

Your Grid Builds Trust. *Stories Make Sales.*

Stories are where real connection happens — every single day, not just on feed post days. This guide gives you the daily rhythm, track-specific product ideas, poll templates, and tool integrations so you always know what to post and why.

REAL LIFE

RELATABLE

RESULTS

RESPONSES

HOW STORIES FIT INTO THE SYSTEM

Your feed posts — the 7-day launch sequence and 30-day content library — build your audience and start conversations. Stories are what keep those conversations alive every single day in between. Think of your feed as your billboard and your stories as your living room. The feed gets people curious. Stories are where they decide if they like you enough to buy.

The daily rhythm

Not every slide every day — rotate through the rhythm and repeat. The goal is showing up consistently, not perfectly.

If you're not posting stories at all right now, start with one slide a day. One real slide, once a day, is a massive improvement over zero — and it's a realistic place to actually start. The four categories below (Real Life, Relatable, Results, Responses) aren't a daily checklist to complete; they're a menu you rotate through over time. Nobody posts all four every day.

Once posting one slide is a habit, work your way up to several a day when it feels natural. Here's the actual reason multiple slides a day matters, beyond just "more content": every new slide you post moves your profile circle back to the front of the story bar for the people who follow you. Someone who's already seen and dismissed your first slide will see your feed circle light up again with a new one — which means more slides across a day isn't just more content, it's more chances to be the thing someone notices when they open the app.

1

Real Life

1-2 SLIDES

Show your face. Share what's actually happening. A messy moment, a routine, a small win. This is the slide that makes people trust you.

- "What I'm doing today..."
- "This made me laugh / cry / roll my eyes..."
- "Currently hiding from my to-do list here..."
- "Morning routine — real version, not the aesthetic one"
- "One thing I did for myself today"

2

Relatable

1-3 SLIDES

Name a real pain point your audience is quietly living with. When someone feels seen — not sold to — they respond. Every response tells you exactly which conversation to have next.

- "Anyone else feel like their lips lost their color somewhere along the way?" → Lip Treatment
- "My afternoon used to hit like a wall. Not anymore." → Energy+ conversation
- "I've been drawing on lip liner for years just to have a lip line. There's something for that." → Lip Treatment

- "The area under my eyes gives away more than I'd like." → Eye Serum / Eye-V patches
- "My skin looks tired even when I'm not." → Age IQ / NeoFiller conversation
- "I lie awake for an hour before I actually fall asleep. Every night." → Sleep+ conversation
- "I do everything right and the scale doesn't move. The mirror does though." → NeoraFit

3

Results

1-3 SLIDES

Use the product, talk about it, show what it does. Not a commercial — a real moment. The more specific and honest, the more it converts.

- Use it on camera — apply, shake, mix, swipe
- Before and after with one honest sentence about what you noticed
- "You know that 3PM crash? Here's what changed that for me."
- Day in the life: how the product fits into your actual routine
- Talk to camera: "Here's why I keep coming back to this"

4

Responses

1-2 SLIDES

Prompt interaction. Open a conversation. Drop an invite. This is where curiosity turns into a DM — which turns into a sale or a new partner.

- Poll: "Want the details?" → Yes / Tell me more
- Question box: "Ask me anything about what I do"
- "I have a few cart links ready — want one?"
- "Doing the 90-Day Challenge — want to get started with me?"
- "Take the free skin scan on my site — link in bio"

Product in action — by track

What your "Results" slide actually looks like depending on your focus

● SKINCARE & NEO-FILLER TRACK

APPLICATION Film yourself applying Neo-FILLER — show the 30-second application, talk through what you're doing and why. Keep it casual, not clinical.

BEFORE/AFTER Side by side with one specific honest observation — "I'm noticing the area around my mouth looks different. Still early. Watching closely." Don't overclaim. Specific is credible.

EDUCATION "Did you know most skincare only works on the surface? Here's why Neo-FILLER is different..." — swipe through 2-3 slides with simple facts

ROUTINE Morning skincare routine on camera — Neo-FILLER as step one, 30 seconds, done. Show how fast it actually is.

POLL "Would you rather: injectables or something that trains your skin to do it naturally?" → Injectables / Natural — then follow up in DMs with anyone who says natural

SKIN SCAN ASK "Have you taken the free skin scan on my site yet? Takes 30 seconds and tells you exactly what your skin needs." → Link sticker to your scan URL

UNBOXING When your box arrives — go live or film stories of opening everything. Spend the most time on the Neo-FILLER Duo. Real first impressions only.

