

30-DAY CONTENT LIBRARY · ALL TRACKS

Days 8–37. *Keep Going.*

Your 7-day launch sequence started the conversations. This library keeps them going — and builds the kind of sustained presence that turns curiosity into customers and customers into partners. Four themed weeks. Five content types. Speaking points for every post so you always know what to say and how to make it yours.

WEEK 1 — MOMENTUM

WEEK 2 — EDUCATION

WEEK 3 — COMMUNITY

WEEK 4 — INVITATION

HOW TO USE THIS LIBRARY

Each post entry gives you the angle, the speaking points, the format, and how to close it. You write the actual post in your own voice using those points — or take them into an AI tool and ask it to write something that sounds like you. Either way, the thinking is already done.

Post once per day. Stories run alongside these every day per the Stories Guide. The Thursday Zoom invitation lives in your Wednesday and Thursday stories — not in these feed posts.

Track note: Most posts work across all tracks. Where a post is specific to one track — skincare, wellness, or overall — it's noted. Experienced partners should add their credibility angle to any post they use: "After X years in this space, here's what I know about this."

USING AI TO WRITE YOUR POSTS

Turn speaking points into posts in your own voice.

Copy the speaking points for any post entry and paste them into Claude or ChatGPT with this prompt. You'll get a post that sounds like you — not like a template.

I'm writing a social media post for my Neora business. Here are the key points I want to cover:

[paste the speaking points here]

Write this as a natural, conversational post in my voice. My tone is [warm and real / direct and confident / wellness-focused and grounded — pick what fits you]. Keep it authentic — no corporate language, no hype, no "I want to be honest" type phrases. The post should feel like something I'd actually say to a friend. Under 150 words for a feed post, or under 50 words for a story caption.

HOOKS REFERENCE — THE FIRST LINE DECIDES EVERYTHING

Every post in this library needs a hook. Here's your reference.

The speaking points tell you what to say. The hook is what makes someone stop scrolling long enough to read it. Match the hook phase to what the post is actually doing — pattern interruption for curiosity posts, problem naming for awareness posts, soft reveal for discovery, direct invitation for decision.

PHASE 1

Curiosity

PHASE 2

Awareness

Name the problem. Make

PHASE 3

Discovery

Introduce solution

PHASE 4

Decision

Direct invitation.

Pattern
interruption.
No product.

them see
themselves.

without
pressure.

Conversion
happens here.

SKINCARE — PHASE 1 & 2 HOOKS

"At some point, skincare alone stops being enough."

"Your skin isn't aging... it's shifting."

"Nobody talks about this phase of aging skin."

"If your face feels like it's 'dropping'... this is why."

"You didn't lose your glow. You lost support."

"If you've been drawing on lip liner for years just to have a lip line — there's a reason."

"That hollow, tired look? It's not just lack of sleep."

WELLNESS — PHASE 1 & 2 HOOKS

"Clean ingredients mean nothing if your body can't absorb them."

"If your energy crashes every afternoon — that's not just your schedule."

"Your gut and your skin are having the same conversation."

"If you lie awake for an hour before falling asleep — this is why."

"The scale not moving isn't always about what you're eating."

"There's a difference between healthy and thriving. Most of us are in between."

DISCOVERY & DECISION HOOKS — ALL TRACKS

"I started using something that works differently than anything I've tried."

"This isn't your typical skincare — or supplement. That's why it works."

"Once I understood this, everything changed."

"If you've been feeling this shift, this is where I'd start."

"This is what I'd recommend to my best friend."

"If this has been on your mind, I wouldn't wait."

JOURNEY & LIFESTYLE HOOKS

"One week/month in. Here's what's actually happening."

"I don't have dramatic results yet. Here's what I do have."

"Real life lately — none of it is what I expected."

"Something I noticed this week that I haven't said out loud yet."

"The part of this nobody talks about is..."

"What [X] weeks of showing up actually looks like."

THE CLOSE FOR PHASES 1-3

Early phase posts end with a question that opens a conversation — never a pitch. "Does this resonate?" / "I'm curious if you've noticed this?" / "Have you experienced this?" / "I'd love to hear your take." The goal is a DM. The conversation is where the real work happens.

The five content types

These rotate through every week. Each one does a specific job.

1

Journey Update

Honest check-in on where you are in the 90-day process. Builds accountability, keeps the challenge thread alive, makes your audience feel invested in your results.

2

Education

One product, ingredient, or concept explained simply. Builds your authority. Gets saved and shared. No personal results needed — just knowledge.

3

Lifestyle

Real life. No product. Pure connection. The post that makes people stay and trust you — and the one most partners skip. Don't skip it.

4

Social Proof

A result you've seen, a conversation you had, a teammate's win, something from the 90-Day Challenge community. Always with permission. Always specific.

