A few important tips:

- You do not need to post daily. The info below is for everywhere EXCEPT your FB Group as that has special guidelines. You can use this for ideas for your FB group. Video out performs posts. Use hashtags on all social media channels.
- Consistency is way more important than posting daily. 2 videos and 1 post per week, or 1 live, 1 video, 1 post.
- Posting 3 times really good pieces of content 3 times per week is way more effective than posting just to post daily.
- People like infotainment - They want information and to be entertained at the same time. You don't have to dance. It could be you kayaking with words over the video.
- Once you have your niche, you can tie ANYTHING back to your niche. The great thing about social media is you can talk about ANYTHING. The niche is just who you serve. Let's say my niche is SIBO. I can talk about blood sugar, thyroid, H. Pylori, liver detoxification, candida, parasites, hormone imbalance, lifestyle, etc… because all these areas relate back to SIBO.
- Remember metabolic chaos: Upstream and downstream
- Also, remember people generally don't take free advise. Don't be afraid to show what you know. What people are really seeing is that you can help them!

Diet	Rest	Exercise	Stress Reduction Emotionally	Stress Reduction Physically	Supplements
Eating adequate calories (how to calculate need)	Bedtime hours	Importance of movement	Take 1 hour per day for you	Chiropractor	Using practitioner grade supplements
Getting enough protein (how to calculate need)	Bedtime routine	Importance of not over exercising and stressing the body	Take one 4 hour window of time per week for you	Physical therapy	Not taking supplements just because someone says it's a great supplement
Foods high in potassium, magnesium, calcium	Best lighting for night time	Weight loss being more about diet than exercise	Insight timer	Stretching	Taking supplements based on need
Foods high in various B vitamins, vitamin C, Vitamin K, Vitamin A	Getting sunshine upon waking and in the afternoon for serotonin production	Benefits of walking	Counseling	Massage/Lymphatic Massage	The proper way to introduce new supplements
Importance of fats and omegas - what they do	Blue light blockers	Benefits of weight lifting	Primal trust	Visceral manipulation	Supplement reactions

Stomach	Small Intestines	Large Intestines	Mouth	Nose	Blood Sugar
Parietal Cells	Parasites	Bacterial overgrowth	Coconut oil pulling	Allergies	Eat adequate calories
H. Pylori	SIBO	Fungal overgrowth	Root canals	Xlear	Eat adequate protein
Low Stomach Acid	Enterocytes	Butyrate	Mercury fillings	HistaminX	Carbs 80-120g/day
Gastroparesis (often caused by mold)	Brush border enzymes	Balanced microbiome	Dentalcidin		Choose healthy fats only
Cyclical vomiting (often caused by mold)	Mix of HCl and Bile (feedback loop between the two) - Compare to reaction of mentos and coke	Probiotics to aid indigestion of food/dairy			Stress reduction - stress increase cortisol, glucose and insulin
Things needed to make stomach acid: Chloride, sodium, choline, b vitamins	Lower levels of bacteria than large intestines	Sit on toilet 10 minutes every morning even if nothing happens			Exercise
L. Reuteri	Motility	Squatty Potty			Fiber (glucomannan)
Reflux/LPR/Silent Reflux	SIFO	Low good flora			Berberine
Dangers of PPIs	Gluten sensitivity and Celiac				Akkermansia
					Vitamin B1

Thyroid	Hormones	Cortisol/DHEA	Weight	Inflammation	Leaky Gut
Iodine	Estrogen dominance	Phase 1, 2, and 3 “adrenal fatigue”	Reverse dieting	Avoid gluten, dairy, added sugar & alcohol	Tight Junctions
Selenium	Low testosterone	DHEA	Get adequate calories	Leaky gut	Zonulin
Hypothyroidism	All symptoms associated with low and high sex hormones	Benefits of adequate cortisol	It’s not just about the calories (nutrient density)	Bacteria, parasites, candida, mold overgrowth	Gluten
Constipation	PMS	Cortisol curve	Getting enough protein	Autoimmunity	Food sensitivities
Slow motility	Cycles	Cause of abnormal curve	Macros	Fish oil	Microbes
Conversion of T3 and T4	Seed cycling		Eating in a deficit	Curcumin	LPS
Weight gain	Weight lifting		Fiber	Resveratrol	Glutamine
Slow metabolism	Exercise		Glucomannan	Vitamin D	Mucilage herbs
SIBO	Thyroid imbalance?		Vitamin B1	Vitamin A	Digestive enzymes, bile and HCl to break down food
			Bacteria overgrowth (firmicutes)	Mucosal barrier	Mucosal barrier
				Probiotics	Bacteria balance
					Probiotics

Liver	Gallbladder/Bile	Stomach Acid	Deficiencies	Methylation	Genetics
Detoxification	10-30g of fat to trigger bile release	Hydration	B2 (methylation)	Detoxification	CBS gene mutation
Phase 1	D-limonene to break down gallstones	HCl	B1 (first step of glucose and fatty acid metabolism)	B2 needed	MTHFR (and others)
Phase 2	Ox bile to break down gallstones	Zinc	B9/B12	B9/B12	DAO
Cytochrome 450	Bile recycling (up to 18 times a day)	Baking Soda test	B6	MTHFR & Other genetic snps	Dirty Genes / Cleaning Genes
Castor oil packs	SIBO is an adaptive mechanism for mold to detach mycotoxins from bile	HCl challenge	Magnesium	Methylation simplified (1 carbon and 3 hydrogen atoms) added to another molecule	Genes don't have to be expressing, don't get hung up on genes
Coffee enemas (if that's your thing)	Breakdown fats	H. pylori	Potassium	Castor oil packs	No genetic snps but genes acting dirty
Responsible for 500 metabolic processes	Needed to absorb fat soluble vitamins (A, D, E, K)	Zinc tally taste test	Sodium	Symptoms of poor methylation	All other genes
Milk Thistle	Bitters	Sodium	Protein	Gene expression	MaxGen Labs
B Vitamins	Taurine	B vitamins	Calcium (more rare)	Overmethylation	23 and Me
Different types of detox: Sulfation, Glucuronidation, Methylation, Amino Acid conjugation, Glutathione conjugation	Importance of cholesterol	Intrinsic Factor and B12 deficiency	Vitamin D (get sunshine) D-minder app	Food supports: darky leafy greens, asparagus, garlic, onions, avocado, cabbage, fish, seafood, eggs, beans, legumes, beets	Genetic Genie
Nutrients needed	Hydration	Reflux	Electrolytes	DNA/epigenetics	Strategene