



# Thoughtful Social Media Marketing Post Starters for Heart-Centered Coaches

50 ways to start your posts  
with clarity, not pressure



*Virtually Debbie*

# To Invite Curiosity Without Pressure

- Let's talk about something no one warned us about...
- There's a quiet myth in the coaching world that's holding a lot of women back.
- You don't need a niche to start helping people.
- What if clarity comes after the decision, not before?
- Here's a reframe that's helped me (and a few of my clients) recently.
- Not all advice is meant for you, and that's okay
- Just because it's popular doesn't mean it's right for you.
- There's a difference between being visible and being seen.
- Building a coaching business doesn't require a big audience.
- You don't have to go viral to be valuable.

# To Make Them Feel Seen

- If you've been quietly second-guessing yourself, you're not alone.
- Building a coaching business isn't always exciting, sometimes it's confusing.
- This is for the women doing the inner work and the business work.
- You're not flaky. You're figuring it out.
- It's okay if the clarity hasn't clicked yet. That doesn't mean you're not ready.
- If your growth looks slower than theirs, that doesn't mean you're behind.
- You've already come further than you're giving yourself credit for.
- You're not the only one overthinking your Instagram bio.
- You're allowed to want support before you burn out.
- You're not missing some secret formula. You just need a clear, doable plan.

# To Spark a Soft Yes

- What if this time, it could feel easier?
- You can build a business with your values intact.
- What if being strategic didn't mean abandoning your heart?
- You don't have to do it alone.
- There's room for your voice, even if it's quieter.
- You're not too sensitive to succeed.
- You can take yourself seriously and move at your own pace.
- You don't have to shout to be heard by the right people.
- You're allowed to build slow and steady.
- You can trust your timing, even if it looks different.

# To Invite a Gentle Pause

- What if you didn't need to rush this part?
- Before you try to fix anything... breathe.
- Give yourself permission to not have the answer today.
- The best insights often come in the quiet moments.
- Clarity doesn't always shout. Sometimes it whispers.
- This post won't tell you what to do. It'll help you remember what you already know.
- What if the next step wasn't louder, but softer?
- What if this moment is working for you, not against you?
- You don't need more tips. You might just need space.
- It's okay to grow in seasons

# To Begin a Real Story

- I used to think I had to be “more polished” to be a real coach.
- Here’s something I didn’t expect when I left my 9-to-5...
- When I first started coaching, I thought I had to do it all.
- I almost gave up on my business last year.
- The moment that changed everything wasn’t dramatic. It was quiet.
- I was doing all the right things, and still felt stuck.
- I once believed I wasn’t “business-minded” enough to do this.
- It took me years to realize I was allowed to do it my way.
- One of the biggest lessons I’ve learned as a coach?
- Let me tell you what finally clicked for me.