5

Invitation

Soft offer, poll, question box, or a direct close. Opens conversations. Points to tools. Every invitation post should have one clear ask — not three.

TIMELY — HAPPENING RIGHT NOW (SEPTEMBER 2026)

This month sets up something new in October

Not part of the regular rotation — swap this in for any single day this month, then pull it once the guide's January checklist calls for the next update.

Timely Post — Double Neora Cash

Small heads up if you've been thinking about trying something from my Neora lineup — this month, every order earns Double Neora Cash. That's 20% back, and it rolls straight into October, when something brand new drops that I'm genuinely excited about. If you've been on the fence, now's a smart time to jump in — you'll want that credit sitting ready.

Notes

Time-sensitive — this only works while Double Neora Cash is active. Confirm current dates before posting.

Timely Post — Something New Is Coming

Neora is about to open up an entirely new category — women's hormone health — and I get to be one of the first to be part of building it. I can't share everything yet, but if you want to be in the room when it happens instead of hearing about it after the fact, this is the moment to connect with me.

Notes

Curiosity only — no product specifics, no health claims. The category opens for Brand Partner early access Oct 1-2 and to the public Oct 3. If someone responds, send the "New Product. New Opportunity. A Whole New Era." teaser video (~33 sec) via GoProspect.

WEEK 1 — DAYS 8-14

Momentum

You finished your launch week. Now you keep going — visibly, consistently, and without losing steam. This week is about showing your audience that this wasn't a one-week thing. You're still here. You're still watching. You're still inviting them in.

JOURNEY UPDATE

Day 8

One week in. Here's what's actually happening.

SPEAKING POINTS

- You finished your first week of sharing this publicly — that itself is something worth acknowledging
- What surprised you most about the week — a conversation, a response, something you noticed in yourself
- Where you are honestly with the products right now — early days, watching, noticing something, or waiting on results
- The 90-day journey is underway — you're still watching and you're going to keep showing up
- One invitation: if anyone is still on the fence about joining you, the door is still open

Photo of you

Genuine expression

Natural light

Close: "I'm doing this — if you want in, DM me and we'll start."

MAKE IT YOURS — PICK WHAT'S TRUE RIGHT NOW

Finish this sentence before you write the post:

- "One week in and the thing that surprised me most was..."
.....
- "I don't have dramatic results yet — but I'm noticing..."
.....
- "The conversation I didn't expect to have this week was..."
.....
- "What I wish I'd known before I started is..."

EDUCATION

Day 9

Why 90 days — and what's actually happening in your skin during that time

SPEAKING POINTS

- Skin cell turnover takes roughly 28 days — which means real structural change takes multiple cycles
- Neo-FILLER's results timeline: firmer and plumper feel in 2 hours, fine line reduction at 4 weeks, more contoured at 8 weeks, 100% of participants saw visible results at 12 weeks
- This is why people who quit at 30 days miss the real results — the compounding hasn't finished yet
- 90 days isn't arbitrary — it's the minimum for the kind of structural change these ingredients are designed to create

Product shot or close-up of skin

Clean background

Close: "Take the free skin scan on my site — it shows you where your skin is right now before you start. [your scan link]"

Skincare track primarily — wellness partners can adapt using Youth Factor's 90-day story instead

MAKE IT YOURS — PICK WHAT'S TRUE RIGHT NOW

What made the 90-day timeline real to you personally? Finish one of these:

- ☐ "When I read that 100% of participants saw results at 12 weeks, what I thought was..."

- ☐ "The reason I keep reminding myself to be patient is..."

- ☐ "Someone I know who went the full 90 days told me..."

- ☐ "What I'm watching for specifically in my own skin is..."

LIFESTYLE

Day 10

Something completely unrelated to any of this that's been on your mind

SPEAKING POINTS — THIS ONE IS ENTIRELY YOURS

- A moment from your week that has nothing to do with business or products
- Something you've been thinking about, enjoying, struggling with, or celebrating
- End with a question that invites your audience to share something about themselves
- The more specific and real, the better — generic "blessed" energy does nothing. A specific moment does everything.

Real life photo

No products

Your actual world

Close: A genuine question at the end — something you actually want to know the answer to.

MAKE IT YOURS — PICK WHAT'S TRUE RIGHT NOW

The more specific the detail, the more it lands. Pick the truest one:

- ☐ "The most real thing about my life this week is..."
- ☐ "Something I did for myself this week even though I almost didn't was..."
- ☐ "The small moment that kept me going this week was..."
- ☐ "What I'm not talking about enough is..."

SOCIAL PROOF

Day 11

A result you've witnessed — not yours, someone else's

SPEAKING POINTS

- Lead with the result specifically — what changed, what they noticed, when they noticed it. No vague "amazing results" language.
- Your reaction to seeing it — what it did for your belief, what it made you think about your own journey
- The product involved — named specifically, not hinted at
- An invitation for anyone watching who might be where that person was before they started

Before/after with permission only

Or your own product photo

Never use results without explicit permission

Close: "I've got a quick video that lays it out, or take the free skin scan on my site [your scan link] and let's talk about what it shows you."

