



The Functional Media Content Bank

An unending supply of daily done-for-you social media posts, all written by a certified FMCA Health Coach & social media expert.

If you're ready to...

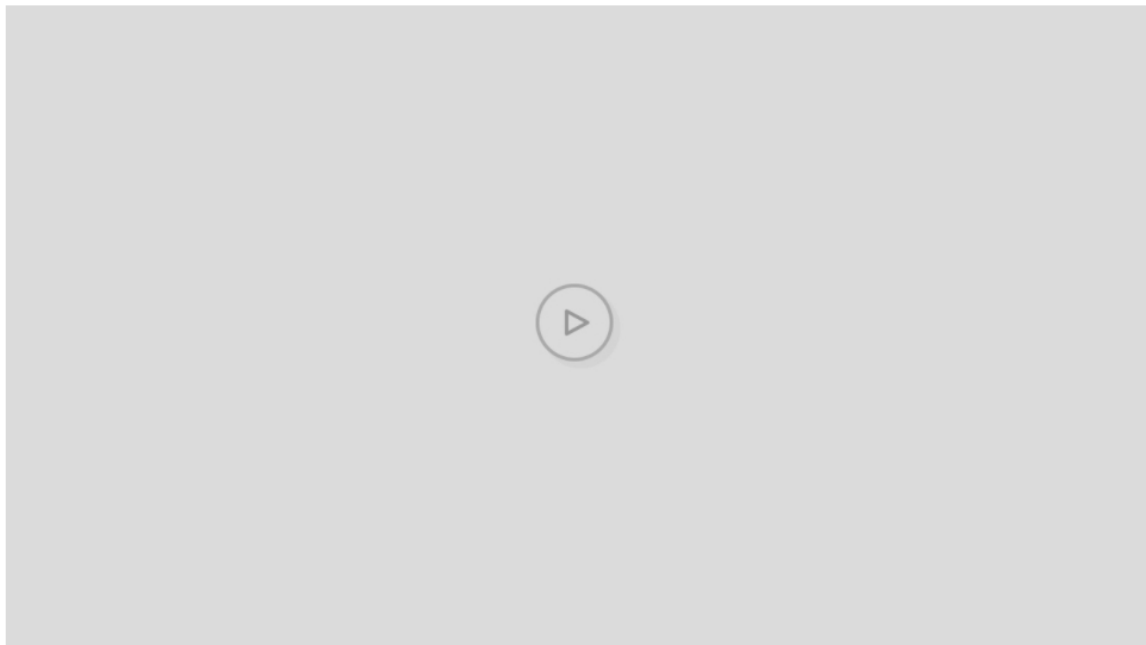
- 💡 cut through the overwhelm, self-doubt, and analysis paralysis that comes with formulating social media content & strategy
- 💡 be recognized as (and feel like!) the authority you know you are on Instagram and Facebook
- 💡 cultivate your community and help more people live healthy lives by sharing highly persuasive *and* educational social content

Join the Functional Media Content Bank today.

Cancel anytime!

I'm in—give me instant access

As a former Health Coach turned social media strategist, I'm here to help you put your social media on auto-pilot so you can focus on what *really* matters—running your business and helping people feel better.



The Functional Media Content Bank includes...

👉 monthly calendars for an overview of your social strategy

👉 an unending supply of daily social content—customized to your business

- 👉 never-ending supply of daily social content—customize as much (or as little) as you'd like
- 👉 detailed explanations on how to use the posts and training for customizing your content as much (or as little) as you want
- 👉 plus, the option to also receive customizable images, blog posts, AND email newsletters!

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You post on social media with confidence, knowing you're doing it with rock-solid strategy and purpose.

Your peers, family, and colleagues are complimenting you on your social media level-up.

You're persuading followers to use your services, and ALSO providing free information to those who can't afford your services.

You have more time for what really matters—running your business and helping people live healthy lives.

Yes please! Give me Instant access for \$99

Hi, I'm Melanie—the founder of Functional Media.

I combine my experiences as...

- ✔ Office Manager at a start-up Functional Medicine Clinic
- ✔ Certified Functional Medicine Coaching Academy Health Coach



✔ Community Health Program Developer

✔ Online persuasion & communication strategist

... to help ambitious health entrepreneurs stand out on social media in a way that resonates with their beliefs and practice.

