

THE TEMPLATE CODE

THE ULTIMATE
PLUG-AND-PLAY CONTENT LIBRARY.
CUSTOMIZE. CREATE. POST. REPEAT.

Never wonder what to create again.
Use these proven templates to create content
that connects, converts, and gets results—
every time you post.

HOW TO USE THIS GUIDE

Choose a template that fits your message and your goal.
Fill in the blanks with your story, your value,
and your call-to-action.
Make it your own and watch it perform.

WHAT'S INSIDE

01

STORY
TEMPLATES

02

EDUCATIONAL
TEMPLATES

03

SALES
TEMPLATES

04

AUTHORITY
TEMPLATES

05

ENGAGEMENT
TEMPLATES



REMEMBER:

Great content isn't about having more ideas.
It's about using the right framework.
Templates save you time. Consistency gets you results.

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WHY TEMPLATES WORK

Templates remove decision fatigue.
Instead of staring at a blank screen...

You simply fill in the blanks.

The goal isn't to copy.
It's to customize.

The best creators don't reinvent content every day.
They use proven frameworks.

THE BENEFITS

01

SAVE TIME

Create content faster without starting from scratch.

02

STAY FOCUSED

A clear structure keeps your message on point and impactful.

03

BUILD CONSISTENCY

Templates make it easier to show up consistently and grow faster.

04

CONNECT DEEPER

Better content creates stronger connections and more engagement.

05

CREATE WITH CONFIDENCE

No more second-guessing. You have a proven framework to follow.

REMEMBER:

You already have something valuable to say.
Templates give you the structure to say it in a way
that gets attention, builds trust, and drives action.

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THE TEMPLATE FORMULA



ATTENTION

Grab their attention
and stop the scroll.



CONNECTION

Build trust and
create a connection.



VALUE

Deliver real value that
helps and solves a problem.



ACTION

Guide them to take
the next step.

EVERY TEMPLATE FOLLOWS THIS STRUCTURE.

Once you understand it...
You can create unlimited content.

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STORY
TEMPLATE

Stories create connection.
Use this simple framework to share your journey,
teach a lesson, and inspire action.

01	“I USED TO...” Set the scene. Where were you? What was your life like?
02	“THEN...” What happened? What challenge or turning point changed everything?
03	“NOW...” Where are you now? What has changed because of that moment?
04	“HERE’S WHAT I LEARNED...” Share the lesson. What can your audience take away from your story?
05	CTA Guide your audience to take the next step. Comment, DM, save, share, join, or take action.

REMEMBER:

People may forget the details,
but they will never forget how your story made them feel.
Be real. Be honest. Be you.

PAGE 5

EDUCATIONAL TEMPLATE

Teach. Add value. Build trust.
Use this template to educate your audience
and position yourself as the go-to expert.

01

DID YOU KNOW...

Start with a surprising fact or statement
to grab attention.

02

HERE'S WHY...

Explain the reason behind it.
Break it down in a simple and relatable way.

03

HERE'S HOW...

Teach the step-by-step process
or key strategy.

04

TRY THIS...

Give them a quick action
they can apply right away.

05

CTA

Invite them to take the next step.
Comment, save, share, DM, or join.

REMEMBER:

Great educational content simplifies the complex.
When you make it easy to understand,
you make it easy to trust you.

PROBLEM / SOLUTION

TEMPLATE

Identify the problem. Show the solution.
Guide them to a better way.

01	IF YOU'RE STRUGGLING WITH... Name the problem clearly. Make your audience feel seen.
02	IT'S PROBABLY BECAUSE... Explain the root cause. Help them understand what's really holding them back.
03	INSTEAD... Introduce a new perspective or a better approach.
04	HERE'S WHAT WORKS... Share the solution or strategy. Keep it simple and actionable.
05	CTA Guide them to take the next step. Comment, save, share, DM, or join.

REMEMBER:

People don't want more information.
They want solutions.
Solve the problem, earn the trust.