MAKE IT YOURS — PICK WHAT'S TRUE RIGHT NOW

What specifically made this result real to you? Pick one:

- ☐ "When I saw [specific result], what I felt was..."
- ☐ "The detail that made me believe it wasn't just luck was..."
- ☐ "I've seen results before that faded. What's different about this one is..."
- ☐ "The person whose result I keep sharing is someone who [specific detail about their journey]..."

EDUCATION

Day 12

The lip aging story — what's actually happening and why most products miss it

SPEAKING POINTS

- Lip aging is one of the first places structural aging shows up — loss of natural color, definition, and volume, plus lines that form directly on the lips
- Most lip products address hydration or surface color — they don't address the underlying collagen and structural loss
- Neo-FILLER Volumizing Lip Treatment targets the root causes: barrier function, hydration retention, and collagen integrity
- BioFILL promotes a filler-like plumping effect. Marine Sculpt Complex enhances lip contour. Phyto-Plump boosts collagen and restores elasticity.
- 100% of trial participants saw visible results by week 4

Close-up product shot

Or close-up of your lips

Clean and simple

Close: "Anyone else feel like their lips lost their definition somewhere along the way? Drop a comment — I have something worth knowing about."

Skincare and overall tracks

MAKE IT YOURS — PICK WHAT'S TRUE RIGHT NOW

What's your personal connection to this topic? Pick one:

- ☐ "The lip thing I've been dealing with quietly for years is..."
- ☐ "When I learned this product existed, my first thought was..."
- ☐ "The reason I wanted to share this specifically is that I know someone who..."
- ☐ "I've been using lip liner since I was [age] just to have a lip line and..."

INVITATION

Day 13

A direct, simple offer — no preamble needed

SPEAKING POINTS

- You've been sharing for almost two weeks — some people have been watching and haven't reached out yet
- A clear, simple offer: free skin scan, a video, or a conversation — pick one
- No pressure framing — "whenever you're ready" energy, not "act now"
- One clear close only — not three options

You — confident and genuine

Good lighting

Close: Pick one — skin scan link, or "DM me and I'll send you a video."

MAKE IT YOURS — PICK WHAT'S TRUE RIGHT NOW

Who are you actually thinking of when you write this? Pick one:

- ☐ "The person I keep thinking about who would benefit from this is someone who..."
- ☐ "I've been hesitant to reach out directly to [type of person] but this week I'm going to..."

- "The reason I haven't pushed harder is... and the reason I'm pushing now is..."
- "What I want people to know before they reach out is there's genuinely no pressure because..."

JOURNEY UPDATE

Day 14

Two weeks in — what's shifted

SPEAKING POINTS

- Two weeks of consistent use — what you're actually noticing, only what's genuinely true
- Something that surprised you — about the products, about how you feel, about the conversations you've had
- 76 days left on the 90-day journey — you're still watching and still showing up
- Who's doing this with you — acknowledge anyone who's joined the challenge or started using the products

Photo of you or your products

Progress energy — not results hype

Close: "Still time to take your before photos and join me — the 90-day window is still open. DM me."

MAKE IT YOURS — PICK WHAT'S TRUE RIGHT NOW

Two weeks in — what's actually shifted? Pick one:

- "The thing I notice every morning now that I didn't before is..."
- "I don't have a dramatic change yet but something small I keep noticing is..."
- "What surprised me about week two was..."
- "The moment I felt most confident about this journey so far was..."

Education

Your audience has seen your story and your products. Now they want to understand why. This week goes deeper on the science, the philosophy, and the ingredients — without ever sounding like a product manual. One idea per post. Teach like you're explaining it to a friend who's genuinely curious.

EDUCATION

Day 15

What "clean formula" actually means — and why most brands use the phrase without earning it

SPEAKING POINTS

- "Clean beauty" is marketing language unless a brand can back it up with specifics — what's excluded, what's included, and why
- Neora's clean standard: no parabens, phthalates, propylene glycol, GMOs, synthetic colors or fragrances — across every product line, not just the ones they're selling this season
- Vegan and cruelty-free across the line
- The difference between "clean" and "clean meets clinical" — Neora's products perform because of the science in them, not despite the clean standards
- What you look for on a label and why Neora passes that test

Product label close-up

Or flat lay of multiple products

Close: "What's the first thing you look for on a label? Drop it below — I'll tell you if it's in here."

MAKE IT YOURS — PICK WHAT'S TRUE RIGHT NOW

What's your personal standard and how does Neora meet it? Pick one:

- ☐ "The ingredient I always look for — or look to avoid — is..."
.....
- ☐ "The reason clean formulas matter to me specifically is..."
.....
- ☐ "Before I said yes to this, the first thing I checked was..."
.....

