

7-DAY POST SEQUENCE · NEW TO DIRECT SALES

Wellness *Track*

For partners whose audience is already wellness-minded. Your job isn't to introduce wellness. It's to introduce Neora's approach to it — and to do it honestly from wherever you actually are on day one.

NEW TO DIRECT SALES

WELLNESS 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, these are what make your story real and credible. You cannot go back. Do it before you post Day 1.

- **Photos:** Multiple angles — front, both sides, back. Natural light, no filter, no editing. Pick a spot you can return to exactly. Zoom in to check for blur. More is always better.
- **Measurements:** Waist, hips, and any area relevant to your goals. Fat browning changes body composition before the scale moves — inches tell the real story first. Write them down somewhere you won't lose them.
- **Can't stand looking at them?** Email them to yourself immediately. Don't look again until day 90. But take them. Always.

These photos and measurements belong to you regardless of what you decide. They are your proof of starting point, your most honest marketing asset, and the reference you will be most grateful for at

30, 60, and 90 days. You cannot recreate day one. Take them before you post anything.

BEFORE YOU BEGIN POSTING

Post one per day, every day, 7 days straight. Reply to every comment — engage genuinely, not just with emojis. When someone leans in, don't explain — send a tool. Primary tool for this track: Neora Wellness Products video (6 min) via GoProspect or Neora's YouTube channel.

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 completely honest. "I read every label and couldn't find a single ingredient I'd question" is powerful. "I've watched what this does for people in the wellness community and I can't find a hole in it" is powerful. What's not okay: writing as if you've been using these products for weeks when you signed up three days ago. Your wellness audience in particular will feel the difference immediately.

HOOKS REFERENCE — USE THESE TO OPEN ANY POST

Stop the scroll. Then say something worth reading.

Your wellness audience reads carefully and spots inauthenticity fast. These hooks work because they name something real — not a solution, just an observation that makes someone stop and think "that's me."

PHASE 1 — CURIOSITY

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

"At some point, eating clean stops being enough on its own."

"Nobody talks about the gap between trying hard

PHASE 2 — AWARENESS

Name the problem. Make them see themselves in it.

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

"That brain fog that shows up mid-morning? There's a

and actually feeling good."

"Your body isn't working against you. Something is just missing."

"What you put in your body shows up on your skin. Most brands pretend those are separate conversations."

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

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

reason for it."

"If you're doing everything right and still not feeling it — pay attention."

"Your gut and your skin are having the same conversation. Most people don't know that."

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

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

PHASE 3 — DISCOVERY

Introduce the solution without pressure. Revealing, not pushing.

"I read every label before I recommend anything. This one passed."

"I found something built around the idea that inside and outside aren't separate."

"This isn't your typical supplement line. That's exactly why I said yes."

"Once I understood the absorption piece, everything made more sense."

"There's actually a line designed around the connection most brands

PHASE 4 — DECISION

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

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

"This is what I'd put in front of someone I care about."

"If you're particular about what goes in your body — this meets that standard."

"If this has been on your mind, I'm happy to send you what I know."

"I'll walk you through exactly what I use and why if you want."

ignore."

"I started using something that addresses this from the inside out."

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?" / "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 it goes from there.

PRE-LAUNCH PHASE — READ THIS FIRST

Do you need to run these posts before Day 1?

Skip the pre-launch if: Your audience already follows you for wellness content and expects product recommendations.

Run the pre-launch if: Your audience knows you as a friend or colleague but not primarily as a wellness person. Run one post every other day for about a week, then start Day 1.

These are Phase 1 posts only — pure curiosity, no product, no business mention.

PRE-LAUNCH POST 1 — PATTERN INTERRUPTION

Clean ingredients mean nothing if your body cannot actually absorb them.

I spent years reading labels. Choosing the right things. And still feeling like something was not quite landing the way it should.

Turns out absorption is the part nobody talks about. The piece that makes the difference between spending money on wellness and actually feeling it.

Has anyone else noticed this?

NOTES

No product. Pure observation that speaks directly to label-readers who have done everything right and still feel like something is missing.

Photo: your morning routine, a farmers market, a clean kitchen — your normal wellness aesthetic.

