

# Stories Kickstart

WITH ASHLEY CHYMIY

## Hey friend!

I'm SO excited to see you in the *Stories Kickstart*!

When the *Stories Kickstart* begins on Mar 10, dive into the prompts!  
You can work ahead, OR take it day by day. It's all up to you <3

There's also a sample script below for letting your community  
know that you're taking this Challenge, and inviting them to follow  
along with you!

Whatever you do, enjoy yourself :) There's literally NO wrong  
way to be on Stories... just have fun and be YOUR wonderful,  
magnetic self!

Always in your corner,

Ashley

# Before the Challenge begins...

The 3 days of the Challenge are for you - BUT they're also for your community!

You have a voice, a message, and a solution they need to know about!

So before the Challenge starts, *be sure to let your community know what you're up to, and where they can follow along!*

Here's a quick example post to share:

## Script

Hey guys! So, I'm doing something a little scary and pretty exciting... I've challenged myself to show up on Instagram Stories!

I love this community of [people you serve] and want to really show up for you - and this is one more way I want to serve you well!

This is a bit of stretch for me because [why this has been a challenge for you].

But I also know that [what you're choosing to believe that motivates you]!

So be sure to follow along on my Stories starting March 10 -- and start by **voting on my poll today**, because that will tell Instagram you want to see my content!

If you're also ready to get visible on Stories, come join me in the 3-day Stories Kickstart Challenge with @ashleychymiy -- it's free to join, and I'd love to see you there!

**Note:** Share your post to your Stories and add a poll ["So exciting! / I'll be watching!"] so your community can interact with it. When they do, Instagram will know they want to see more of your content!

# Day 1

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## Quick Tip!

### Prompt

Sharing tips and tricks is a great way to build trust, credibility, and AUTHORITY by providing a bite size of value! It helps people get quick results and keeps them tuning into your stories.

Today, share one little UNEXPECTED tip that shows your expertise and can HELP your customer today - *fast*. What's one neat little surprising hack you can share? What question do you get most often?

Share one quick tip to help your customer TODAY - it could be:

- **Meal planner:** 1 easy hack to spend less time chopping veggies
- **Productivity coach:** 1 easy way to simplify your to do list
- **Copywriter:** 1 funny little trick for clearer copy
- **Personal trainer:** The #1 best weird-looking move for a quick morning workout
- **Social media manager:** 1 little-known trick to get more IGTV views

If you share similar tips on your blog, podcast, or feed, point people there for more!

### Script

Hey guys! Super quick tip for you today to help you [result]!

You know how [annoying problem your customer wants to solve]? I've been there! It's so [annoying / frustrating / etc.]. [Poll: omg yes help / how can I fix?]

So here's a funny/weird/surprising little trick I use to [get the result they want]. When you [the time and place this tip is meant for], all you have to do is [simple action they can take]. This will [how this will get a better result]. [Poll: omg genius! / why didn't I think of that]

I wanted to share that because I know a lot of you [struggle with XYZ] like me, and hopefully this helps! Basically you can skip all the [frustrating part of the problem this solves] and just [much better outcome]! [Poll: more shares like this! / love it!]

Make sense? [Optional]: There are a ton more quick tips like this on my blog/podcast/etc., link is in my bio today!

# Day 2

## One-year Mirror

### Prompt

Think about yourself a year ago, and what you believed back then! What didn't you KNOW about yourself, that you finally know now? What did you think about yourself that turned out to be untrue?

Your community members are probably a LOT like you, with many of the same struggles, insecurities, or worries! After all, they were drawn to YOU for a reason.

And they may be believing the same old story about themselves today.

So share this lesson you learned about yourself, and hold up a mirror to your community to help show them the truth!

### Script

Hey guys, have you ever thought [the negative thing you used to believe] about yourself? Have you ever said to yourself, "[what you used to say to yourself]" [Poll: Ugh yes / Not that I remember]

So I've been thinking about the past year and everything that has changed since then. Looking back, I realize that I always believed I was [the thing you believed back then]. I even thought [what you thought on extreme days].

But over the past year I've actually seen that [what you learned about yourself]. I realized that [what you realized]. So if you ever find yourself feeling [old story] about yourself, I want you to know that you're actually WAY more [adjective] than you realize. [Poll: OMG I love this / 🙌🙌]

So let's shift the pattern today - if you're [new adjective], claim it here and then let's go live it! [Poll: Yes! I'm [adjective] / Still not sure]

# Day 3

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## Show + Tell!

### Prompt

Take your community behind the scenes on how you DO what you do!

- **If you're a business coach**, how do you plan out your week to get things done?
- **If you're a social media manager**, how do you grow your account?
- **If you're a website designer**, how do you plan out pages for a new client?
- **If you're a children's book consultant**, how do you read to your kids?
- **If you're a fitness coach**, how do you plan your meals?

Explain what you're doing, while you're doing it! If explaining it out loud would interrupt the activity (e.g., *while you're reading your kids a book*), just record what you're doing and then add captions later to explain your approach, and point out any best practices you're using.

### Script

Hey guys! So I know I share pretty often about [what you help people do, get, or become].

But sometimes you just need to see it with your own eyes!

So today I want to actually show you what this looks like for me, by sharing a behind-the-scenes look at [what you'll be sharing]! [Poll: Oooo I'm excited / Show me!]

[Take some video showing behind the scenes, explaining as you go, or writing out captions later to explain what's happening]

[Be sure to include some polls along the way!]

So just a few takeaways: [Pull out 1-3 tips you highlighted during your BTS share]

And remember that I do this with/for my clients too! DM me for the link to check out [service name], or find it in my bio!

[Question: What else do you want to see behind-the-scenes on?]

You're invited!

# STANDOUT *Stories*

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2 Weeks of Daily Action to Stand out on Stories & Engage Your Tribe

*Results after just the first week:*

"My profile visits nearly QUADRUPLED - from 40 to 155!"

"My story views TRIPLED - I had around 30 before, and now 80-100 people are watching!"

"My interaction/engagement increased significantly and I feel more confident!"

"I've made several new connections and revived several existing ones!"

Early Bird: \$37 USD through March 17

Begins March 23

**>> Save your seat in Standout Stories! <<**