- "What surprised me about Neora's formula standards was..."

LIFESTYLE

Day 16

Something about your morning — the real version

SPEAKING POINTS — THIS ONE IS ENTIRELY YOURS

- What your morning actually looks like — not the aesthetic version, the real one
- One small thing you do for yourself before the day takes over
- How your routine has or hasn't changed since you started this
- A question for your audience about their morning

Morning photo — real life

Coffee, light, quiet moment

No products needed

Close: "What does your morning actually look like? I want to know the real version."

MAKE IT YOURS — PICK WHAT'S TRUE RIGHT NOW

What does your morning actually look like? Pick the truest one:

- "My morning routine in reality is [honest description] — not the aesthetic version"
- "The one thing I always make time for no matter what is..."
- "Since I started this, the one thing that's actually changed about my morning is..."
- "The thing I'm trying to protect in my mornings right now is..."

EDUCATION

Day 17

The gut-skin connection — why your skin shows what's happening inside

SPEAKING POINTS

- The gut microbiome directly influences skin — inflammation, moisture barrier function, and overall skin health are all connected to gut health
- Poor gut health shows up as skin issues — dullness, inflammation, uneven texture — before it shows up anywhere else visibly
- Neora's wellness products address this from the inside: Block + Balance Pre & Probiotic supports gut health and has been shown to increase skin moisturization
- Youth Factor's enzyme blend is designed to improve how your body absorbs the antioxidants and nutrients you're already taking — because clean ingredients mean nothing if your body can't access them
- This is why the inside-out approach produces results that surface skincare can't replicate alone

Wellness product photo

Or lifestyle shot — morning routine

Close: "Have you ever noticed your skin changing when your gut is off? Drop a comment."

Wellness and overall tracks primarily — skincare partners can use to introduce the wellness line

MAKE IT YOURS — PICK WHAT'S TRUE RIGHT NOW

What's your personal connection to the inside-out idea? Pick one:

- ☐ "The moment I realized my gut and my skin were connected was when..."
- ☐ "The skin issue I always thought was external that might actually be internal is..."
- ☐ "What drew me to the wellness side of Neora specifically was..."
- ☐ "The change I'm most curious to watch over 90 days is..."

SOCIAL PROOF

Day 18

A conversation that confirmed something for you

SPEAKING POINTS

- A real conversation you had this week — with a customer, a potential partner, or someone who was curious

- What they said that surprised you, moved you, or reinforced your belief
- What it felt like to be the person who could point them toward something genuinely useful
- Why that conversation matters — what it says about what you're building

Photo of you — warm, real

No identifying information about the other person

Close: "If you've been curious about any of this — that's the conversation I want to have with you. DM me."

MAKE IT YOURS — PICK WHAT'S TRUE RIGHT NOW

What did the conversation actually feel like? Pick one:

- ☐ "What this person said that I wasn't expecting was..."
- ☐ "The feeling I had when I realized I could actually help someone was..."
- ☐ "The conversation I keep thinking about from this week was with someone who..."
- ☐ "What building this feels like that I didn't expect is..."

EDUCATION

Day 19

EHT Brain Formula — the Princeton research story

SPEAKING POINTS

- Developed from over 20 years of research by Dr. Jeffry Stock at Princeton University
- EHT is a mix of bioactive molecules isolated from coffee — decaffeinated — that helps keep neuronal connections in the brain strong and healthy
- Brain fog, focus, memory, cognitive function — this is what the formula is designed to support
- The research story matters — this wasn't developed in a marketing lab, it was developed by a Princeton professor over two decades

→ One capsule a day with food — works best with healthy fats like nuts, avocado, or yogurt

Product photo — EHT box

Or lifestyle — morning routine, desk, focused moment

Close: "Brain fog — does anyone else deal with it more than they'd like?
Drop a comment."

Wellness and overall tracks — experienced partners: the science story lands particularly well with your credibility behind it

MAKE IT YOURS — PICK WHAT'S TRUE RIGHT NOW

What's your personal relationship with brain fog or focus? Pick one:

- ☐ "The time of day I feel it most is..."
- ☐ "What I've tried before for focus that didn't stick was..."
- ☐ "The reason 20 years of Princeton research matters to me is..."
- ☐ "What I'm noticing about my focus since I started this is..."

INVITATION

Day 20

How this works and what getting started looks like — for anyone who's been watching and wondering

SPEAKING POINTS

- You've been focused on the products — but the business side is worth talking about for anyone who's been curious
- What appealed to you about the model — the product quality, the timing of the NeoFiller launch, what you've seen others build
- The opportunity isn't for everyone — but for the right person it's genuinely worth exploring
- No pitch — just an open door and a free resource that explains it better than any caption can

You — confident, grounded

Business-owner energy without the pitch energy

Close: "If the business side has been on your mind — I have a quick video that walks through exactly how this works and what day one looks like. No pressure, just information. DM me and I'll send it."