PAGE 7

LIST
TEMPLATE

Lists are easy to read, easy to save,
and perfect for delivering value fast.
Use this template to share quick wins
your audience will love.

01	3 THINGS... Share three key things your audience needs to know, do, or remember.
02	5 MISTAKES... Highlight common mistakes so they can avoid them and get better results.
03	7 TIPS... Give actionable tips that create immediate value.
04	EXTRA VALUE (OPTIONAL) Add a bonus tip, reminder, or pro tip to stand out.
05	CTA Guide them to take the next step. Comment, save, share, DM, or join.

REMEMBER:

Lists make your content scannable,
memorable, and shareable.
People love saving valuable lists.

MYTH

TEMPLATE

Bust the myth. Share the truth.
Position yourself as the go-to expert
who sees what others miss.

01

EVERYONE SAYS...

Share a common belief, myth,
or outdated advice.

02

BUT HERE’S WHAT
ACTUALLY WORKS...

Reveal the truth, your experience,
or a better way.

03

CTA

Guide them to take the next step.
Comment, save, share, DM, or join.

REMEMBER:

People don’t follow hype.
They follow honesty.
Be the one who tells the truth.

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AUTHORITY TEMPLATE

Build trust by sharing your experience.
Position yourself as the expert
who gets results.

01

I'VE LEARNED...

Share a key lesson, insight,
or realization from your journey.

02

AFTER HELPING...

Add social proof by referencing
your audience, clients,
or community.

03

HERE'S WHAT I'D DO...

Share your best recommendation
or exact plan of action.

04

CTA

Guide them to take the next step.
Comment, save, share, DM, or join.

REMEMBER:

People don't just want information.
They want guidance from someone
who's been there and can show them the way.
Be credible. Be helpful. Be you.

SALES

TEMPLATE

Lead them from problem to transformation.
Show them the value and guide them
to take action.

01

PROBLEM

Identify the problem your audience is facing.
Make it clear and relatable.

02

PAIN

Dive into the impact it’s having.
Make them feel seen and understood.

03

SOLUTION

Introduce your solution or offer.
Show how it directly solves the problem.

04

TRANSFORMATION

Paint the picture of the after.
Show the results and how life improves.

05

CTA

Guide them to take the next step.
Comment, DM, click, or join.

REMEMBER:

People don’t buy products.
They buy solutions.
Show them the change.
Guide them to the next step.

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TESTIMONIAL TEMPLATE

Nothing sells like a real transformation.
Use this structure to share powerful
stories that build trust and drive action.

01

BEFORE

Paint the picture of where they
were before.

02

PROBLEM

Describe the challenges, struggles,
or frustrations they faced.

03

DISCOVERY

Share how they found your solution,
program, or offer.

04

RESULT

Highlight the transformation
and outcomes they achieved.

05

RECOMMENDATION

Include their recommendation
or why they would recommend it to others.

REMEMBER:

Real stories build real trust.
Show the journey. Celebrate the results.
Let others see what's possible.
Great testimonials create unstoppable momentum.

BEHIND-THE-SCENES TEMPLATE

People connect with real, not perfect.
Show the process. Share the truth.
Build trust and relatability.

01

TODAY I'M...

Share what you're working on,
building, creating, or learning.

02

HERE'S WHY...

Explain your motivation, mission,
or the bigger purpose behind it.

03

HERE'S WHAT MOST PEOPLE DON'T SEE...

Pull back the curtain. Share the work,
challenges, or unseen moments.

04

LESSON...

Share the takeaway, insight,
or growth from the experience.

05

CTA

Invite them to engage.
Comment, send a DM, ask a question, or join.

REMEMBER:

People don't need perfect.
They want real.
Your journey is the connection.
Your transparency is the trust.
Your consistency is the conversion.

DAY IN THE LIFE TEMPLATE

Show the real behind your results.
Take your audience through your day.
Inspire, educate, and build connection.

