

## **TRANSFORMATION (Before & After / Results)**

1. "This isn't just a weight loss story...".  
(Because the best transformations are the ones you can't see.)
2. "What 30 days of small choices really looks like 🙋".  
(Spoiler: It's not a perfect gym routine.)
3. "I joined for the weight loss. I stayed for the confidence."  
(Read that again.)
4. "Proof that change doesn't have to be dramatic to be powerful ↓"  
(Swipe to see the little wins that changed everything.)
5. "Before & after... but make it mental health, sleep, and self-worth."  
(Transformation is more than the scale.)

## **PERSPECTIVE (AUTHORITY) — 'Why I / How I'**

1. "Why I said yes to this biz—even though I had zero clue what I was doing."  
(Spoiler: It was the best yes I've ever given.)
2. "How I stay consistent even on the days I feel like quitting 🙋".  
(Because motivation doesn't always show up.)
3. "3 things that helped me go from overwhelmed to organised."  
(If you're new or stuck, this is for you.)
4. "No, I don't chase sales. Here's what I do instead 🙋".  
(This shift changed everything for me.)
5. "That one DM that reminded me: THIS is why I do what I do."  
(You never know who you're inspiring.)

 **TRENDS / EXPERTISE (Stats, Insights, Myth Busting)**

1. "MYTH: Meal replacements don't work. Let's talk science 🙌".  
(And why this one is different.)
2. "90% of diets fail by day 12. Here's why..."  
(And what actually works instead.)
3. "Gut health isn't just trending—it's transforming lives."  
(Here's how to support yours.)
4. "Think your workout matters most? Think again 🙌"  
(These 2 things have a bigger impact.)
5. "The truth about collagen (and why I swear by it daily)."  
(3 surprising benefits most people miss.)

 **PRODUCT (Launches, Features, Benefits)**

1. "Unboxing the product I never travel without 📦"  
(And why it's a total game-changer.)
2. "If I could only keep 3 products, these would be it 🙌".  
(Here's exactly how I use them.)
3. "Spotlight on: the product that changed my sleep, skin AND sanity."  
(No gatekeeping here.)
4. "Flash sale alert: Here's what you need to know and why I'm stocking up!" (Don't miss this.)
5. "Ever wonder what's in my wellness routine? It starts with this ↓"  
(Quick breakdown of how and when I use it.)
6. (Because the best transformations are the ones you can't see.)
7. "What 30 days of small choices really looks like 🙌"  
(Spoiler: It's not a perfect gym routine.)
8. "I joined for the weight loss. I stayed for the confidence."  
(Read that again.)
9. "Proof that change doesn't have to be dramatic to be powerful ↓"  
(Swipe to see the little wins that changed everything.)
10. "Before & after... but make it mental health, sleep, and self-worth."  
(Transformation is more than the scale.)