MAKE IT YOURS — PICK WHAT'S TRUE RIGHT NOW

What's your honest relationship with how this works and what getting started looks like? Pick one:

- "What appealed to me about this model that others didn't have was..."
- "The type of person I keep thinking about who would be great at this is..."
- "What I wish someone had shown me earlier about this kind of opportunity is..."
- "The thing about the timing of Neo-FILLER's launch that matters for this opportunity is..."

JOURNEY UPDATE

Day 21

Three weeks in — what you know now that you didn't know then

SPEAKING POINTS

- Three weeks of consistent use — one honest, specific observation about what you're noticing
- Something about the process that surprised you — not just the products, but what it's like to build this publicly
- What you'd tell yourself on day one if you could go back
- 69 days left — you're not stopping

Photo of you — genuine progress energy

Or side-by-side if you have one and it's yours

Close: "What's something you know now that you wish you'd known three weeks ago? Drop it below."

MAKE IT YOURS — PICK WHAT'S TRUE RIGHT NOW

Three weeks in — what do you actually know now? Pick one:

- ☐ "The thing I know now that I didn't three weeks ago is..."
- ☐ "The part of this that's harder than I expected is..."
- ☐ "The part that's easier than I expected is..."
- ☐ "If I could go back to day one I would tell myself..."

WEEK 3 — DAYS 22-28

Community & Proof

Three weeks in, your audience has been watching long enough to form opinions. This week leans into social proof, community, and the power of doing this together. Borrow belief generously — from teammates, from the clinical data, from the 90-Day Challenge community. Real results told honestly are your most powerful content.

SOCIAL PROOF

Day 22

A result from the clinical data — the numbers that matter

SPEAKING POINTS — PICK ONE PRODUCT'S DATA TO FEATURE

- Neo-FILLER: 100% of participants saw visible results at 12 weeks. 100%. That number doesn't exist in most skincare clinical trials.
- Age IQ Night Cream: 100% of participants had significantly smoother skin texture. 97% had healthier-looking skin. 94% improved clarity and brightness.
- Lash Lush: 100% agreed it was gentle for their eyes. Clinically proven results at 4 and 12 weeks.
- Why clinical data matters — independent trials, not internal testing
- What these numbers mean for someone who's been on the fence

Product photo

Or a clean graphic with the stat

Close: "Want to know what the full trial data shows for [product]? DM me — I'll send you everything."

MAKE IT YOURS — PICK WHAT'S TRUE RIGHT NOW

What does this data mean to you personally? Pick one:

- ☐ "The number that stopped me when I first read it was..."

- ☐ "The reason independent clinical data matters more than testimonials to me is..."

- ☐ "What this data made me think about my own results timeline is..."

- ☐ "The skeptic in me went looking for what was wrong with this data and what I found was..."

LIFESTYLE

Day 23

Something you're grateful for right now — specific and real

SPEAKING POINTS — ENTIRELY YOURS

- One specific thing from the last week that you're genuinely grateful for — not a general statement, a specific moment or person
- Why it matters to you right now in this season
- An invitation for your audience to share something they're grateful for

A warm, real photo from your life

Whatever that looks like for you

Close: "What's one thing from this week you're genuinely grateful for? I'll go first — yours below."

MAKE IT YOURS — PICK WHAT'S TRUE RIGHT NOW

What are you actually grateful for this week? Pick the most specific one:

- ☐ "The specific moment from this week I keep coming back to is..."

- ☐ "The person I'm most grateful for right now and why is..."

- ☐ "Something small that happened this week that I almost missed but didn't was..."

- "What this journey has made me grateful for that I wasn't expecting is..."

What makes Neora's approach to weight management different from everything else

SPEAKING POINTS

- Most weight management focuses on the scale — Neora focuses on body composition, which is a fundamentally different thing
- Fat browning: the process that converts white fat (hard to burn) into brown fat (burns more easily) — NeoraFit's SlimFuel Blend supports this process naturally
- This is why the scale sometimes doesn't move while body composition is changing — measurements tell the real story first
- The system also supports gut health, digestion, and collagen production — it's not a weight loss product, it's a body composition system
- Stimulant-free — it supports your body's natural processes rather than forcing a result

NeoraFit product photo

Or lifestyle — movement, morning routine

Close: "Has anyone else noticed their body changing before the scale does? That's exactly what this is designed to do — DM me if you want to know more."

Wellness and overall tracks

MAKE IT YOURS — PICK WHAT'S TRUE RIGHT NOW

What's your personal relationship with body composition? Pick one:

- "The thing I've been frustrated about with my body that the scale doesn't capture is..."