PRE-LAUNCH POST 2 — NAME THE PROBLEM

Your gut and your skin are having the same conversation. Most people just do not know it yet.

Inflammation in the gut shows up on the skin. Nutritional gaps accelerate aging from the inside out. Chronic stress depletes collagen.

We have been treating these as separate problems for decades. They are not.

The inside-out connection is the thing I keep coming back to. More soon.

NOTES

Educational and shareable — positions you as someone who thinks deeply about wellness, not just someone who recommends things.

PRE-LAUNCH POST 3 — CREATE THE GAP

There is a difference between healthy and thriving. Most of us are stuck somewhere in between.

Doing the right things. Eating well. Moving. Sleeping okay. And still not feeling the way we expected to feel by now.

I have been thinking a lot about what that gap actually is — and what fills it.

More soon.

NOTES

Run this 1-2 days before Day 1 so curiosity is active when your launch sequence begins.

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

This month sets up something new in October

These are timing-sensitive, not evergreen. Run them alongside your regular posts this month, then pull them 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.

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

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.

01 ENGAGEMENT HABIT Start a conversation your audience already wants to have

No business mention today. Just a question your wellness audience already has opinions about. This warms up the algorithm and reminds your followers why they follow you.

COLORED BACKGROUND TEXT POST — OR A CLEAN LIFESTYLE PHOTO THAT FITS YOUR NORMAL FEED

Pick one. Post it exactly as written.

Option A

Honest question: what's the one wellness habit you've never been able to give up no matter how busy life gets? Mine is [one thing that's genuinely non-negotiable for you]. Drop yours

Option B

What's something you wish more people understood about taking care of their body from the inside out? Asking because I keep having this conversation lately and the answers are always so good.

Option C

Hot take: the wellness industry has a label problem. We read them obsessively and still can't always tell what's actually clean. Anyone else exhausted by this?

Option D — strategic

If you had to pick one right now: better sleep, more energy, or clearer skin. Which one would change your daily life the most?

WHICH OPTION TO CHOOSE

Option A gets personal, engaged responses from any wellness audience.

Option B positions you as someone worth following for perspective — not just product recommendations.

Option C speaks directly to label-readers and sets up your story naturally — great if that's your core audience.

Option D is strategic: every answer maps directly to a Neora product. Note who says what. Sleep, energy, skin. Those are your warmest leads and your personalized follow-up map.

AFTER YOU POST

- Reply to every comment — engage genuinely, not just emojis
- This audience wants real conversation — give it to them

PHOTO DIRECTION

- Colored background works perfectly for all options
- Or a clean lifestyle shot — morning routine, walk, farmers market
- Should look exactly like your normal content

- Note every "sleep," "energy," or "skin" answer if you used Option D
- Don't explain what you're doing yet if anyone asks

- Nothing that hints at products or business yet

02 STORY HABIT Tell them why this fits what you already believe

This isn't a discovery story — your audience already knows you care about wellness. This is "I found something that actually meets my standards." Peer-to-peer, not evangelical. Today also plants the 90-Day Challenge seed — one line, and only after reminding yourself to take those before photos and measurements first.

BEFORE PHOTO AND MEASUREMENTS REMINDER — DAY 2

Have you taken them yet? Multiple angles, natural light, no filter, a location you can return to exactly. Waist and hip measurements too — fat browning changes body composition before the scale moves and inches tell the real story first. These are your personal documentation. You cannot recreate this moment.

PHOTO OF YOU — YOUR NORMAL WELLNESS AESTHETIC

Clean ingredients mean nothing if your body cannot absorb them. I kept hitting this wall.

You know how particular I am about what I put in my body. You've watched me read labels, question ingredients, and pass on things that didn't meet my standard — even when they were popular.

So when I say I found something that actually checks every box, I want you to know that means something coming from me.

[One to two honest sentences about what drew you in — the clean formula standards, what you've read about the ingredients, what you've watched others in the wellness space experience, or what specifically made you say yes. Only say what's actually true.]

What I keep coming back to: Neora approaches beauty and wellness as one thing. What you put in your body affects your skin. What you put on your skin affects your body. Their formulas are built around that — non-GMO, no synthetic fragrances, no harmful fillers. Clean meets clinical.

I'm documenting this honestly as I go.

