4 LESSONS · 4 WORKSHEETS

THE 7-DAY DOCTOR INSTAGRAM SETUP

One page per lesson. Print it or fill it in on screen.

LESSON 1 WORKSHEET

Your profile in ten minutes

Action step: Write three bio versions with the formula, keep the one a 14-year-old would understand, then update your name field and link tonight.

WHO DO YOU HELP, AND WITH WHAT? (ONE LINE, PATIENT WORDS)

YOUR CREDENTIAL AND CITY

ONE NEXT STEP YOU WANT A VISITOR TO TAKE

BIO VERSION A / B / C (THREE LINES EACH)

NEW NAME FIELD (NAME + WHAT YOU DO + CITY)

YOUR THREE HIGHLIGHTS AND WHAT GOES IN EACH

LESSON 2 WORKSHEET

Three content pillars

Action step: Start the question jar today. By the end of the week, sort every question into a pillar.

YOUR LANE: WHO EXACTLY, WHICH 2-3 PROBLEMS

10 QUESTIONS PATIENTS ASK YOU (THEIR WORDS)

3 MYTHS YOU CORRECT OFTEN

3 THINGS ABOUT YOU OR YOUR CLINIC PATIENTS WOULD LIKE TO KNOW

NEXT WEEK'S THREE POSTS: EXPLAIN / MYTH / YOU

LESSON 3 WORKSHEET

Hooks: the first line people stop for

Action step: Write 10 hooks for the 10 questions from lesson 2, two in each pattern. Use the 50 Hook Bank from your email for ideas.

PATTERN 1, THE PATIENT'S QUESTION (2 HOOKS)

PATTERN 2, THE MYTH (2 HOOKS)

PATTERN 3, THE MISTAKE (2 HOOKS)

PATTERN 4, THE NUMBER (2 HOOKS)

PATTERN 5, THE SURPRISE (2 HOOKS)

ONE CLINICAL TITLE REWRITTEN AS A PATIENT HOOK

LESSON 4 WORKSHEET

A posting rhythm you can keep (and your 7-day plan)

Action step: Put your batching hour in your calendar now, as a repeating event. Then do day 1.

MY BATCHING HOUR (DAY + TIME)

DAY 1 TO 7: TICK EACH ONE WHEN DONE

MY FIRST THREE POSTS (PILLAR + HOOK)

MONTHLY CHECK: MY TWO MOST SAVED OR SHARED POSTS

NEXT STEP

WANT US TO DO IT FOR YOU?

Haelyx makes your posts and reels from your own words and the research. Nothing goes live without your OK.

Your first post is free

DM **POST** to **@shembosis** on Instagram (ig.me/m/shembosis), or reply to any course email.