- "What made the fat browning concept click for me was..."

- "The measurement I'm watching most closely right now is..."

- "What I noticed first that the scale hadn't moved but something else had was..."

Halfway there — what the middle of the journey looks like

SPEAKING POINTS

- You're past the beginning but not yet at the finish — this is the part most people talk about least, which makes it the most honest thing you can share
- One specific, honest observation about what you're noticing at this stage
- Something about consistency — what it actually takes to show up every day
- An acknowledgment of anyone doing the journey with you
- The reminder that the most significant results are still ahead

Photo of you — mid-journey energy

Real and grounded, not performative

Close: "Anyone else in the middle of something that's taking longer than you expected? Drop a comment."

MAKE IT YOURS — PICK WHAT'S TRUE RIGHT NOW

What does the middle of this journey actually feel like? Pick one:

- ☐ "The hardest part of showing up consistently has been..."
- ☐ "What keeps me going when I don't feel like posting is..."
- ☐ "The most honest observation I have at the halfway point is..."
- ☐ "What I'd tell someone who's thinking about starting but feels like it's too late is..."

A teammate's win — shared with permission and specificity

SPEAKING POINTS

- A specific result from someone on your team — what they used, how long they used it, what changed. Specific beats vague every time.
- Why their result matters to you personally — what it does for your belief, what it makes you feel about the next 90 days
- The person's journey — they weren't an overnight result, they were consistent
- Only share with explicit permission — never post someone's results without asking first

Their before/after with permission

Or a product photo with their quote

Never without explicit permission

Close: "This is what 90 days can do. DM me if you want to know more — let's talk about starting your own."

MAKE IT YOURS — PICK WHAT'S TRUE RIGHT NOW

What does this person's result mean to you? Pick one:

- ☐ "What I love about this specific result is that it happened because..."
- ☐ "When I saw this, what I thought about my own journey was..."
- ☐ "The reason I wanted to share this person's story specifically is..."
- ☐ "What this result tells me about what's possible is..."

INVITATION

Day 27

The 90-Day Challenge — a direct community invitation

SPEAKING POINTS

- You've been doing the challenge for almost a month — here's what that actually looks like day to day
- The public voting element — your audience can vote for you and root for you
- Cash prizes: \$3,000, \$1,000, \$500 — real money for real results
- Participating requires genuine Neora product use and real documented results — be clear about this when you invite people in

→ If someone is already using the products — encourage them to document their journey. Before photos, measurements, consistent use. The challenge requires genuine product results.

Your most confident photo of the month

Or a side-by-side progress shot if you have one

Close: "If you've been using the products and want to document your journey officially — the 90-Day Challenge is still open. DM me and I'll walk you through what participation actually looks like. 90daychallenge.com for current contest dates."

MAKE IT YOURS — PICK WHAT'S TRUE RIGHT NOW

What does doing the challenge mean to you personally? Pick one:

- ☐ "The reason I want people doing this with me — not just watching me — is..."

- ☐ "What I'm most excited to show at the end of 90 days is..."

- ☐ "What the cash prize possibility means to me practically is..."

- ☐ "The person I most want to invite into this right now is someone who..."

LIFESTYLE

Day 28

What this month has actually looked like — the whole picture

SPEAKING POINTS — YOURS ENTIRELY

- One month of showing up publicly for something — what that actually feels like
- What's been harder than you expected and what's been easier
- Something about your life outside of all of this that's been happening simultaneously
- What you're carrying into week four

Real life — a photo that captures where you are right now

No products needed

Close: "What's something you've been showing up for lately even when it wasn't easy? I'd love to hear it."

MAKE IT YOURS — PICK WHAT'S TRUE RIGHT NOW

What does one month of showing up actually feel like? Pick one:

- "The most unexpected part of doing this publicly has been..."
- "What's happened in my life this month outside of all of this that I haven't talked about enough is..."
- "The thing I'm most proud of from this month — not results, just effort — is..."
- "What I'm carrying into the next month that I didn't have at the start is..."

WEEK 4 — DAYS 29-37

Invitation

One month in. Your audience knows you, trusts you, and has been watching your journey. This week leans into the softer sell — invitations, reflections, looking ahead. The people who are going to say yes are ready. Make it easy for them. The people who aren't ready yet will stay and keep watching — which is its own kind of win.

JOURNEY UPDATE

Day 29

One month in — what the next two months hold

SPEAKING POINTS

- One month of consistent use — your most significant honest observation yet
- What the Neo-FILLER timeline says happens at 8 and 12 weeks — you're heading toward the most significant results window
- What you're watching for specifically in the next 30 days

→ An invitation for anyone who wants to start their own 90 days — there's still time to do this alongside you

You — genuine progress energy

Or product + your face together

Close: "Still time to start your own 90 days and enter the challenge. DM me and I'll walk you through it."

