

7-DAY POST SEQUENCE · NEW TO DIRECT SALES

Skincare & *Neo-FILLER*

One post per day for 7 days. Fill in the highlighted parts — they're just things you already know. The Brand Partner Guide has everything else: videos, tools, PSIF, and the unboxing bonus — see Part Three.

NEW TO DIRECT SALES

SKINCARE & NEO-FILLER FOCUS

DO THIS BEFORE ANYTHING ELSE — TODAY, RIGHT NOW

Take your before photos and measurements.

This is your single most important marketing asset. Not for a contest — for you. Ninety days from now, this photo is what makes everything you share real and credible. You cannot go back and take it later. Do it before you post Day 1.

- Take multiple angles — front, both sides, back. More is always better. You can delete later. You cannot recreate day one.
- Natural light only. No filter. No editing — not even brightness.
- Pick a spot in your home you can return to exactly — same wall, same distance, same time of day if possible.
- Zoom in and check for blur before you put your phone down. A blurry before photo is as useless as no photo.
- Take close-ups of specific areas of concern — around the eyes, mouth, jawline, forehead.
- Can't stand looking at them? Email them to yourself immediately and don't look again until day 90. But take them. Always.

The Neora 90-Day Challenge awards up to \$3,000 cash — public votes on real before and after results. Participating requires genuine product use and real documented results. Check current contest windows at 90daychallenge.com. But take the photos regardless of whether you ever enter. They are your proof. Your story. Your most powerful conversion tool.

BEFORE YOU BEGIN POSTING

Post one per day, every day, 7 days straight. Reply to every comment — even just an emoji. When someone leans in, don't explain — send a tool. Your skin scan:

[HTTPS://\[YOURUSERNAME\].NEORA.COM/US/EN/SKIN-SCAN](https://[YOURUSERNAME].NEORA.COM/US/EN/SKIN-SCAN)

THE ONE RULE THAT MAKES EVERYTHING WORK

Never claim results you don't have. You are brand new. Your products may not have arrived yet. That is completely fine — and it is completely honest. "I saw what this did for someone I trust" is powerful. "I've been reading everything I can find and I can't find a hole in the science" is powerful. "I just started and I'm watching closely" is powerful. What's not okay: writing as if you have weeks of personal results when you signed up three days ago. Your audience will feel the difference. So will you.

HOOKS REFERENCE — USE THESE TO OPEN ANY POST

The hook is the first line.
It decides whether anyone reads the rest.

Your audience is scrolling fast. The first line of every post either stops them or doesn't. These hooks are organized by where your audience is psychologically — match the hook to what the post is actually doing.

PHASE 1 — CURIOSITY

*Pattern interruption. No product.
Make them think.*

PHASE 2 — AWARENESS

*Name the problem. Make them
see themselves in it.*

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

"Nobody talks about this phase of aging skin."

"Your skin didn't stop working. Something else changed."

"POV: your skin isn't aging... it's shifting."

"I wish more women understood what actually changes in their face after 40."

"You're not doing anything wrong. This just isn't working anymore."

"There's a gap between skincare and injectables that nobody talks about."

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

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

"If your makeup stopped sitting right... pay attention."

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

"The moment your skin starts looking thinner... everything changes."

"This is why your results plateaued."

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

PHASE 3 — DISCOVERY

Introduce the solution without pressure. You're revealing, not pushing.

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

"This is where most people jump to injectables. I didn't."

"I found something that targets this without going that route."

"There's actually a category designed for this stage. Most people don't

PHASE 4 — DECISION

Direct without being salesy. They already understand. Now you invite.

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

"If you're not ready for injectables but want more than skincare... this is it."

"This is the exact product I've been talking about."

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

"If this has been on your

know about it."

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

"Once I understood this,
everything changed in my
routine."

mind, I wouldn't wait."

"I'll show you exactly how
I use it if you want."

HOW TO CLOSE PHASES 1-3 WITHOUT SELLING

In the early phases your ask is a question, not a pitch. "Does this resonate with you at all?" / "I'm curious if you've noticed this?" / "Have you experienced this yet?" / "I'd love to hear your take on this." The goal is a DM — not a sale. The sale happens in the conversation.

TIMELY POST — HAPPENING RIGHT NOW (SEPTEMBER 2026 — UPDATE OR REMOVE MONTHLY)

This month's offer sets up October

This is timing-sensitive, not evergreen. Run it alongside your regular posts this month, then pull it once the offer ends.

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.

Pairs well with a product you're already using and can speak to honestly.

