

Heart.

Is.

So.

Grateful.

Thank you, all my precious friends, who have cheered me on to get me to this point in life. I truly have the best people in my life.

Thank you for being one of them.



Tiff

## EXAMPLE 2:



Kate Edwards ► Mums Supporting Mums

1h • 📷

Business Mammamas 🤗❤️ I have to recommend an incredible coach that I have been working with 🙌 I am an unorganised mess at the best of times 😂 but I totally own that shit ....

I have met the most INCREDIBLE woman who "GETS ME" and I have to give a massive shout out to [Tiffany Armstrong](#) for making me grab my business by the balls and create the most powerful system I could ever wish for !!! ❤️

I shall be recommending all my leaders work with this woman as I personally have spent THOUSANDS of dollars on finding the right person to help me find MY SYSTEM !!!

Invest in yourself and you WILL not know yourself!!!! This woman can help you move to the



😭😭😭 I'm so grateful! So so grateful. ❤️🙌

Most of you don't know this about me, but I have a Massive (with a capital M) passion for helping people destress their personal lives and businesses with system, processes, and mindset training...

That helps stop the procrastination for good.

Procrastination is simply a lack of clarity, a fear of failure or a fear of success. We smash through that... and quickly.

Kate, is a precious soul sister of mine in Australia who supports 20,000 women in her team to create an income that most only can dream up.

She also specializes in supporting mom (or mums and she so sweetly says it 😊) in ways I can't even explain in words.

She's an amazing soul, and supporting her to carry her impact on an even larger scale fills my SOUL!

PS. If you want skin that is as smooth as a baby's bottom... she's your gal... truly. ❤️🙌

Sweet friends, if you're feeling overwhelmed, scattered, like you can't scale what you're doing...

And even have mindset blocks that keep yourself from succeeding in any aspect of your life...

I've been supporting men and women in this for well over 15 years now.

I'd love to understand you and how I can support you to take the deep stress away...

So you can do what you were meant to do.



You can schedule a call with me at the link below.

I'll give you some immediate tips on a call... because that's what I do. 😊😊

[INSERT CALENDAR LINK]

I love you sweet friends.

And, Kate, I cherish you more than you'll ever know... we're in this together sister! ❤️😊

### EXAMPLE 3:



Tiffany is the reason my business is flourishing! I had been working with many different coaches & teams prior to working with Tiffany. I had paid a lot of money to work with specialists to build my website and create my brand and market my business; however, ***I was still spinning in confusion***, and even though I felt like I was moving forward, I was in fact stuck and didn't know it.

***Tiffany gave me so much clarity! Even within the first session I was leaps and bounds further than I had been in the last three months.*** She keeps me on track, she's creative, organized, thorough, extremely responsive and most importantly, she was very emotionally involved in what I was doing.

She was doing extra research for me and reaching out to me constantly with brilliant ideas that she had about my business. She even connected me with someone in a different country! She has so many connections! She is resourceful. She knows so many people that just working with her expanded my clientele in a way that I didn't think was possible.

Working with Tiffany was worth every penny, and although I am an independent self-starter, I find myself constantly wanting to run every idea I have by her because she has such incredible insight, and her experience is invaluable.

Tiffany is not only a positive energy that uplifts my business and leaves me feeling empowered, but she is the reason that I am where I'm at right now.

**Jheri South**

THIS is why I do what I do!

I have the privilege of witnesses greatness happen right before my very eyes.

We find that clarity...

And we find it FAST.

With Clarity comes rapid fire progress.

And with rapid fire progress comes finances flowing to you...

And the world experiencing the impact that you were meant to create.

I'm here for you, my amazing friend.

You're not alone.

Here's my calendar link for us to chat about what you're looking to create...

And break through the things that are stopping your progress.

**[INSERT CALENDAR LINK]**

We will make the magic happen together.





# CONFLICT POSTS



TIFFANY ARMSTRONG  
CONSULTING  
Copyright © 2019

# THE CONFLICT POST FORMULA

1. Hook
2. Share the “injustice”
3. Share how your stand against it and how you triumph or help your clients triumph
4. Bring them in (Relate the story to your audience)
5. Closing inspirational/power statement
6. PS Selling
7. Call to Action (Private message you or book a call through your Calendly link)

## EXAMPLE 1:



You know what I hate? And I mean hate.

Is witnessing the amazing people in my life...

Who have SO much to give to the world...

So much impact to make...

So much money to be made for their family's future...

But they're just spinning their wheels in the same exact place...

Sometimes for years.

They read books, take courses, hire certain coaches...

Only to find that they haven't moved the needle one bit.

They're missing clarity...

They're missing structure...

And they're busy...