01

MORNING

Start your day.
Share your mindset, routine, or intention.

02

WORK

Show what your work actually looks like.
Tasks, projects, or content creation.

03

LESSON

Share a key insight, challenge,
or something you're learning.

04

REFLECTION

What went well? What you're grateful for?
How you're growing.

05

CTA

Invite them to engage.
Comment, DM, save, follow, or join.

REMEMBER:

People follow people, not perfection.
Let them see the real you.
Be consistent. Be intentional.
Your day can inspire someone else's.

PAGE 14

FAQ TEMPLATE

Remove doubts. Provide clarity.
Answer the questions holding your audience back
and move them closer to action.

01

QUESTION

State the most common question
your audience is asking.

02

ANSWER

Provide a clear, valuable,
and easy-to-understand answer.

03

EXAMPLE

Back it up with a quick example,
story, or real-life scenario.

04

CTA

Guide them to take the next step.
Comment, DM, click, or join.

REMEMBER:

Answer objections before they stop you.
Clarity creates confidence.
Solve the question, earn the trust.
Then lead them to the next step.

STORYTIME

TEMPLATE

Stories create connection.
Use this structure to entertain, inspire,
and deliver powerful takeaways.
Make it real. Make it you.

01

BEGINNING

Set the scene.
Share where you started
and what life looked like.

02

CONFLICT

Introduce the challenge.
What was the struggle, setback,
or obstacle you faced?

03

TURNING POINT

Share the moment everything changed.
What did you decide, learn,
or do differently?

04

LESSON

What did you learn from the experience?
What truth or insight can your audience take away?

05

CTA

Bring it home.
Invite them to take action.
Comment, DM, save, follow, or join.

REMEMBER:

People may forget the details,
but they'll remember how your story made them feel.
Your story is your superpower.
Own it. Share it. It can change someone's life.

PAGE 16

COMPARISON TEMPLATE

Help your audience make better choices.
Highlight the difference between what
doesn't work and what does.
Position your solution as the clear answer.

01

INSTEAD OF...

Highlight the common approach,
mindset, or method that
isn't getting results.

02

TRY...

Introduce the better approach, solution,
or new way of thinking.
Position your recommendation.

03

HERE'S WHY...

Explain the benefits.
Show why this works and
the other option doesn't.

04

CTA

Guide them to take action.
Comment, DM, click, save,
follow, or join.

REMEMBER:

Contrast creates clarity.
Clarity drives decisions.
Position your solution as the obvious next step.
Make the "try" feel simple and achievable.

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OPINION TEMPLATE

Bold opinions get attention.
Back it up with insight and invite conversation.
Don't be afraid to stand out.

01

HOT TAKE...

Share your bold opinion
or unpopular truth.
Keep it clear and confident.

02

HERE'S WHY...

Explain your reasoning.
Share insight, experience,
or data that supports your take.

03

AGREE OR DISAGREE?

Invite your audience to weigh in.
Encourage discussion
and different perspectives.

04

CTA

Drive engagement.
Comment, DM, share,
save, or follow for more.

REMEMBER:

Strong opinions build strong brands.
Respect different views.
Lead the conversation.
Engagement grows when you go first.

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TREND TEMPLATE

Use trending audio with purpose.
Pair it with your message to stop the scroll
and drive engagement.

01

TRENDING AUDIO

Choose a trending sound
that fits your niche
or enhances your message.

02

HOOK

Capture attention fast.
Use curiosity, a bold statement,
or a relatable question.

03

STORY

Deliver your value.
Share a tip, insight, experience,
or quick takeaway.

04

CTA

Guide them to take action.
Comment, DM, click, save,
follow, or join.

REMEMBER:

Trends open the door.
Your message builds the connection.
The CTA drives the next step.
Make it valuable. Make it timely. Make it you.

PAGE 7

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**COPY + PASTE
TEMPLATE
GOOGLE DOC**