01 ENGAGEMENT HABIT

Wake up the algorithm before you need it

No business mention today. Just something fun that gets people commenting. This signals to the algorithm that your posts are worth showing — right before the ones that actually matter.

COLORED BACKGROUND, TEXT ONLY — NO IMAGE, NO LINK, NO BUSINESS HINT

Pick one. Post it exactly as written.

Option A

Honest question: what's the one thing you'd never cut from your budget no matter what? For me it's

[one thing you actually splurge on]. Drop yours below

Option B

You have to give up one forever: caffeine, carbs, or social media. Which one is actually gone?

Option C

I've been thinking a lot about what I actually want my

[next year / next chapter / next season] to look like. Anyone else in that headspace right now?

NOTES

A and B get fast, easy comments — low barrier, high response. Best for pure algorithm boost.

C is more personal and sets up tomorrow's story naturally.

Reply to every comment within the hour — even just a heart. That early activity tells the algorithm your post is alive.

PHOTO DIRECTION

- No photo for A or B — solid colored background
- For C, a quiet candid of you — coffee, outside, a real moment
- Nothing that hints at products or business yet

IF ANYONE ASKS WHAT YOU'RE UP TO

- Just say "more coming soon "
- Don't explain anything today
- Today is purely about engagement

02 STORY HABIT Tell them why you said yes — and invite them to come with you

Your honest reason for starting. Not the product, not the business — just you and what pulled you in. Today is also where you plant the 90-Day Challenge seed. One line. That's all it takes to turn a personal story into a community invitation.

BEFORE PHOTO CHECK — DAY 2

Did you take your before photos already? If not — do it right now before you post. Multiple angles, natural light, no filter, a location you can duplicate. This is your most important marketing asset. You cannot recreate this moment later.

PHOTO OF YOU + THIS CAPTION

I didn't come looking for this. But when [one sentence about what

pulled you in — a result you saw on someone you trust, something you learned about Neo-FILLER that stopped you, a conversation that changed your mind], I couldn't stop thinking about it.

I'm not going to pretend I have results yet. I'm at the very beginning — my products [haven't even arrived yet / just arrived / have been in my hands for a few days]. But I've already seen enough — [what gave you belief: a teammate's results, the clinical trial numbers, before and afters that made your jaw drop, the science behind how it actually works] — that I knew I had to say yes.

So here I am. Starting anyway. Documenting as I go — the real stuff, not just the highlights.

Here's the thing: I don't want to do this alone. Neora runs a 90-Day Challenge where you submit your before and after photos and the public votes on results — with cash prizes up to \$3,000. Participating means documenting a genuine product journey with real results.

I'm doing it. And I want you to do it with me.

Take your before photos today — multiple angles, natural light, no filter. That's step one.

If you want to do this with me, I'd love the company.

FILL-IN GUIDANCE

Line 1: Be specific — "I saw my friend's before and after and literally couldn't believe it was the same person" or "I looked up the science behind NeoFiller and couldn't find a single thing to question."

Line 2: Only use "just arrived" or "a few days" if that's genuinely true. "Haven't arrived yet" is completely fine and completely honest.

Line 3: This is borrowed belief — you're sharing what you've seen in others or learned about the product, not claiming personal results you don't have.

WHEN SOMEONE DROPS A OR ASKS ABOUT THE CHALLENGE

SAY: "Take your before photos today — multiple angles, natural light — and check 90daychallenge.com for the current contest dates. I'll be right there with you."

PRODUCT CURIOUS: Send your skin scan link — "This is a great free starting point."

BUSINESS CURIOUS: Send "Options for Getting Started" (4 min) via GoProspect

PHOTO DIRECTION

- You — selfie with good lighting
- Happy, hopeful, or quietly determined
- No products yet — just your face
- Natural window light always works best

THE ONE RULE FOR TODAY

- Only say what's actually true
- "I haven't had results yet" is powerful, not weak
- Borrowed belief stated honestly converts better than implied personal results

A STORY SEED FOR TODAY (OPTIONAL)

- Separate from today's post — this lives in your stories only.
- Share "Navigating the New Economy" (navigatingtheneweconomy.com, Part 1) as a story slide — pure curiosity about where the economy is heading, zero Neora pitch.
- Caption idea: "Been thinking a lot about where things are headed economically lately — this gave me a lot to chew on." No mention of Neora, no product, no business.
- This works because nobody's asked you anything yet — it's a soft plant, not a

response. Save the direct business tools for when someone actually leans in.