My goal is more than to make your following grow, it's to make you an online authority!



Functional Media is a social media management agency focused ONLY on promoting alternative health professionals.

I got my start in functional medicine back in 2015, when I was the Office Manager & Health Coach at a startup Functional Medicine Clinic.

Even back then, we knew that our social media presence was crucial to both getting new clients and keeping our current clients informed.

So we decided to hire an agency to create content for our social media.

At first, it was amaaaaazing to have content creation off our plates! We felt like we finally had the time and energy to focus on onboarding new patients and growing the business...

🕺**cue happy dance**🕺

Then one morning we received a few calls from our current patients... they sounded like this:

"I'm confused, you told me that I shouldn't eat bread because of the gluten, but I just read a post on your Facebook page which said that whole grains, like whole wheat, are good for me..."



While that agency may have known a thing or two about social media strategy... it turns out they knew NOTHING about functional medicine.

We not only had to cancel our contract with them, but we also had to call all of our clients and explain the situation.

Then one morning we received a few calls from our current patients... they sounded like this:

"I'm confused, you told me that I shouldn't eat bread because of the gluten, but I just read a post on your Facebook page which said that whole grains, like whole wheat, are good for me..."



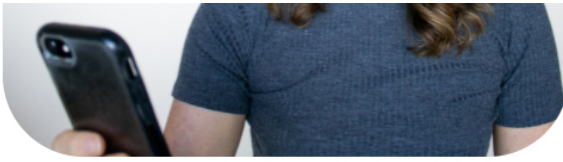
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"I got another **2 new patients directly from Instagram** in the last week!" —Dr. Amy K., Naturopathic Doctor

"In the last 2 months, my following on Instagram (that was



nonexistent before) is at almost 1000 people, and my Facebook page following has increased by well over 20%. In just the short time we've worked together, I've had many new clients who cite having seen my social media postings as part of how they chose to work with my practice."—Brie W., Licensed Acupuncturist

And while you and I know that social media is vital to:

- ✓ build industry authority
- ✓ connect with your community
- ✓ gain new patients

It also costs a pretty penny—yep, we're talkin' \$1500+ a month for social media strategy and management.

Which makes sense— after all, this is the stuff that gets you seen by exactly the sort of people you're here to serve and help.

That's why I created the Functional Media Content Bank.

I know not everyone can (or wants to!) spend thousands a month on social media management.

But that doesn't mean you can't have incredible social content that...

- 💡 helps your current patients stay in-the-know
- 💡 persuades new followers to start using your services
- 💡 and provides free, valuable information about functional health to those that can't currently afford your services

[Sign me up! I want instant access to the content bank](#)

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💰 VALUE: \$1,200/month



All Content Bank posts are delivered to you 99% complete and ready to be posted to Instagram



and/or Facebook—simply plug in your biz details, tweak as much (or as little) as you want, and hit publish.

Each post comes with...

- ✓an irresistible hook to intrigue readers.
- ✓a powerful Call to Action to inspire your audience to take action.
- ✓15 post-specific hashtags + appropriate emojis.

You can choose to receive downloadable versions (Word, PDF, and text only available). You can also choose to receive a Google Drive link to easily add to your own Drive!

Monthly strategy overview.

💰VALUE: \$300/month



Post with confidence knowing you're providing real value to followers AND nurturing new leads.

Each month you'll receive a calendar overview of your social media strategy. Posts are planned using social media persuasion techniques to promote your biz and brand as well as educate your audience. Expect to see a mix of:

- ✓Engagement driving posts.
- ✓Quotes + inspirational messages written around health.
- ✓Valuable educational content written from a functional/naturopathic medicine perspective.
- ✓Popular holiday & theme posts your audience will love— Earth Day, National Taco Day, Women's Health Week, and more.

Detailed supportive training to implement your Content Bank posts quickly & easily.



Not tech-savvy or want a little extra support in implementing your Content Bank social posts? I've got ya covered! Each membership comes with specialized training on...

- ✓how to alter and customize your posts.
- ✓how to schedule your posts.
- ✓for the advanced package: how to customize your Canva images.

If you want to outsource social media to an admin assistant or VA, these training videos make that process a breeze!



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If you want to outsource social media to an admin assistant or VA, these training videos make that process a breeze!