Does this resonate with where you are right now? I'd love to hear about your experience.

FILL-IN GUIDANCE — ONLY SAY WHAT'S TRUE

"I read every label before I said yes. I expected to find something I couldn't get behind. I didn't find it." — for a label-reading audience.

"I've been in the wellness space long enough to know when something is different. The ingredient standards here are the strictest I've seen." — for experienced wellness professionals.

"My products haven't arrived yet but I've been researching nonstop and I can't find a hole in the science." — completely honest and completely valid.

WHEN SOMEONE RESPONDS

SAY: "This explains it way better than I can in a comment — sending it your way." Then send the relevant tool below.

WELLNESS CURIOUS: Send "Neora Wellness Products" video (6 min) via GoProspect

GENERAL OVERVIEW: Send "Neora: Clean Meets Performance" (<1 min)

GETTING STARTED CURIOUS: Send "Options for Getting Started" (4 min) via GoProspect — covers the plan, the model, and what day one looks like

PHOTO DIRECTION

- You — looking healthy, grounded, and confident
- Your normal wellness aesthetic — this should look like your feed
- Morning routine, nature, clean kitchen — all work
- No products yet. Just you.

TONE CHECK

- Peer-to-peer — not a pitch, not a testimonial
- "Clean meets clinical" is the phrase that lands with this crowd
- This audience will smell hype immediately — stay grounded
- Not having results yet is honest and fine — say so if that's where you are

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 Youth Factor — from wherever you actually are

Today you name a product for the first time. Youth Factor Superfood & Antioxidant Boost Powder leads because the clean ingredient story is right there on the label — no personal results needed to talk about it credibly. Choose the version that's honest for where you are right now.

WHICH VERSION TO USE — BE HONEST

Products not arrived yet → Version A. Box arrived or a few days in → Version B. You were a customer first with real experience → Version C. Only use the version that's true for where you actually are.

VERSION A — YOUR PRODUCTS HAVEN'T ARRIVED YET

There is a difference between healthy and thriving — and I think I found what fills the gap.

Let me introduce you to something I have been researching nonstop while I wait for my box.

This is Youth Factor Superfood & Antioxidant Boost Powder — and the reason I keep coming back to it is the ingredient standard.

The antioxidant equivalent of 3 to 4 servings of fruits and vegetables. Matcha, resveratrol, biotin, a full B vitamin complex. And a proprietary enzyme blend designed specifically to help your body actually absorb everything in it — because what's the point of clean ingredients your body can't access?

Non-GMO. No gluten. No soy. No synthetic fragrances. Vegan.

I haven't had my own results yet — my products are still on their way. But I've been watching what people in the wellness community consistently report back and I can't find a hole in it.

I'll show you everything the moment my box arrives.

Curious? I've got a short video that walks through the full wellness line whenever you're ready.

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

I started using something that works differently than anything I have tried — and the reason starts with the label.

Let me introduce you to something that is already becoming part of my morning.

This is Youth Factor Superfood & Antioxidant Boost Powder — and the reason I keep coming back to it is the ingredient standard.

The antioxidant equivalent of 3 to 4 servings of fruits and vegetables. Matcha, resveratrol, biotin, a full B vitamin complex. And a proprietary enzyme blend designed to help your body actually absorb everything in it — because what's the point of clean ingredients your body can't access?

Non-GMO. No gluten. No soy. No synthetic fragrances. Vegan.

I mix mine with [how you take it — water / my morning smoothie / coffee]. Thirty seconds added to my morning.

[One completely honest observation — only if you have one: "I'm only a few days in but I'm noticing something different about my energy by mid-morning" / "I'm still early but I'm paying close attention and I'll keep telling you exactly what I see" / "The texture and taste surprised me — easier to take than anything I've tried"]

Curious? I've got a short video that walks through the full wellness line.

The product that made me decide to do this:

I've been using Youth Factor Superfood & Antioxidant Boost Powder for [how long] as a customer. Here's what actually happened — not what the label says, but what I genuinely experienced.

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

The reason I trust this product is the same reason I trust the brand: the ingredient standard is the strictest I've found. Non-GMO, no synthetic fragrances, no fillers. A proprietary enzyme blend that's actually designed to help your body absorb what's in it.