03 PRODUCT INTRODUCTION Introduce Neo-FILLER* — from wherever you actually are

Today you name the product for the first time. The version you use depends entirely on where you honestly are — waiting on your box, just received it, or have been using it. All three are valid. All three are compelling. Only use the version that's actually true for you right now.

**Not using Neo-FILLER? Swap in your own product name and details throughout — the story structure works exactly the same either way.*

WHICH VERSION TO USE — BE HONEST

Products not arrived yet → use Version A. Box just arrived or you're a few days in → use Version B. You were a customer first and have real experience → use Version C. Never use a version that isn't true for where you actually are.

VERSION A — YOUR PRODUCTS HAVEN'T ARRIVED YET

Okay, I have to talk about this — even though my products haven't even arrived yet.

There is a product being called the at-home alternative to fillers and toxins. Not a comparison — an actual alternative. Because it works completely differently than anything else on the market right now.

It's called Neo-FILLER, and what makes it unlike anything I've come across is that it doesn't just sit on top of your skin. It trains your skin to lift, fill, and plump itself. In 30 seconds a day.

Neora is the only brand in the world with this technology. Exclusive ingredients developed through scientific partnerships that cannot be

duplicated anywhere else.

I've been doing nothing but reading about this while I wait for my box. The clinical results are remarkable — 100% of trial participants saw visible results at 12 weeks. The science behind how it actually works is genuinely unlike anything I've seen in skincare before.

I cannot wait to show you what happens when it arrives.

Curious? I've got a quick video that lays it out, or take the free skin scan (link below) and see exactly what your skin needs right now.
[your skin scan link]

VERSION B — YOUR BOX JUST ARRIVED OR YOU'RE A FEW DAYS IN

Okay. My box arrived and I need to talk about Neo-FILLER.

I've heard a lot of things described as "game-changing." This one actually is.

Neo-FILLER is being called the at-home alternative to fillers and toxins — and after [holding it for the first time / using it for X days], I understand exactly why.

It doesn't sit on top of your skin. It trains your skin to lift, fill, and plump itself. The technology inside it — exclusive to Neora, developed through scientific partnerships that no other brand can replicate — actually reactivates the fat cells beneath your skin that shrink as you age. That's structural change. Not surface treatment.

[One completely honest first impression: "The texture is unlike anything I've used before" / "I applied it this morning and my skin felt different within the hour — and the clinical results say that's normal" / "I'm two days in and I'm watching my skin closely — I'll keep showing up and telling you exactly what I see"]

This is what I came for. 30 seconds a day.

Curious? I've got a quick video that lays it out, or take the free skin scan (link below) first.

[your skin scan link]

VERSION C — YOU WERE A CUSTOMER FIRST AND HAVE REAL EXPERIENCE

I need to talk about the product that made me decide to actually do this.

I've been using Neo-FILLER for [how long] as a customer. And Here's what actually happened — not what the marketing says, but what I experienced.

[Two to three honest sentences about your genuine experience — what you noticed, when you noticed it, what specifically changed. Be specific. Specific is credible. Vague is not.]

Neo-FILLER is being called the at-home alternative to fillers and toxins. After my own experience, I understand why. It works at a structural level — exclusive technology that trains your skin to restore volume from within. Neora is the only brand in the world with this right now.

That's why I'm here. Not just as a customer anymore.

Curious? I've got a quick video that lays it out, or take the free skin scan (link below) and let's talk about what it shows you.

[your skin scan link]

PHOTO DIRECTION

- Version A: a clean product image from Neora's library, or a

WHEN SOMEONE DROPS A

- Lead with: NeoFiller Face & Lip Contour Duo Launch Video (2 min)

screenshot of before/after — approved images only

- Version B: you holding the Neo-FILLER Duo — face and lip together
- Version C: you with the product, or a genuine before/after if you have one
- All versions: natural light, simple background

- More detail: Fill, Lift & Glow Set Featuring NeoFiller (2.5 min)
- Science-minded: The Future of Filler: Science Behind the Product (19 min)
- No GoProspect: send your skin scan link

YOUR SKIN SCAN TODAY

When someone says they're curious, send the video from today's toolkit first — that's the tool that does the talking. The skin scan is an excellent follow-up once they've checked it out: "Hope you got a chance to watch — try this to see exactly what your skin needs." It gives them a personalized report and naturally surfaces exactly what Neo-FILLER addresses for their specific concerns. You're offering something worth \$150 for free. That's not a sales tactic. That's genuinely useful.

04 EDUCATION HABIT Teach them one thing they didn't know*

Today you educate, not sell. One surprising fact about how skin actually ages, explained simply. This is content people save and share. The product mention feels earned because you led with the problem first. Don't change that order.

