



A DESIGNER'S GUIDE FOR COACHES WHO WANT TO LOOK LIKE THE
LEADER THEY ALREADY ARE

30 Magnetic Content Prompts for *Modern Wellness Brands*



WWW.CELESTECREATIVE.CA

1. AUTHORITY & EXPERTISE

1. “3 things I wish every woman knew before beginning this healing journey.”
2. “Here’s the real reason your old patterns keep returning (and how to shift for good).”
3. “One mindset shift that changes everything for my clients.”
4. “Why ‘doing more’ isn’t working — and what actually creates transformation.”
5. “The tool my clients love the most (and how it helps them create breakthroughs).”

2. SYMPTOMS + LIVED EXPERIENCE

6. “Signs you’re overwhelmed — even if you look ‘fine’ on the outside.”
7. “If you’ve been feeling emotionally stuck lately... this is for you.”
8. “5 quiet ways women abandon themselves without realizing it.”
9. “The moment my clients realize what’s actually been draining them.”
10. “Why you keep freezing or shutting down during stress (nervous system 101).”

3. MYTHS + TRUTHS (HIGHLY SAVEABLE)

11. “3 myths about healing that might be slowing your progress.”
12. “It’s not that you’re unmotivated — it’s that you’re dysregulated.”
13. “You don’t need to be more disciplined — you need to feel safer.”
14. “Burnout doesn’t start with work. It starts with self-abandonment.”
15. “Healing isn’t becoming a ‘better version’ — it’s coming home to yourself.”

4. BEHIND THE SCENES / BUILD TRUST

16. “A message I find myself repeating to clients this week...”
17. “What I’m currently exploring in my own growth (and why it matters).”
18. “Before I start a session, I always remind myself...”
19. “A glimpse into how I prepare for client sessions.”
20. “What I’ve learned from guiding women through their biggest breakthroughs.”

5. MESSAGING PROMPTS (SPEAKS DIRECTLY TO THEIR PAIN + DESIRE)

21. “3 things I wish every woman knew before beginning this healing journey.”
22. “Here’s the real reason your old patterns keep returning (and how to shift for good).”
23. “One mindset shift that changes everything for my clients.”
24. “Why ‘doing more’ isn’t working — and what actually creates transformation.”
25. “The tool my clients love the most (and how it helps them create breakthroughs).”

6. PROOF + PROCESS (SUBTLE AUTHORITY)

26. “Signs you’re overwhelmed — even if you look ‘fine’ on the outside.”
27. “If you’ve been feeling emotionally stuck lately... this is for you.”
28. “5 quiet ways women abandon themselves without realizing it.”
29. “The moment my clients realize what’s actually been draining them.”
30. “Why you keep freezing or shutting down during stress (nervous system 101).”

7. VISION + VALUES (IDENTITY-DRIVEN BRAND CONTENT)

31. “Why I started this work — the real story.”
32. “The belief that guides everything I do in my business.”
33. “My philosophy on healing (and why I don’t promise quick fixes).”
34. “The kind of women I built this space for.”
35. “Three values that guide every session, program, or offering I create.”
36. “The shift I hope every woman experiences through my work.”
37. “What wellness actually means to me — beyond aesthetics.”

Want a stronger, more aligned online presence?

Your website + brand should reflect the depth of the transformation you facilitate.

👉 **Book a Premium Brand + Website Audit (\$99)**

👉 **Explore Website-in-a-Week**