BUT...

Busy with all the wrong things.

So guess what happens.

Distractions take over...

Money bleeds to no avail...

Stress ensues...

AND THEY GIVE UP ON THEIR DREAMS!

This!  
Breaks!  
My!  
HEART!

Success doesn't need to be difficult.

It doesn't even need to take a lot of time.

The interesting thing that I hear from my clients all over the world...

The Netherlands, UK, Australia, Czech Republic, US...

They all say the same thing...

Once they gained clarity...

And the systems to back that clarity up...

Their impact skyrocketed...

And so did their income.

This is what I do...

And in VERY short order.

My clients bring in more money than they ever have...

And in a matter of weeks!

They call me their business coach...

They call me their life coach...

They call me their systems and processes guru...

I just call myself someone who guides them to reach the impact and finances that they were intended to in this world...

With half the effort.

Freedom comes from clarity...

And from automated systems to free up your time.

I'd be so honored to chat about how I can do that for you...

Or anyone you know who is busy...

But busy with all the wrong things...

Or just plain stuck and not moving forward at all.

Dreams are meant to be realized.

Let me know how I can help sweet friends.

We can set up a simple chat to figure out how to finally move that needle for you.



Tiff

## EXAMPLE 2:



You know what I hate?

It breaks my heart to see families having to choose...

Between quality time together vs making money for the family...

Between watching their kids sports games vs having to stay late at work for that meeting your boss tossed on your schedule...

Between taking a family vacation vs having to work because you don't get any more time off.

We shouldn't have to choose to turn our backs on our families to create that income and time freedom that we so deserve.

Our families need us.

Our kids need us.

They are always watching.

Do we want to teach our kids that working ourselves to the bone is the way to live?

Heck no.

Because that's not living while you're living.

I made a decision to teach my daughter to be a servant leader.

My little girl, Dee, will know how to lead.

She will know how to put her family time first.

And she will know how to have finances flow to her, so she can give to the missions she believes in.

And I want that for you too my friend.

I've created that flow for my family...

And I'd be honored to help guide you to create that for yours.

Let me know how I can help support you and yours.

I'm more than willing to hop on a call to show you how I did it.

Here's my calendar link my friend.

[\[INSERT CALENDAR LINK\]](#)

It's your time to shine.

It.

Is.

Your.

Time.

### EXAMPLE 3:



It. Breaks. My. Heart...

To see the teens of the world contemplating suicide...

Because bullies are targeting them...

Simply because they have acne.

To see the precious people in my life who have such a powerful message to share...

Such a massive impact to make...

But are too insecure to get out there and share it...

Because they don't feel confident in their own skin.

To hear my friends talk about how "ugly" they are...

And they won't put themselves out there to go on dates...

And find the love of their life...

Out of fear of rejection...

Because they are embarrassed about the way their skin looks.

It doesn't need to be this way.

We don't have to let our skin dictate our future.

This is what I help people around the world with...

Every. Single. Day.

I've been brought to happy tears to watch the emotional transformation...

Watching someone go from deep insecurity...

To that kind of unstoppable confidence.

They're entire world changes!

I've witnessed increases in finances...

Higher quality love relationships...

A release of mum guilt because they're happier and not snapping at their children...

All because they've experienced a massive boost in their confidence...

And it started with understanding how to heal their skin.

I'd be so very honored to help support you to have that same shift in your life.

You're not alone.

We're in this together.

I'd be more than happy to hop on a quick call with you to assess your skin...

And sort through the best solution for you sweet friend.

Here's my calendar link for a 15-minute chat.

[\[INSERT CALENDAR LINK\]](#)

Or you can send me a private message.

Cheers to making your confidence a priority.

Because that's where the magic happens.



FUN/  
GET TO KNOW  
YOU POSTS



TIFFANY ARMSTRONG  
CONSULTING  
Copyright © 2019

# THE GETTING TO KNOW YOU FORMULA

1. Keep the caption short and sweet. It can be funny, inspirational, sarcastic.
2. Ask an open-ended question to get engagement (not one that can be answered as just “Yes” or “No”....ask the question in a way that they would have to actually share a full answer.

### EXAMPLE 1:



Just a boy and his blankie. He carries this thing around with him all the time.

He came out of the bedroom like this. 🤪

### EXAMPLE 2:



Without a shadow of a doubt! 💪😊

Sweet and polite, but able to set firm, healthy boundaries and bring out her own mama bear when needed.

Same for the sons of the world!

**EXAMPLE 3:**



Thank you for filling my soul this year!  
I  
AM  
SO  
GRATEFUL  
FOR  
YOU!

**EXAMPLE 4:**



Happy holidays sweet friend! You light up my life!