**Not using Neo-FILLER? Swap in your own product name and details — same structure applies.*

CLOSE-UP OF YOUR SKIN, A PRODUCT SHOT, OR A CLEAN GRAPHIC

Something I didn't know until recently:

The reason skin loses volume as we age isn't just about collagen. It's actually the fat cells beneath the skin — they shrink and shift over

time. That's what creates hollowness, sagging, and those deeper lines that no moisturizer can really reach.

Which is exactly why most skincare only goes so far.

What makes Neo-FILLER different is that it works at that structural level. The BioFILL technology actually reactivates those fat cells — helping skin restore volume from within. Not by injecting anything. Not by filling from the outside. By waking up what's already there.

The BioRenew-1223 component supports collagen production by over 1,200%. That kind of result doesn't come from a standard moisturizer.

[Optional line — or delete entirely: "This is the first time skincare science has actually made sense to me." / "I keep coming back to this because it finally explains why so many things I've tried only went so far."]

This is why 90 days matters — you're not just treating the surface. You're rebuilding something.

Anyone else feel like nobody ever explained any of this?

STRUCTURE NOTE — DON'T CHANGE THE ORDER

Problem first. Product second. That order is what makes the mention feel earned rather than salesy. The question at the end invites engagement without pressure — keep it.

This post requires no personal product experience — it's pure education. Any version of Day 3 partner can use this post exactly as written.

PHOTO DIRECTION

- Close-up of your face in good lighting
- Or a clean Neo-FILLER product shot

WHEN SOMEONE WANTS TO GO DEEPER

- Lead with: NeoFiller Face & Lip Contour Duo Launch Video (2 min)

- Approved before/after from Neora — compliant images only

- Science-minded, after that: "The Future of Filler: Science Behind the Product" (19 min)
- Ready to try: send skin scan link first
- Never paste ingredient lists in comments

PRO TIP

Educational posts consistently outperform sales posts for skincare audiences. Keep teaching and your followers start seeing you as a trusted source. That trust compounds over time — just like the products.

05 LIFESTYLE HABIT Let them see your real life

Nothing to do with the product today. Real life, honestly shared, builds more trust than any before-and-after photo ever will. This is the post most new partners skip. Don't. It's what makes people stay.

A REAL-LIFE PHOTO — YOUR OWN WORDS BELOW

Real life lately:

[Two or three honest lines about your actual life right now. Write these yourself — ideas below to spark it, but use your own words.]

What I'm holding onto through all of it: *[one thing giving you energy, peace, or forward momentum right now]*.

Also — I've been *[quietly consistent with something new / showing up for myself even on the hard days / 30 seconds into my morning routine every single day]*, and something about that actually feels really good.

What season are you in right now?

REAL-LIFE FILL-IN IDEAS — SPARK YOUR OWN, WRITE IT IN YOUR VOICE

"Car line. Cold coffee. A to-do list that keeps getting longer. Also somehow the best mood I've been in for months."

"Two kids, one deadline, and a dog who needs walking. But also: really good things happening quietly in the background."

"I live between time zones and I'm still figuring out how to build a routine. Today I managed it. Small win."

PHOTO DIRECTION

- Everyday life — kitchen, coffee, a walk, car line
- Candid with family, pets, or friends
- Warm, real, imperfect — that's exactly the vibe
- No product. No logo. Just you in your world.

WHY THIS MATTERS

- Breaks up product content so your page doesn't feel like an ad
- People buy from people they actually like as humans
- The question will likely get your best comment section of the week
- This is the post most new partners skip — don't be that person

06 INVITATION HABIT

Open both doors — and make the challenge real

Today is your soft offer. Product, opportunity, and the 90-Day Challenge come together naturally. By now your audience has watched your story unfold all week. Some want the skincare. Some want the business. Some just want to do something with you. Today gives everyone a door.

90-DAY CHALLENGE MOMENT — DAY 6

Name it fully today with the details — prize amounts, public voting, and what participating actually requires: genuine product use and real documented

results. Keep it matter-of-fact. Real money, real results, real community. No hype needed.

YOU LOOKING CONFIDENT AND GOOD — THIS PHOTO MATTERS

I've been thinking about who in my world needs to hear about this.

If you've been watching this week and something has been resonating — here's where I land:

If you're curious about your skin — there's a free skin scan (link below). Personalized report, dermatology-level results, completely free, takes 30 seconds. Great place to start.

[your skin scan link]

If getting started with something real has been tugging at you — I have a quick video that walks through exactly how this works and what day one looks like. No pressure, just information.

