

The Handraiser Post Swipe File

Stop Chasing. Start Attracting.

20 "Copy-Paste" Social Media Templates That Generate Paying Clients

"Used these templates to book 5 discovery calls in 72 hours" - Sarah K., Business Coach

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The 4-Post Sequence That Converts Scrollers Into Clients

The Problem: Most coaches post random content hoping someone will DM them.

The Solution: This strategic sequence that psychologically primes your ideal client to ASK for your help.

The Framework:

1.  **Identity Posts** - Magnetic filtering
2.  **Pain Posts** - Deep empathy building
3.  **Outcome Posts** - Desire creation
4.  **Handraiser Posts** - Low-friction conversion

Pro Tip: Post in this exact order over 4-7 days for maximum impact.



SECTION 1: IDENTITY POSTS

Attract your dream clients and repel time-wasters

Option 1: The "Case Study Hunt" Post

(Position yourself as selective, not desperate)

"I'm secretly building my next case study group..."

Looking for 3 [health coaches] who are tired of [counting calories] but want to [lose 15lbs without dieting].

We start next Monday. If you're ready to finally [enjoy food without guilt], comment 'CASE STUDY' below.

P.S. Must be coachable and ready to take action."

Option 2: The "Boundary Setting" Post

(Premium positioning through exclusion)

"Let's be clear about who I work with:

✗ NOT for you if: You want a 'magic pill' or 'quick fix'

✗ NOT for you if: You're not willing to do the work

✗ NOT for you if: You blame others for your results

✓ IS for you if: You value [sustainable results over speed]

✓ IS for you if: You're ready to [build systems, not rely on willpower]

✓ IS for you if: You want [lifelong change, not temporary fixes]

If you're the second type, we'll probably get along great."

Option 3: The "Mission-Driven" Post

(Connect to deeper purpose)

"The reason I became a [confidence coach] isn't what you think.

It's because I watched my mom [apologize for existing for 20 years].

I got tired of seeing [amazing women play small] when they deserve to [take up space unapologetically].

This isn't just coaching - it's a rebellion against [societal conditioning that tells women to be quiet].

Who else is tired of this?  "

Option 4: The "Industry Truth Bomb"

(Position as contrarian expert)

"Your [meal plans] are keeping you fat.

Yes, I said it.

The very thing you think is helping is actually [destroying your metabolism and relationship with food].

My clients achieve [sustainable weight loss without tracking] by doing the OPPOSITE: [intuitive eating and metabolic repair].

Be the [person who questions the 'rules']."

Option 5: The "Two Paths" Post

(Create urgency through contrast)

"In 6 months, you'll be in one of two places:

PATH A: Still [struggling with the same 20lbs], still [hating how you look in photos], still [making excuses about 'next Monday']]

PATH B: [15lbs lighter], [energized every morning], [wearing clothes you actually feel good in]

The difference? Path B people stop waiting for 'someday' and take action TODAY.

Which path are you choosing? Drop  for Path B"

SECTION 2: PAIN POSTS

Make them feel deeply understood

Option 6: The "Silent Tax" Post

(Monetize the pain)

"That [overwhelm and exhaustion] you're feeling? It's costing you more than you think.

 **Financial Cost:** [Missed promotions from underperforming]

 **Relationship Cost:** [Snapping at your loved ones constantly]

 **Opportunity Cost:** [Turning down social events because you're too tired]

The most expensive decision you can make? Staying stuck.

What's this cycle costing YOU right now?"

Option 7: The "Map vs. Territory" Post

(Reframe their struggle)

"You've tried [intermittent fasting]. You've tried [keto]. You've tried [meal delivery services].

But you still [gain the weight back every time].

Here's the truth nobody tells you: You're not failing. You were given the wrong map.

You don't need more willpower. You need the right metabolic blueprint."

Option 8: The "3 AM Moment"

(Specific, visceral pain point)

"You know that moment at 3 AM when you're staring at the ceiling, mentally calculating [how you'll make payroll this month]?

That pit in your stomach? The racing heart?

That's not normal. That's your body screaming that something has to change.

You weren't meant to live in fight-or-flight mode."

Option 9: The "Invisible Cage"

(Name their invisible limitation)

"Why does every [business coach] hit the same ceiling at [\$10k/month]?

It's not your offer. It's not your pricing.

It's your 'solopreneur mindset' - the belief that you have to do everything yourself.

Your business is built for a [one-person show] when it needs to be built for a [scalable empire].

Break the mindset, break the ceiling."

Option 10: The "Intervention" Post

(Permission to stop the struggle)

"If your best friend described their life like this:

- [Working 60-hour weeks]
- [Never seeing their family]
- [Constantly stressed about money]
- [No time for self-care]

You'd stage an intervention.

Why are you accepting this for yourself?

Success shouldn't require suffering."

SECTION 3: OUTCOME POSTS

Paint the picture of their new reality

Option 11: The "Breakthrough Text" Post

(Social proof + specific result)

"My phone just blew up with this from a client:

'OMG! Just fit into my pre-pregnancy jeans! Didn't track a single calorie and ate pizza twice this week! This is magic!'

Last month she was [bingeing nightly and 25lbs overweight].

The shift? We fixed her [hormones first, willpower last].

Small tweak. Life-changing result."

Option 12: The "Morning After" Vision

(Emotional outcome storytelling)

"Imagine this:

You wake up naturally at 6:30 AM feeling... rested.

You look in the mirror and actually LIKE what you see.

You put on your favorite outfit that hasn't fit in years.

You head to work energized, not drained.

This isn't a 'someday' fantasy. This is Tuesday for my clients.

This could be your normal in 30 days."