MAKE IT YOURS — PICK WHAT'S TRUE RIGHT NOW

One month in — what's your most significant honest observation? Pick one:

- ☐ "The change I'm most sure about right now is..."
- ☐ "The result I'm still waiting on that I'm most curious about is..."
- ☐ "What the next 60 days mean to me in terms of what I'm watching for is..."
- ☐ "What I want people who just started to know about month one is..."

EDUCATION

Day 30

The hair aging story — what most people don't realize is happening

SPEAKING POINTS

- Hair ages just like skin — loss of density, color, strength, and manageability — but most hair care only addresses the surface
- ProLuxe is built around the same philosophy as Neora's skincare — address the root cause, not just the symptom. The IntuiTress Complex nourishes the hair shaft and addresses strength, damage recovery, and UV repair.
- The IntelliGrey technology in the Scalp Treatment fights grey and white hair at the root — without colorants
- Lash Lush: hormone-free and prostaglandin-free — important for anyone who's tried lash serums that caused irritation or color change
- The 90-Day Challenge accepts ProLuxe entries — your hair transformation can win too

ProLuxe or Lash Lush product photo

Or a hair lifestyle shot

Close: "Hair, lashes, brows — anyone else notice these changing before everything else? Drop a comment."

MAKE IT YOURS — PICK WHAT'S TRUE RIGHT NOW

What's your personal relationship with hair and lash changes? Pick one:

- ☐ "The hair or lash change I've noticed that I didn't expect was..."

- ☐ "The reason the hormone-free and prostaglandin-free aspect of Lash Lush matters to me is..."

- ☐ "What I know now about hair aging that I didn't know before is..."

- ☐ "The person I immediately thought of when I learned about this product was someone who..."

SOCIAL PROOF

Day 31

What someone said when they finally tried it

SPEAKING POINTS

- Someone from your network who was on the fence, tried the product, and came back to you with feedback — what they said specifically
- What changed their mind — was it the science, a result, a conversation, the free skin scan?
- What it feels like when the thing you're building helps someone
- How many people are still in your world who haven't tried it yet and might feel the same way

You — warm and genuine

No identifying info about the other person without permission

Close: "If you've been on the fence — what would make you feel good about trying it? Drop it in the comments and I'll answer honestly."

MAKE IT YOURS — PICK WHAT'S TRUE RIGHT NOW

What made someone who was on the fence finally say yes? Pick one:

- ☐ "What changed their mind wasn't what I expected — it was..."

- ☐ "The objection they had that I could actually answer was..."

- "What it felt like to have that conversation was..."
- "The thing I wish I'd said sooner in the conversation was..."

LIFESTYLE

Day 32

What you're building toward — beyond the 90 days

SPEAKING POINTS — YOURS ENTIRELY

- What you actually want your life to look like — not a vision board post, a specific honest answer
- How what you're building right now connects to that — or doesn't yet, and you're figuring it out
- Something about what matters most to you right now in this season
- A question for your audience about what they're building toward

A photo that captures the feeling — not the product

Your world, your energy

Close: "What are you building toward right now? I'd genuinely love to know."

MAKE IT YOURS — PICK WHAT'S TRUE RIGHT NOW

What are you actually building toward? Pick the most honest one:

- "What I actually want my life to look like in a year is..."
- "The specific thing this business could give me that I don't have yet is..."
- "What I'm building toward that has nothing to do with money is..."
- "The thing I'm most afraid to say out loud about what I want is..."

EDUCATION

Day 33

The Firm Body Contour Cream — what it actually does and why it works

SPEAKING POINTS

- A celebrity and social media favorite — not because of marketing, because of results. 100% of participants showed significant improvement in skin tone and elasticity in independent testing.
- Caffeine, forskohlii root, willow bark, green tea — botanical ingredients that target the appearance of cellulite and dimpled skin
- Clinically proven to firm and tone — 92% of participants reported significant improvement in the appearance of cellulite
- How to use it for maximum results — twice daily, after a warm shower and before bed, circular massage motion
- An eligible 90-Day Challenge entry

Product photo — Firm Cream tube

Or lifestyle — post-shower routine

Close: "Anyone using the Firm Cream? I want to hear what you're noticing — drop it below."

MAKE IT YOURS — PICK WHAT'S TRUE RIGHT NOW

What's your personal connection to this product? Pick one:

- ☐ "The body confidence conversation I've been avoiding that this product is making me want to have is..."
- ☐ "What I noticed when I first tried this was..."
- ☐ "The reason 100% improvement in skin tone in clinical testing matters to me is..."
- ☐ "Who I thought of immediately when I learned about this product was someone who..."