● WELLNESS TRACK

MORNING ROUTINE Film yourself mixing Youth Factor Powder into your morning drink — show the real version, not the aesthetic one. Talk about how you feel by mid-morning.

LABEL READ "I read every label before I recommend anything. Here's why this one passed." — show the label, point out 2-3 specific ingredients your audience cares about

ENERGY STORY "You know that afternoon crash? Here's what changed that for me." — Energy+ chew in hand, honest conversation to camera

SLEEP STORY "I used to lie awake for an hour before falling asleep. Here's what's different now." — Sleep+ chew, real talk, no hype

INSIDE-OUT ANGLE "What you put in your body shows up on your skin. Here's what I mean..." — 2-3 slides connecting wellness to skin results

POLL "Be honest — how's your energy at 3pm?" → Running on fumes / Actually okay — follow up with anyone who answers "running on fumes"

NEORAFIT STORY Measurements check-in — not necessarily numbers, just "I took my measurements at the start and I can already feel a difference in how my clothes fit" — authentic, not performative

● HORMONE HEALTH — COMING OCTOBER

TEASER "Something big is coming from Neora — I can't say much yet, but October is going to be a big month." Curiosity only, no product name, no health claims. Pair with a simple close-up or a shot of you looking like you know something.

FIRST LOOK "I'm one of the first to get a look at what's coming for women's hormone health from Neora. If you want to be in the room when it happens instead of hearing about it later, DM me." Drive to DMs, not a link.

VIDEO DROP "There's a 30-second video that shows a little of what's coming — DM me 'new era' and I'll send it." Sends the "New Product. New Opportunity. A Whole New Era." teaser via GoProspect.

POLL "Something new is coming for women's hormone health. Want to be first to know?" → Yes / Tell me more — follow up in DMs with the teaser video for anyone who responds.

BUSINESS ANGLE For anyone already curious about the opportunity side: "This is a brand-new category for Neora, launching this fall — ground floor

timing for anyone building a business with us right now." Send the "Women's Health Support — Opportunity Video" (1:56) to warm responses.

TIMING NOTE Brand Partner early access opens Oct 1-2, public Oct 3 — that's a Prelaunch Pack, not the full product line. The full public launch comes in January. Keep today's stories about the teaser and the opportunity, not the product itself.

● OVERALL & LIFESTYLE TRACK

DISCOVERY "Still figuring out what I love most from this line — today I'm trying [product] for the first time." Real and honest — your audience comes along for the discovery

ROTATION Rotate between skincare and wellness stories throughout the week — skincare one day, wellness the next. Let your audience self-select what they respond to most

LIFESTYLE TIE Connect a product to something real in your life — "I'm running on four hours of sleep and this is what I reached for this morning" — whatever's true

MULTI-PRODUCT "I've been using three things from this line and here's what I'm noticing about each one" — only if you have them and it's honest

POLL "What are you most curious about — the skincare side or the wellness side?" → Skincare / Wellness — then send the matching tool to each respondent

● EXPERIENCED PARTNER TRACK

CREDIBILITY "After [X] years in this industry, here's what I look for in a product before I'll recommend it — and here's how this one measures up." Confident, direct, specific

COMPARISON "I've used a lot of products in this space. Here's what's actually different about this one." No company names. Just what makes Neora stand out.

RESULTS If you have genuine results — show them specifically. Before and after with honest narration. Your credibility makes this more powerful than anything a new partner can post.

BUSINESS ANGLE "Something I look for in a company I'm going to build with..." — talk about what Neora has that others didn't. Company stability, product quality, the model. Keep it factual, not emotional.

LAST RUN CLUB "If you've been in direct sales before and wondered if it could actually be different — I have something worth watching. DM me." — drive to The Last Run Club video

90-DAY CHALLENGE — HOW IT LIVES IN YOUR STORIES

Your 90-day journey is your best ongoing story content — if you're in one right now.

Once you've taken your before photos and started the journey, stories become your natural documentation tool. This isn't forced content — it's just showing up honestly over time. Here's how to weave it in without making every story about the challenge:

- **Weekly check-in slide:** "Day [X] — here's what I'm noticing this week." One honest observation. No hype, no overclaiming. Consistency builds credibility over time.
- **Routine documentation:** Film your actual product routine once a week — 30 seconds of Neo-FILLER, morning wellness stack, whatever is true for you. Real and repeatable.
- **Milestone moments:** "Hit the 30-day mark today — here's one thing that's shifted." Small, specific, honest. These are the slides people screenshot and share.
- **Community invitation:** "Still on my 90-Day Challenge journey — if you're using Neora products and want to document your results officially, DM me and I'll walk you through what participating looks like." Run this every few weeks, not every day.
- **Voting reminder:** When the voting period opens — "The public votes on before and afters. If you want to vote for mine, I'll drop the link." Give your audience a way to support you.