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

Curious? I've got a short video that walks through the full line.

PHOTO DIRECTION — ALL VERSIONS

- Version A: a clean product image from Neora's library
- Version B: you mixing or holding the Youth Factor Powder — your morning aesthetic
- Version C: you with the product, or a genuine before/after result if you have one
- All: natural light, clean background, consistent with your feed

WHEN SOMEONE ENGAGES

- Send "Neora Wellness Products" video (6 min) — full line overview
- Or "NeoraFit: Wellness Simplified" (4.5 min) if they seem NeoraFit-curious
- Add them to your Prospect Tracker today
- Follow up within 24 hours — every time

04

EDUCATION HABIT

Teach them the inside-out connection

Today you go deeper on the philosophy that makes Neora genuinely different — the idea that wellness and beauty are one conversation, not two. No personal product experience needed. This is education. Your audience will save and share this post.

A CLEAN LIFESTYLE IMAGE — YOU, YOUR ROUTINE, OR A SIMPLE FLAT LAY

Your gut and your skin are having the same conversation. Most brands pretend otherwise.

Here is what I keep coming back to:

The wellness industry and the beauty industry have been operating in separate lanes for decades. Supplements over here. Skincare over there. As if what happens inside your body has nothing to do with what shows up on your skin.

But we know that's not true. We've always known.

Chronic stress depletes collagen. Poor gut health shows up as inflammation. Nutritional gaps accelerate aging from the inside out. This isn't new science — it's just been inconvenient for an industry that profits from keeping those categories separate.

What drew me to Neora is that they built their entire line around refusing that separation. The wellness products and the skincare products address the same underlying things — collagen, cellular energy, oxidative stress, the body's natural renewal process. It's one system, not two.

[Optional line — or delete: "I've spent a long time looking for a brand that actually operates this way. Most talk about it. This one built it into every formula." / Skip if you prefer.]

This is why 90 days matters — you're not patching something. You're rebuilding it from the inside out.

What's one thing you do that you know supports both your inside and your outside?

WHY THIS WORKS — DON'T CHANGE THE STRUCTURE

Philosophy first. Products second. Your wellness audience follows you for perspective — give it to them before the recommendation.

This post requires zero personal product experience. Any version of Day 3 partner can use this exactly as written.

The question at the end will get your most engaged comment section of the week.

PHOTO DIRECTION

- You in your element — morning light, outside, clean space
- Or a flat lay of wellness products and skincare together
- The image should feel intentional and calm — not busy

WHEN SOMEONE WANTS TO KNOW MORE

- Send "Neora: Clean Meets Performance" (<1 min) as a first touch
- Then "Introducing Neora's Products — Overview" (13 min) for deeper interest
- Never lead with the skin scan for this audience — wellness video first

PRO TIP

This is the post that builds your authority. A wellness audience follows people who think deeply — not just people who recommend things. Lead with the idea every time.

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 result ever will. Your wellness audience is particularly good at spotting inauthenticity. This post matters more for this track than almost any other.

A REAL-LIFE PHOTO — YOUR OWN WORDS BELOW

Real life lately:

[Two or three honest lines about your actual life right now. Write these in your own voice — ideas below to spark it.]

What I keep coming back to: *[one thing grounding you, giving you energy, or keeping you moving forward right now].*

I've been *[consistent with my morning routine / quieter about some things I'm working on / showing up for myself in small ways that are starting to add up]* — and something about that feels really right.

What's one small thing you've been doing for yourself lately that's made a difference?

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

"Long walks. Farmer's market Saturdays. A supplement routine that's finally working. Also somehow the most behind on emails I've ever been."

"Trying to practice what I preach. Some days easier than others. But the mornings I get it right — I can feel the difference."

"My body has been asking for rest and I've been listening. Wild how much that changes everything."

PHOTO DIRECTION

- Your real life — a walk, your kitchen, morning light, a quiet moment

WHY THIS POST MATTERS FOR WELLNESS AUDIENCES

- Wellness followers are especially good at spotting inauthenticity

- Should look exactly like your normal content
- No products. No business hint. Just you being human.
- This audience values authenticity above aesthetics

- They need to see that you live what you share
- This post is what makes them trust your recommendations
- Don't skip it — it does more work than you think

06 INVITATION HABIT Open the doors — and make the journey invitation real

Today everything comes together. Wellness products, the inside-out philosophy, how this works and what getting started looks like, and the 90-Day Challenge all land naturally because your audience has been with you all week. Open all three doors. Let them choose.

