

Day	Stories	Reel or Post Name
Day 1	Day in the Life: Today I'm taking you through my workday. I wake up at 8, make coffee, meditate, start work at 9, go through work tasks, attend a client meeting, and spend the evening with friends.	"Day in the Life"
Day 2	Advantages: Highlight career perks and challenges. I saw that you liked my Day in the Life. I'll be honest, it's not always easy, but there are so many things I love about this job. Show clips of meeting clients, working from beautiful locations, etc. Each perk gets its own story.	None
Day 3	Rest day – no stories filmed.	None
Day 4	Light lifestyle content: show new clothes (success symbols like iPhone, designer items), spa day, walking around town, enjoying life. Emphasize that all of this was possible with SMMA.	None
Day 5	Achievements: Looking at my life, I realized I've been running my agency for	"How Much I Made in a Year Doing

	X years. I opened Facebook Ads for the first time with no clue what to do. Now, X years later: big brands are my clients, I scaled their revenue, made \$50k in six months, bought a new iPhone, and moved to London. This one decision changed my life. Show screenshots of DMs reacting to these stories. Simple poll: "Want me to share the plan so you can do the same?"	SMMA"
Day 6	Plan: "Today I'll show you how to make your first \$1.5k with SMMA. We need two things: learn ads and get clients. Step 1... Step 2... etc."	"5 Steps from Zero to \$1.5K a Month"
Day 7	Preparing the lesson: Do you know what I'm doing today? Making a present for you. Sofia at her laptop putting together the free 40-min training. Preparing slides. DMs of people saying, "Yes, I'm interested."	None
Day 8	Free training: "It's ready!" Show teaser video, invite viewers to DM "lesson" to get it, reveal what's inside, and show early feedback from first viewers.	Short ad-style reel for free training
Day 9	Rest day – no stories filmed.	None
Day 10	Announce the product idea: "I made an important decision. I see how you liked the lesson, and I realized I want to share	None

	my experience. One year ago, I went from X to XYZ (show photos). From this to this (photos). Made X dollars. I've decided to take 5 people with whom I will share my experience and show everything. DM me + if interested." Show screenshots of people sending +.	
Day 11	Direct product pitch: "Today I'll choose 5 people... Let me tell you about the product. You will learn to run ads like this. Package your profile. I will help everyone find their first client. It's a two-month program, 8 lessons with me. Main result: your first signed client for X dollars. Enrollment is open. First spot taken, 3/5 spots left."	None
Day 12	Rest day – no stories filmed.	None
Day 13	Life content only, showing people who joined the program.	None
Day 14	Overcoming objection: "Today we'll cover the main fear of beginners: 'I can't find clients.' In my program, I give this, this, and this." CTA: DM to join.	None
Day 15	Handle second objection: "Today we'll cover the second fear: Ads are too complicated." Explain what's included in mentorship (step-by-step guidance). CTA: DM to join.	None
Day 16	Last chance pitch: show calls with people	None

	who already bought, their testimonials, final CTA link, main reasons to join.	
Day 17	Rest day – no stories filmed.	None
Day 18	Celebrate the launch – take a break.	None
Day 19	Announce free strategy sessions: “I have one more present for you. Tomorrow I’ll do 10 one-on-one free strategy sessions. For beginners, we’ll create a plan to start SMMA from scratch. For advanced, we’ll create a strategy to sign more clients.” Include DM CTA to book 1-on-1 calls.	None
Day 20	Full day of Zoom calls – closing more sales.	None