

Story School.

A month of stories *only* *you can tell*

Thirty low-risk, high-impact content ideas for professionals who want to create authentic content about their real lives.

Week 1 • Behind the scenes

The easiest starting point.

Week 2 • Client success stories

You're already proud of these.

Week 3 • Your process

Your expertise, on display.

Week 4 • Lessons learned

The week that builds authority.

The easiest place to start is *behind the scenes*

Nobody sees how your work gets done, and that is exactly why they can't stop watching when you show them.

DAY 1

“Here's what a typical Monday morning looks like in my business...”

DAY 2

“The tool I use every day that most people don't know about...”

DAY 3

“What I'm working on this week and why it matters...”

DAY 4

“The question I ask every new client (and why it changes everything)...”

DAY 5

“Here's how I prepare for client meetings...”

DAY 6

“The mistake I see in every proposal I review...”

DAY 7

“What I'm reading and learning this week...”

The client stories *you're already proud of*

Every result you've gotten for a client is a story the next client is waiting to hear.

DAY 8

“A client just told me this, and I had to share...”

DAY 9

“Remember the client who said [challenge]? Here's what happened...”

DAY 10

“The transformation that surprised even me...”

DAY 11

“Why I love working with [type of client]...”

DAY 12

“The client win that made my week...”

DAY 13

“Before and after: a client transformation story...”

DAY 14

“The thank you message that reminded me why I do this work...”

Put your expertise *on display*

Give away how you think. It's the fastest way to prove how good you are at what you do.

DAY 15

“Here's my framework for [solving specific problem]...”

DAY 16

“The first thing I do when a client says [common challenge]...”

DAY 17

“Why I always start with [your first step]...”

DAY 18

“The question that changes everything: [your key question]...”

DAY 19

“Here's how I approach [common situation]...”

DAY 20

“The step most people skip (and why it matters)...”

DAY 21

“My 3-step process for [specific outcome]...”

The lessons that *build your authority*

The lessons that cost you something are the ones your audience trusts the most.

DAY 22

“The mistake that cost me [X] but taught me [Y]...”

DAY 23

“What I wish I'd known when I hit [revenue milestone]...”

DAY 24

“The advice I used to give that I now disagree with...”

DAY 25

“The hardest lesson I learned about [your industry]...”

DAY 26

“Why I stopped doing [common practice] and started [your way]...”

DAY 27

“The investment that changed my business...”

DAY 28

“What I'd tell my past self about [specific challenge]...”

DAY 29

“The belief I had to let go of to grow...”

DAY 30

“Here's what I've learned after [X years] in business...”



Film the prompts, and let *Claude edit the reels*

You now have 30 days of things to say. The part that stops most people is the editing, and that part is solved. In my AI editing workshop, I teach you how to edit your reels in Claude, from raw talking-head footage to a finished, captioned reel.

[Get the workshop details](#)

“The class was SO helpful. I already edited two reels with your skill and am excited to share them this week!”

@heybrookesaylor

“Game. Changer. I legit am thinking of posting twice a day bc I have so many reels ready to go.”

Bri Guillory, House of Colour

“Everything suddenly clicked. It made so much more sense, and creating content now feels a million times easier.”

Alexandra Elramlawy