

# One Hour to Stop Winging it on Social Media

A SIMPLE SYSTEM FOR HEALTH & WELLNESS  
PROFESSIONALS TO CLEAN UP THEIR CONTENT,  
REFOCUS THEIR GOALS, AND RESET THEIR SOCIAL  
MEDIA PLAN... FAST!

*Socially*  
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# About Me

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Hey! I'm Jessy D! I created this guide because I understand how overwhelming social media can feel when you're also trying to run a business. Since 2011, I've worked with business owners across industries, from health and wellness to E-commerce to coaching and consulting, helping them find clarity, consistency, and confidence in their online presence.

My goal isn't to push trends or promise overnight growth. It's to give you simple, sustainable strategies that fit your time, your brand, and your voice.

If social media has felt like more pressure than progress lately, you're not alone and this reset is a powerful first step toward getting back on track

Feel free to reach out with any questions you may have about this guide or social media all together!

Jessy D.

all my  connections   



# Introduction

**You Don't Need to Be a Social Media Expert. You Just Need a System.**

*If you're here, chances are you've been winging it.*

You're juggling a million things, posting when you remember, and wondering if any of it is actually working. You're not alone and it's not your fault. No one gave you a roadmap for how to show up online and run a business at the same time.

But guess what? You don't need to know every trend, every algorithm shift, or every hack. You just need one hour to reset, refocus, and start showing up with intention.

This guide is your pause button so you can stop scrambling and start leading with clarity.

Because when your content has purpose, your people pay attention.  
So take a deep breath, set a timer, and let's stop winging it—together.

# Step 1:

# 01 Perform a Quick Profile Audit

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**Before you make a plan, you need to know where you stand.**

If social media has felt overwhelming lately, this is your starting point. It's easy to get caught up in posting just to keep up, without ever taking a step back to ask: *Is any of this actually working?*

This is your chance to pause and do a quick, honest review of your online presence; no pressure, just clarity.

Think of it like checking the foundation before you start building. Is your bio clear and searchable? Are your posts helping people understand what you do? Is your page inviting enough for someone to want to stick around?

A social media audit will also help you catch:

- **Mixed messaging that confuses potential patients or clients:** (e.g., your bio says "wellness coach" but your last 10 posts are personal quotes)
- **Missed opportunities for discoverability** (like using "therapist in [city]" or "functional nutrition" as keywords in your bio)
- **Gaps in consistency or clarity that make your practice feel less established online**

Don't stress if it's not perfect. Most people skip this part and that's why their content feels like a struggle.

But not you. You're taking the time to reflect and adjust and that's where real strategy begins.

Once you complete the audit, you'll know exactly what to improve and what to build on moving forward.

# Step 1 Quick Audit Checklist

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- My bio clearly states what I do and who I help
- My profile photo/logo is current and clear
- My content is aligned with my offers
- My grid/feed feels cohesive (visually or tonally)
- My last 5 posts have a clear caption and call to action
- I've posted in the last 10 days
- I'm using relevant keywords in my bio and content
- I'm responding to comments and DMs
- I feel proud of what people see when they visit my page

## **Reflection space:**

What do you feel good about right now?

What's something you'd like to improve this month?

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## Step 2: Refocus Your Goals

**If you're creating content without a clear goal, you'll always feel like you're behind.**

Social media gets overwhelming when you don't have a reason for showing up when you're just posting to "stay active" or trying to copy what everyone else is doing. That leads to burnout, inconsistent messaging, and content that doesn't move the needle for your business.

This section is about pausing and asking yourself:

Why am I on social media?

What do I want it to actually do for my business?

When you know your main focus—whether it's attracting new clients, building community, or just staying consistent—you can create content that works smarter, not harder.

This part also helps you get clear on:

- **Who you're talking to:** a therapist trying to fill their caseload looks different from a dentist building a local brand or a nutritionist launching a group program. Get specific.
- **What you want to highlight:** so you're not posting about everything at once and diluting your message.
- **What your audience needs to hear:** so they move from "just browsing" to booking a consultation

When your goals are clear, your content becomes clearer.

And when your content is clear, it starts to work for you even when you're not online.



# Step 2:

## Refocus Your Goals

What's the main goal of your social media right now?

- Build awareness     Get leads/clients     Build a community     Stay consistent  
 Other:

Who are you talking to? Describe your ideal client in one sentence:

What's one offer, product, or service you want to highlight this month?



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## Step 3: Create a Mini Content Plan

**Because consistency doesn't have to mean "posting every day."**

One of the biggest roadblocks business owners face with social media is trying to do too much i.e. posting every day, following every trend, jumping from idea to idea with no clear direction. It's exhausting, and it's why most people burn out or stop showing up altogether.

That's why this section is all about starting small, with just five intentional posts. This isn't about going viral. It's about creating a mini plan that helps you:

- **Stay consistent without the pressure**
- **Share valuable content with purpose**
- **Build a posting rhythm you can actually keep up with**
- **Show up for your audience in a way that builds trust over time**

When you create content in batches, even just five posts at a time, you take the guesswork out of "what to post." You can focus more on showing up and connecting, and less on scrambling for ideas.

Plus, you'll start to notice what your audience responds to—and that's where the magic happens.

These five posts are your reset. Your rhythm. Your way back to consistency...with less stress.