And follow along either way — I'm sharing my whole experience here, the real thing, not just a highlight reel. Do it alongside me if you want. Heck, if our before and afters end up looking like some of the ones I've seen, we might have a shot at that \$3,000 — and if the products end up helping people the way these pictures do, we might be looking at some double bonuses too.

I'm doing it — already got mine started. I want people doing this with me.

If you haven't taken your before photos yet — do it today, before you use anything. Multiple angles, natural light, no filter. You can't go back.

Message me and let's go. Every door is open.

VARIATIONS

Skincare only: Remove the business paragraph. Keep the skin scan and the challenge.

Challenge only: Lead with the challenge, follow with the skin scan. Simple and strong.

WHEN SOMEONE RESPONDS

SKINCARE: "Take the free scan first — it'll show you exactly what your skin needs and we can go from there." Send link.

CHALLENGE: "Let's get you set up so you actually have the products for this — do you want to come in as a customer or a brand partner? Once that's sorted I'll walk you through before photos, and I'll show you the challenge gallery so you can see what other people's journeys look like."

BUSINESS: Send "Options for Getting Started" (4 min) — last 3 minutes explain brand partner benefits simply. Via GoProspect.

READY FOR MORE: Send whichever video from the video toolkit is most relevant to what they've responded to. Follow up within 24 hours every time.

07 LIVE VIDEO HABIT Show your face. Tell your story. Close the loop.

Your first live video. Live gets significantly more organic reach than any other content type. You are not selling today — you are being seen. Everything this week built to this moment. Both doors — product and business — get named, alongside the challenge. Under 5 minutes. Talk like you're FaceTiming a friend. No CTA at the end — if the week's content landed, people already know how to find you.

90-DAY CHALLENGE MOMENT — DAY 7

The challenge is one part of tonight's close, not the whole thing. Mention it as something real you're personally doing — not the climax of the video.

Business gets named too, as a natural continuation of "you've been watching me this week," not a separate pitch.

Announce caption (post 10–15 minutes before going live):

Going live in a few minutes to close out my first week. Come hang out.

Your live script — these are the beats, not word-for-word:

"Okay — I almost didn't go live tonight. But I told myself I'd close out this week honestly, so here I am.

Thank you. Genuinely. For the comments, the DMs, the people just watching quietly — it all means something, even the quiet part.

Here's where I actually am: [where you actually are right now — waiting on your box / a few days in / what you've noticed so far if you have experience].

Here's what I didn't expect going into this week — [your honest reason: the science made more sense than I thought it would / I saw something in someone I trust that I couldn't ignore / I felt something in my own skin I wasn't expecting]. I believe in this. Not because I've been doing this for years. Because of that.

And that belief is actually why I want to say two things, not just one.

First — I'm sharing my whole experience here, the real thing, not just a highlight reel. Already got my before photos started. If you haven't taken yours yet — today, before you use anything, multiple angles, natural light. Follow along or do it alongside me if you want. And hey — if our before and afters end up looking like some I've seen, we might have a shot at that \$3,000.

Second — some of you haven't just been watching the skin story this week. You've been watching me, wondering if this is something you'd

want to build too. If that's you — I'm not going to pretend I didn't notice.

I'm not going to give you three things to do right now — just one thing to know. Both doors are open. The skin scan, the business, the challenge — I mentioned all of it this week because all of it is real for me right now, and I figure it might be real for some of you too.

I'm really glad you were here this week. See you on the other side."

LIVE SETUP

- Face a window — natural light always best
- Prop your phone so you're not holding it
- Quiet background — people need to hear you
- Under 5 minutes is perfect for a first live
- Have your skin scan link ready to paste in comments

AFTER YOUR LIVE

- Save and post to your feed immediately
- Reply to every comment within the hour
- Follow up with everyone who engaged — same day
- Add every interested person to your Prospect Tracker
- PSIF starts now for every one of them

PRO TIP

Nobody's first live is perfect. What matters is that you showed up honestly. Press go.

WHAT COMES NEXT

**Your 7 days are done.
Now you run PSIF every day.**

These 7 days were your P — Pique Interest. Every person who engaged this week goes into your Prospect Tracker. The PSIF system takes it from here: Share a tool → Invite → Follow up daily → Enroll. Your 30-day content library picks up the piquing. The 90-Day Challenge keeps the journey

alive for the next 83 days. Full PSIF training and scripts are in Habits House.

Read alongside the **Brand Partner Guide** — videos, tools, PSIF, and the unboxing bonus all live in Part Three there.

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