Option 13: The "Velocity" Post

(Challenge their timeline assumptions)

"Most [entrepreneurs] think it takes 2 years to reach [6-figures]."

My client Jessica did it in 4 months.

The difference? She stopped [trying 10 strategies at 10%] and started [mastering 2 strategies at 100%].

Speed isn't about working harder. It's about working smarter."

Option 14: The "Domino Effect" Post

(*Beyond the obvious benefits*)

"When my client [fixed her relationship with food], something unexpected happened:

Week 1: She stopped [nighttime bingeing]

Week 2: She had energy to [play with her kids after work]

Week 3: Her husband commented she seemed [happier than ever]

Week 4: She got a [promotion at work] from improved focus

We think we're fixing [weight issues]. We're actually rebuilding lives."

Option 15: The "Simple Truth" Post

(*Demystify the process*)

"The secret to [consistent 6-figure months] isn't complicated:

1. Identify your [profit-per-hour activities]
2. Eliminate your [time-draining tasks]
3. Systemize your [client delivery]

That's it. No 27-step complicated systems.

My clients use this simple framework to generate [recurring revenue] while working 20-hour weeks."

SECTION 4: HANDRAISER POSTS

Low-friction conversion machines

Option 16: The "Freebie That Actually Converts"

(Value-first lead magnet)

"I just spilled all my secrets in a new guide: [The 3-Day Metabolism Reset: Lose 5lbs Without Counting Calories]"

It shows exactly how to:

- [Reset your hunger hormones naturally]
- [Boost metabolism by 23% in 72 hours]
- [Stop cravings without willpower]

Giving it free to the first 20 people who comment 'METABOLISM' today.

(Warning: This actually works)"

Option 17: The "Beta Group" Launch

(Scarcity + social proof)

"My new [Confidence Accelerator] system is getting insane results.

Opening the beta group to 5 people at 80% off in exchange for detailed feedback.

You get:

- 6 weeks of hands-on coaching (normally \$2,000)
- Lifetime access to the system
- My personal Voxer support

If you're ready to [speak up without anxiety], comment 'BETA' below.

First 5 only."

Option 18: The "Flash Audit" Offer

(Urgency + high perceived value)

"Clearing my calendar this Thursday for 3 free [Business Growth Audits].

We'll analyze:

- Your [current revenue streams]
- Your [biggest conversion bottlenecks]
- Your [#1 opportunity for immediate growth]

Normally \$497. Free to anyone who comments 'AUDIT' in the next 2 hours.

(I'm serious about the 2-hour limit!"

Option 19: The "Strategic Question" Handraiser

(Engagement that qualifies)

"Quick question for [overwhelmed entrepreneurs]:

If you could eliminate ONE thing from your business that's draining 80% of your energy, what would it be?

Comment below - I'll reply to every answer with one specific tip.

(Mine used to be [client onboarding] - fixed it and got 10 hours/week back)"

Option 20: The "No-BS Value Drop"

(Reverse psychology lead)

"Most coaches would make you opt-in for this.

I'm giving it away free because I'm tired of seeing [smart women struggle with pricing].

Just recorded a 12-minute video: '[How I Tripled My Prices Without Losing Clients - Real Math Included]'

No email required. No strings.

Who wants the raw, unedited link? Comment 'PRICING' and I'll DM you."

BONUS: 5 FOLLOW-UP DM SCRIPTS THAT BOOK CALLS

1. The "Value First" Delivery

(After they comment for resource)

"Hey [Name]! Here's your [Metabolism Guide]: [LINK]

Quick question - what specific part of [your weight struggle] made this guide stand out to you?

(Helping me understand what's top of mind for you right now)"

2. The "Permission-Based" Opener

(After they comment on pain post)

"Hey [Name], saw your comment about [3 AM stress moments].

Oof, been there. I have a few thoughts that might help.

Mind if I ask one quick question to see if I can point you in a better direction?"

3. The "Qualifying" Question

(Before sending beta details)

"Thanks for your interest in the beta group, [Name]!"

Quick qualifying question: Where are you currently at with [monthly revenue/weight loss goal]?

(Want to make sure this would actually move the needle for you)"

4. The "Gap Analysis" Question

(When they describe their struggle)

"So it sounds like you know [what to do] but the [how to implement consistently] is the sticking point.

If you could solve that in the next 30 days, what would that [extra revenue/freedom/confidence] mean for your life?"

5. The "Natural Pivot" to Call

(After establishing value)

"Based on what you've shared, I'm confident I can help you [break through that ceiling faster than you think].

Rather than type a novel here, would you be open to a quick 15-minute chat this week to see if my approach would work for your specific situation?

No pressure either way!"



ADVANCED STRATEGY: The 7-Day Attraction Sequence

Day 1: Identity Post (Option 2 - Boundary Setting)

Day 2: Pain Post (Option 8 - 3 AM Moment)

Day 3: Outcome Post (Option 12 - Morning After Vision)

Day 4: Value Post (Unrelated to offer - pure value)

Day 5: Identity Post (Option 5 - Two Paths)

Day 6: Handraiser Post (Option 16 - Free Guide)

Day 7: Social Proof (Client win story)

Pro Tip: Always follow the "Value-Value-Ask" rule. Never ask twice in a row.



PRICING STRATEGY

Basic: \$27 - This swipe file + 30-day content calendar

Premium: \$97 - Add: Video walkthroughs, 3 niche examples each, Story/Reel templates

Elite: \$247 - Add: 1:1 template customization, 60-minute strategy call

Final Note: The magic isn't in the templates - it's in your consistency.

Post. Engage. Follow up. Repeat.

Your dream clients are waiting to find you.

Now go generate some handraisers.