90-DAY CHALLENGE — DAY 6

This is the right moment to introduce the challenge. Be clear: participating means documenting a genuine product journey with real before and after results — which means using the products. The entry itself has no purchase requirement but the results need to come from real use. Name it honestly — real money, real results, real community.

YOU LOOKING GROUNDED, HEALTHY, AND GOOD — THIS PHOTO MATTERS

If you are particular about what goes in your body — this meets that standard. Here is where to start.

I have been thinking about who in my world needs to hear what I have been sharing this week.

If you've been following along and something has been resonating — here's where I land:

If you're wellness-first and want to know exactly what's in these products — I have a short video that walks through the full line. About 6 minutes. No fluff. Curious? I've got it ready to send.

If you want to see how your internal health is showing up on your skin right now — there's a free skin scan on my website. Dermatology-level results, completely free, takes 30 seconds. Worth doing even as a wellness-first person.

[your skin scan link]

If the idea of building something around what you already love and already talk about sounds interesting — 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 wellness journey 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 results do, we might be looking at some double bonuses too.

I'm doing it. I want people doing it with me.

Take your before photos and measurements if you haven't yet — today, before you start. Message me and let's go.

VARIATIONS

Wellness only: Remove the skin scan and business paragraphs. Lead with the wellness video offer and the challenge.

The skin scan is secondary for this audience — frame it as a data point, never a lead tool.

WHEN SOMEONE RESPONDS

WELLNESS PRODUCTS: Send "Neora Wellness Products" (6 min) or "NeoraFit: Wellness Simplified" (4.5 min)

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 measurements, 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) via GoProspect — simple overview, great first send.

DIRECT SALES EXPERIENCE: Send "The Last Run Club — Introduction" (<2 min) and TheLastRunClub.com

07 LIVE VIDEO HABIT Show up. Tell the truth. Invite them in.

Your first live video. Live gets significantly more organic reach than anything else. You're not selling — you're being seen. Both doors — product and business — get named tonight, alongside the challenge. For a wellness audience, authenticity in video matters even more than in posts. Keep it real, keep it grounded, keep it under 5 minutes. No CTA at the end — if the week's content landed, people already know how to find you.

90-DAY CHALLENGE — 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 FIRST — THEN GO LIVE ON FACEBOOK OR INSTAGRAM

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 — 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 for being here. For the conversations, the questions, the people watching quietly. This community is why I do what I do.

You know me well enough to know I'm particular. I don't share things I don't believe in and I don't recommend things I haven't vetted. So when I tell you that Neora has met my standard — that means something.

[One specific honest thing about this week — what you've noticed since you started if you have the products / what learning about the ingredients has done for your belief / a conversation this week that surprised you / something about the brand that keeps standing out]

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

First — I'm sharing my whole wellness journey here, the real thing, not just a highlight reel. Already got my before photos and measurements started. If you haven't taken yours yet — today, before you start, the good days and the hard ones included. 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 wellness 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 products, 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 glad you've been here. See you on the other side."

LIVE SETUP

- Face a window — natural light always best
- Your normal environment — wherever you feel most yourself
- Quiet background — people need to hear you clearly
- Under 5 minutes — this audience respects your time and theirs
- Have your scan link and 90daychallenge.com ready to drop in comments

AFTER YOUR LIVE

- Save and post to your feed immediately
- Reply to every comment the same day
- Follow up personally with everyone who engaged
- Add them all to your Prospect Tracker — PSIF starts now
- The 90-day journey keeps your content alive for the next 83 days

PRO TIP

Your wellness audience has seen a lot of people promote things. What they haven't seen enough of is someone who documents a real journey without the highlight reel filter. Be that person for the next 90 days and you'll build something that outlasts any single product post.

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 keeps the piquing going. 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** — the complete video toolkit, all tools, PSIF details, and the unboxing bonus all live in Part Three there.

Neora · 7-Day Post Sequence · Wellness Track · New to Direct Sales · Final Version