DON'T HAVE A FRESH BEFORE-AND-AFTER RUNNING RIGHT NOW? THIS SECTION ISN'T FOR YOU — AND THAT'S FINE.

This whole section is written for someone in their first 90 days, and it should be — that's the single most compelling story arc a new partner has. If you've been building for years, you likely don't have new before/after photos to show right now, and that's not a gap to fake. Your story content lives somewhere else:

- **Longevity is its own story:** "12 years in and I still use this every single day — here's why that hasn't changed." Consistency over years is something a brand-new partner literally cannot say, and it carries real weight.
- **Other people's journeys, told through you:** Highlight a customer's or new partner's before/after with their permission — "Watching [name]'s progress has been one of my favorite things this year." You don't need your own before/after story running to feature someone else's.
- **Team and culture content:** What it's actually like to build with this team after this many years — the relationships, the growth, what's kept you here. That's a story arc a new partner can't tell yet either.
- **A fresh before-and-after, on your terms:** Nothing stops a tenured partner from taking new before photos and documenting a new personal goal or a new product — it's just a choice, not the default expectation.

Poll templates that actually work

Save these. Rotate through them. Every response is a warm lead.

LIPS — NEO-FILLER LIP TREATMENT

Does anyone else feel like their lips lost their shape and color somewhere along the way?

LIPS — LIP LINER DEPENDENCY

Lip liner: necessity or optional?

Yes — mine too

Mine are fine

"Yes — mine too" → DM immediately.
"There's actually something for that — I've got a quick video, sending it your way." Send the NeoFiller Lip Treatment video (1.5 min).

Can't leave the house without it

Never really needed it

"Can't leave the house without it" → "I used to feel the same way. Something changed that for me — sending you what it is." Send the Lip Treatment video.

SKIN VOLUME — NEO-FILLER FACE

Has your face lost some of the fullness it used to have?

Yes and I hate it

Not really

"Yes and I hate it" → "There's actually a reason that happens — and something that addresses it without injections. Two-minute video, sending it your way." Send NeoFiller Duo Launch Video.

INJECTABLES — NEO-FILLER

Would you ever get fillers or toxins?

Already do

Looking for an alternative

Both answers are warm leads.
"Already do" → "Have you heard about the at-home alternative? It works differently than anything else." "Looking for alternative" → send the Duo Launch Video immediately.

EYES — EYE SERUM / EYE-V PATCHES

The under-eye area — your biggest skin frustration or pretty manageable?

My biggest issue

Not really a problem

"My biggest issue" → Eye Serum or Eye-V patches conversation. "I have something specifically for that — sending you the info."

ENERGY — ENERGY+ CHEWS

Does your afternoon energy just disappear?

Every single day

I manage okay

"Every single day" → "I used to feel that exact thing every afternoon. Something changed that for me — sending you what it was." Send Neora Wellness Products video.

SLEEP — SLEEP+ CHEWS

Do you fall asleep easily or does your brain have other plans?

Brain has other plans

Out within minutes

"Brain has other plans" → "I have something that genuinely changed this for me — sending it your way." Sleep+ conversation. Warm, specific, no pressure.

WEIGHT / BODY — NEORAFIT

Body composition — are you where you want to be?

Not even close

Pretty close actually

"Not even close" → NeoraFit conversation. Lead with the fat browning angle — "The scale isn't always the right measure — here's what I mean." Sends NeoraFit: Wellness Simplified video.

HAIR — LASH LUSH

Lashes — are yours where you want them?

They've definitely thinned

Mine are fine

"They've definitely thinned" → Lash Lush conversation. "There's something hormone-free and clinically tested for that — sending it your way." No prostaglandins — that matters to this audience.

GUT HEALTH — BLOCK + BALANCE

Bloating — occasional visitor or basically a roommate?

Basically lives here

Mostly fine

"Basically lives here" → Block + Balance / gut health conversation. "I have something that specifically addresses this — sending you the info."

BRAIN FOG — EHT BRAIN FORMULA

Brain fog — do you deal with it?