# Step 3:

## Your 5-Post Mini Content Plan

### Teach something simple

**Purpose: Share value and show your expertise.**

**Examples:**

- "3 signs your gut health might be affecting your mood and what to do about it" (nutritionist)
- "What your dentist wishes you knew about flossing and why twice a year isn't enough" (dentist)
- "The difference between anxiety and burnout and why it matters for your treatment" (therapist)

**Why it works:** Helpful, specific tips build trust. Health & wellness audiences especially respond to content that teaches them something they didn't know about their own body or mind.

### Show behind the scenes

**Purpose: Build trust by letting people see the real work.**

**Examples:**

- "A peek at how I prep for a new nutrition client, here's what I review before our first session"
- "Setting up for a full day of patients, here's what my morning routine looks like before the office opens"
- "This is what a therapy intake form actually helps me understand about a new client."

**Why it works:** Health & wellness clients are trusting you with personal, sensitive areas of their lives WITHOUT violating HIPAA. Showing your process makes them feel safe before they ever book.

### Reintroduce yourself

**Purpose: Help new (and longtime!) followers know who you are and what you do.**

**Examples:**

- "Hi, I'm Dr. Maya! I'm a functional medicine physician who helps women get answers when standard labs keep coming back 'normal!'"
- "If you're new here: I'm a licensed therapist specializing in anxiety and burnout for high-achieving professionals."
- "I'm a registered dietitian helping people with IBS finally figure out what's triggering their symptoms, without cutting out everything they love."

**Why it works:** New people are always finding your page. In healthcare and wellness especially, people need to know your credentials and niche quickly to decide if you're right for them.

### Ask a question

**Purpose: Encourage interaction and get to know your audience.**

**Examples:**

- "What's harder for you: Starting a new health habit or sticking with it?"
- "Be honest: when did you last go to the dentist? No judgment here"
- "What's one thing you wish your doctor actually had time to explain to you?"

**Why it works:** Questions like these are relatable AND they signal to potential clients that you actually listen, which is exactly what they're looking for in a provider.

### Share a Client Win or Story

**Purpose: Show the value of your product or service in action.**

**Examples:**

- "My client came to me exhausted, bloated, and told by her doctor everything was 'fine.' Eight weeks later, she has more energy than she's had in years. Here's what we changed..."
- "A patient came in convinced they needed a root canal. They didn't and here's what caught it early."
- "My client hadn't slept more than 4 hours straight in two years. After 6 sessions, she texted me: 'I slept through the night! That's why I do this work.'"

**Why it works:** Health & wellness clients aren't buying a service. They're buying a result they desperately want. Stories make that result feel real and possible.

# Step 3:

## Your Turn: Plan Your 5 Posts

Post Type	Your Ideas
Teach something simple	
Show behind the scenes	
Reintroduce yourself	
Ask a question	
Share a Client Win or Story	

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## Step 4: Plan Your Social Media Reset

**Let's turn this momentum into something you can stick with.**

You've audited your page, clarified your goals, and created five meaningful post ideas...Now what?

This step is all about taking those ideas and turning them into a simple, repeatable rhythm. Because the truth is: you don't need to post daily to be consistent. You just need a plan that works for you.

The biggest mistake business owners make on social media is trying to keep up with everyone else's strategy: posting 7 days a week, jumping on trends, or feeling like they have to show up all the time just to stay relevant.

That's not sustainable.

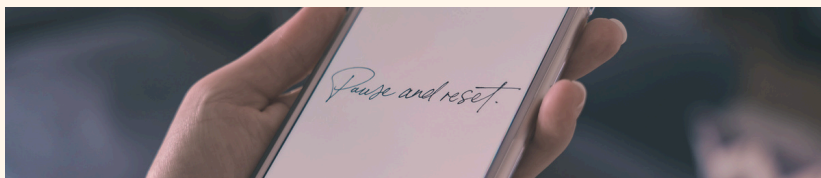
This section helps you:

- Create a posting rhythm that fits your life
- Simplify your priorities so you know what to focus on
- Build momentum over time without burning out

It's not about doing more. It's about showing up with clarity.

Take a few minutes to reflect and fill out your quick reset plan below.

This is your guide for the next 1-2 weeks.



# Step 4:

## Your Social Media Reset Plan

**I'll post \_\_\_\_\_ times a week:**

*(Realistic is better than ideal. Pick a number you can commit to—even if it's just 2.)*

**My main focus is:**

*(e.g., building awareness, getting more inquiries, launching a service)*

**I'll spend no more than \_\_\_\_\_ minutes per day on social media**

*(Limit your scroll time so you don't get stuck consuming instead of creating.)*

**I'll schedule time to check in on this plan again on:**

*(Pick a check-in day 1-2 weeks from now to reflect and reset again.)*

# You're Done!

You just did more for your social media in one hour than most do in a month.  
Keep showing up. Keep making it simpler.

This is a great way to get yourself started or restarted after a long social media hiatus.

## Ready to stop guessing and start growing?

If you're a health or wellness professional who wants a social media presence that actually brings in patients and clients, let's talk.

**Book your free 20-minute Social Media Clarity Call** and I'll show you exactly where your biggest opportunities are and what to focus on first.

[BOOK YOUR CALL](#)

No pressure. No pitch. Just clarity.

*You don't need to do it all.*

*You just need to show up with intention.*

*Start small. Stay consistent.*

*You're building something that matters.*

*Keep going.*



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