INVITATION

Day 34

A direct invitation to the people who've been watching longest

SPEAKING POINTS

- You've been showing up for over a month — acknowledge the people who've been watching since the beginning
- Some of them have been curious the whole time and haven't reached out yet — this post is for them specifically

- What you wish they knew — that there's no pressure, no rush, just information and an open door
- Three entry points: the free skin scan, the wellness video, the business series — pick whichever fits them

You — most confident photo of the month

This is the one that converts quiet watchers

Close: "If you've been watching since day one and haven't reached out yet — this is your sign. No pressure. Just DM me and I'll walk you through exactly what getting started looks like — the plan, the system, the support. All of it."

MAKE IT YOURS — PICK WHAT'S TRUE RIGHT NOW

Who are you actually writing this for? Pick one:

- "The person I keep thinking about who's been watching but hasn't reached out is someone I know who..."
- "What I want people to know who haven't reached out is that I genuinely..."
- "The reason I keep showing up even when the engagement is quiet is..."
- "What I'd say to the person who's been watching since day one if I could speak directly to them is..."

Five weeks in — the honest mid-journey report

SPEAKING POINTS

- Five weeks of consistent use — your most detailed honest update yet. Specific changes you've noticed, when you noticed them, what you think is driving them.
- What's still developing — results you're still waiting on, areas you're watching
- What's surprised you most about this whole process

→ The voting period for the 90-Day Challenge is coming — remind your audience they can vote for you

Your best photo yet — you've been at this for five weeks

If you have a genuine before/after comparison — this is the day to share it

Close: "The public votes on the 90-Day Challenge results. When voting opens, I'll drop the link — I'd love your vote."

MAKE IT YOURS — PICK WHAT'S TRUE RIGHT NOW

Five weeks of consistent use — what's your most honest update? Pick one:

- ☐ "The most specific change I can point to right now is..."

- ☐ "The result I'm still waiting on that I'm most curious about is..."

- ☐ "What five weeks of showing up publicly has taught me about myself is..."

- ☐ "What I want my before and after to show — beyond the physical — is..."

SOCIAL PROOF

Day 36

What building this has given you beyond the products

SPEAKING POINTS

- Something unexpected that's come from doing this — a connection you made, a conversation you had, something you learned about yourself
- What it feels like to get started with a plan that's actually built out
- What you'd say to someone who's been considering this but is still on the fence about how this works
- An honest acknowledgment of what it's taken — it's not passive income, it's built income

You — genuine, not polished

This post is about the person, not the product

Close: "If you've been thinking about where things are headed and haven't said anything yet — I have a free video series that's just genuinely

interesting, no Neora pitch at all. Navigating the New Economy — DM me and I'll send the link."

MAKE IT YOURS — PICK WHAT'S TRUE RIGHT NOW

What has building this actually given you? Pick one:

- "The unexpected thing this month of building has given me is..."

- "What it actually feels like to build something that's mine is..."

- "The thing I'd tell someone considering the business side that I wish someone had told me is..."

- "What I'm most proud of that has nothing to do with income or results is..."

INVITATION

Day 37

What comes next — and the open door that never closes

SPEAKING POINTS

- You've been at this for over a month — acknowledge the journey publicly
- What the next 53 days hold — you're heading into the most significant results window of the 90 days
- The door is always open — for products, for the business, for the challenge
- What you've learned about showing up consistently and what it's built
- An invitation that doesn't have an expiration date — "whenever you're ready"

You — looking ahead, genuine forward energy

This is your month-one closing post

Close: "The door is open whenever you're ready. Skin scan on my site [your scan link], or just DM me and we'll figure out where to start. No pressure. Ever."

MAKE IT YOURS — PICK WHAT'S TRUE RIGHT NOW

How do you want to close this chapter? Pick one:

- "What this month has meant to me beyond anything I expected is..."
- "The thing I want people to know about showing up for 37 days is..."
- "What the next 53 days of this journey mean to me is..."
- "The door I most want to leave open for my audience right now is..."

BEYOND DAY 37

The system that keeps going.

After day 37 you have everything you need to keep generating content indefinitely. The five content types don't stop — they just keep rotating. Your 90-day journey is still unfolding and giving you new material every week. And your speaking points library gives you the raw ingredients for any post, any time.

USE AI

Take any speaking points from this library into Claude or ChatGPT with the prompt on page one. Generate posts in your voice, endlessly.

REPEAT THE ROTATION

The five content types repeat every week. New journey updates as your results develop. New education angles as you learn more. New proof as your team builds.

RUN PSIF DAILY

Social posts are still just the P. Every day you Share, Invite, Follow up, and Enroll. The content library feeds the system. PSIF closes it.

Read alongside the **Brand Partner Guide** — the complete video toolkit, tools, and PSIF system live in Part Three there. Use the Stories Guide for your daily story rhythm. These documents together are your complete content operating system.

Neora · 30-Day Content Library · All Tracks · Days 8–37 · Final Version