More than I'd like

Not really

"More than I'd like" → EHT Brain Formula conversation. Developed from 20+ years of research at Princeton. Lead with the science — this audience responds to it.

COMING OCTOBER — HORMONE HEALTH

Something big is coming from Neora for women's hormone health. Want to be first to know?

Yes — tell me more

Not right now

"Yes" → DM the 30-second teaser video ("New Product. New Opportunity. A Whole New Era."). Curiosity only — no product details

yet. Full public launch isn't until January.

BUSINESS CURIOSITY

Is building your own income stream something you think about, or not really on your radar?

Think about it a lot

Not for me

"Think about it a lot" → send "Options for Getting Started" (4 min) via GoProspect. "Not for me" → let it go completely. Never push against a clear no.

How your tools show up in stories

Every tool has a natural home in your story rhythm

Free skin scan

Where it lives: Responses slide. After any skincare or product story, add a slide: "Take the free skin scan on my site — it shows you exactly what your skin needs right now. 30 seconds." Use the link sticker to drive directly to your personalized URL. Run this 2-3 times per week on skincare-focused stories.

GoProspect videos

Where it lives: Responses slide + DMs. Never link a video in a story slide — drive people to your DMs instead. "I have a 2-minute video that explains this better than I can in a story — DM me and I'll send it." That DM is where the

conversation starts and GoProspect tracks when they watch.

Navigating the New Economy

Where it lives: Proactive piquing — share it outwardly as a story slide to create curiosity before anyone asks. Something like: "I've been watching this series about where work and income are heading. Part 1 is free and worth watching regardless of what you do with it." No Neora mention. When someone comes back interested after watching, that warm conversation leads into the actual Neora business videos. Do not send this reactively when someone is already curious about getting started — they're ready for the real story. Send "Options for Getting Started" (4 min) instead.

90-Day Challenge

Where it lives: Throughout — but not constantly. Weekly check-in slides, milestone moments, and periodic community invitations. The voting period is when you drive your audience hardest — "The public votes, and your vote matters to me. Link in bio."

Unboxing moment

Where it lives: The day your box arrives — stories AND feed. Go live if you can. If not, film your unboxing as a story series: opening, first impressions, the Neo-FILLER Duo specifically. Save everything. Post the highlight to your feed after.

In-person event (launch, sip & sample, pop-up)

Where it lives: Before, during, and after — see the weekly event rhythm section for the full story sequence. This carries exactly the same weight as the Thursday Zoom for hybrid and in-person builders — don't treat it as

secondary. A week-before mention, a day-of invite, and an after-recap are all it takes.

Ideas by what you want to happen

Pick one per story series. One ask at a time.

DRIVE TO SKIN SCAN

- "Take the free skin scan on my site — link in bio"
- "30 seconds. Tells you exactly what your skin needs."
- "I'll send you the link if you DM me"
- Link sticker directly to your scan URL

START A DM CONVERSATION

- "Curious what I'm using? DM me and I'll send it over"
- "Want the details? DM me and I'll send it over"
- "Question box open — ask me anything"
- Poll with follow-up: "Want more info?" → Yes / Yes please

DRIVE TO 90-DAY CHALLENGE

- "Doing the 90-Day Challenge — if you're using the products and want to document your journey, DM me and I'll walk you through it."
- "Already have product on hand? Take your before photos today — I'll show you mine at 90 days."
- "The public votes on results — check 90daychallenge.com"
- During voting: "Your vote means something to me — link in bio"

A feed post every day. Stories every day too.

Every day gets a feed post — that's the system, no exceptions. "New" does not mean "original content you wrote today." A feed post can be: resharing a testimonial or before/after you already have saved, reposting a product fact or story you've said before in different words, sharing someone else's post with your own caption, or repurposing one of the video toolkit clips with a personal line on top. The bar is "something goes up today," not "something you've never said before." And it doesn't have to be product-related, either — a life update, a personal reflection, or something that has nothing to do with Neora still counts as showing up today. Some days that's exactly what keeps your page feeling like a person and not a storefront. Stories run alongside every single day on top of that, and they're not tied to whatever your feed post covers — even on a day your feed post has nothing to do with Neora, your stories are always where you can still talk about it specifically. Two channels, both showing up daily, each doing a different job.

MON	TUE	WED	THU	FRI	SAT	SUN
●	●	●	●	●	●	●
Feed post + stories	Feed post + stories — real life + poll	Feed post + stories	Feed post + stories — product in action	Feed post + stories	Feed post + stories — lifestyle + CTA	Feed post + stories — lighter, still shows up

The weekly event rhythm

Your team's Thursday Zoom AND your in-person events — how both live in stories without taking over your feed

HOW IT WORKS

Your team's virtual Zoom — typically Thursday evenings, covering products and how this works and what getting started looks like — is the **I in PSIF**. So is any in-person event you're hosting or attending — a launch, a sip & sample, a local pop-up. Both are where people go from curious to committed. They've seen your posts, watched a video, had a DM conversation — and now they get to feel the community and energy in real time. That's what moves people to decisions, whether that room is on Zoom or in someone's living room.

Neither needs a feed post. Feed posts are for building your audience over time. Both the Zoom and your in-person events are timely, casual, and invitation-only energy — which is exactly what stories are built for. If you're an in-person or hybrid builder, your events deserve the same story treatment as the Zoom — don't let this section read as "Zoom is the only invite that matters."

WEDNESDAY STORY

"We do a casual Zoom tomorrow evening — products, questions, the business side, whatever you want to know. No pressure, just information. DM me for the link if you want to come."

THURSDAY STORY

"Tonight. [Your time zone]. DM me for the link." That's it. Simple. Direct. The people who are ready will respond. Don't oversell it.

FRIDAY STORY — OPTIONAL

"Missed last night? I can send you a quick recap or we can just chat — DM me." Catches anyone who was interested but couldn't make it.

A WEEK BEFORE — IN-PERSON EVENT

"Hosting a little in-person thing next [day] — products, real conversations, good company. DM

DAY-OF — IN-PERSON EVENT

"Tonight. [Location/time]. Still room if you want to come — DM me." Same direct, no-pressure

AFTER — IN-PERSON RECAP

Real moments from the event — the room, the reactions, the energy. "Missed it? Next one's coming — DM me

me if you want the details."

energy as the Zoom invite.

and I'll keep you posted."

DISCLAIMER — ADJUST FOR YOUR TEAM

This assumes your team hosts a regular virtual Zoom. If yours runs on a different night — adjust the days accordingly. If your team doesn't currently host a standing Zoom, skip those slides or adapt them: *"I do casual one-on-one conversations about the products and business whenever someone wants more info — DM me if that's you."* The invitation energy is the same. The format just changes. Use whichever event type — Zoom, in-person, or both — actually reflects how you're building.

Never reference a specific Zoom link or event address in a feed post — links and locations belong in DMs and story link stickers only. And never post about an upcoming event on the same day as a product feed post. Keep the feed clean and intentional.

Pro tips

The details that separate good story strategy from great story strategy

ONE ASK PER STORY SERIES

Every story series should have one ask — not three. Skin scan OR poll OR question box. Stacking asks confuses people and they do nothing. Pick the one that fits what you posted and drive toward it clearly.

RESPOND TO EVERY POLL WITHIN THE HOUR

When someone votes on your poll, follow up with a DM immediately. Not a pitch — just a conversation starter. "Hey! Saw you voted — I have something that might be exactly what you need. Sending it your way." That DM is worth more than ten story slides.

SHOW YOUR FACE MORE THAN YOUR PRODUCTS

A ratio of roughly 3:1 — three real-life or relatable slides for every one product slide. If your stories start feeling like a product feed,

SAVE YOUR BEST STORIES AS HIGHLIGHTS

If you have a fresh before/after running right now: those moments and milestone check-ins make great highlights so new profile

you've lost the thread. People follow people. Products are secondary.

visitors can see your journey from the beginning. If you don't currently have one, your highlights can just as easily be product demonstrations, customer transformations you've supported, or team/culture moments — whatever's actually true for where you are right now. Either way, your highlights are your social proof library.

THE QUESTION BOX IS UNDERUSED

Open a question box every week or two — "Ask me anything about what I do / what I use / how I feel." The questions you get tell you exactly what your audience is curious about. Answer them in stories the next day. That's content that writes itself.

NEVER EXPLAIN IN STORIES WHAT A TOOL CAN SAY BETTER

Stories are for connection and curiosity. When someone engages, move the conversation to a DM and send the right tool. Don't try to explain Neo-FILLER science in a story slide. That's what the videos are for. Pique in stories. Explain in DMs with tools.

Read alongside the **Brand Partner Guide** — the complete video toolkit, tools reference, and PSIF system live in Part Three there. Your 7-day post sequence and 30-day content library handle your feed. This guide handles everything in between.

Neora · Daily Stories Strategy Guide · All Tracks · Final Version