Yes please! I want the basic membership for \$99/month

💰 **VALUE: \$1,500/month**

cancel anytime!

And for only \$70 more a month, enjoy...

Images for EVERY post.

💰 **VALUE: \$200**

Level up your visual branding with custom images that'll wow your virtual audience!

No boring stock photos here— with the advanced package, you'll receive customizable quote cards, infographic-style images, and more that you can easily update to your brand colors and/or logo in less than ten minutes a month.

(Training included!)



Two blog posts a month.

💰 **VALUE: \$400**

Four newsletters a month.

💰 **VALUE: \$400**

Email newsletters are one of the best ways to provide more value to your audience, establish brand authority, and create a sense of trust with the people you serve.

Nurture leads and build your list with high-quality weekly newsletter content from the Content Bank.

100% written for you, all you need to do is plug in your biz details and tweak the content as much (or as little) as you want!



That's what I want! Give me the advanced membership for \$169/month

💰 **VALUE: \$2,300/month**

cancel anytime!

Basic Membership

- ✓ 30 done-for-you social posts every month
- ✓ Monthly strategy overview
- ✓ Detailed supportive training to implement your Content Bank posts quickly & easily.

💰 **VALUE: \$1,500/month**

Advanced Membership

- ✓ 30 done-for-you social posts every month
- ✓ Monthly strategy overview
- ✓ Detailed supportive training to implement your Content Bank posts quickly & easily.
- ✓ Images for EVERY post
- ✓ Two blog posts a month
- ✓ Four newsletters a month

💰 **VALUE: \$2,300/month**

... yours for \$99/month!

cancel anytime

... yours for \$169/month!

cancel anytime

I'm ready to pick my membership!

P.S. You get a few extra bonuses for FREE, regardless of which membership level you choose!



Health Hashtag List

💰 **Value: \$99**

Expertly crafted hashtag list with 500+ health-related hashtags so your dream audience can find and follow you



Health Strategy Calendar

💰 **Value: \$29**

Health Strategy Calendar with important annual events and holidays so you can plan ahead and



TWO Bonus Trainings

💰 **Value: \$299**


My "90-Day Social Media Acceleration Plan" and "5 Hacks to Boost

can find and follow you with ease!
you can plan ahead and create bonus content for your audience.
STUCK TO BOOST Organic Engagement!"

Over \$400 in value... yours for free 🍷

I'm In! Give me instant access to the Content Bank & bonuses

Take a peek at some sample posts...



FunctionalMedicineExpert

Liked by yourpatient123 and 1,226 others
FunctionalMedicineExpert What does your gut have to do with your thyroid? (Everything)

The microbiome - the bacteria in your gut - are responsible for much of your overall health.

👉 An unhealthy gut can lead to many serious health problems. These problems might include your thyroid.

For example, people with hyperthyroidism (an overactive thyroid) had significantly higher levels of Enterococcus species bacteria, but low levels of Lactobacilli and Bifidobacteria in their gut.

54% of people with autoimmune hypothyroidism (an underactive thyroid) also had small intestinal bacterial overgrowth (SIBO).

There seems to be a correlation, but why?

👉 An unhealthy gut can leak lipopolysaccharide (LPS) into the bloodstream.

🔴 LPS inhibits the conversion of your thyroid hormone. Without enough T4 being converted to T3, your body gets out of whack.

🔴 LPS decreases the receptors for these hormones, making things worse.

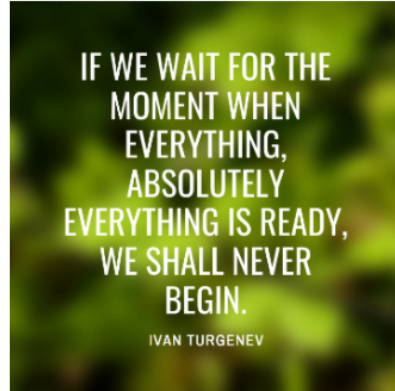
🔴 LPS can cause your thyroid to take in too much iodine, which can lead to autoimmune hypothyroidism.

👉 Your microbiome helps convert T4 to T3. An impaired gut leads to not enough T3, similar to the results of excess LPS.

👉 The bacteria in your gut play a significant role in nutrient absorption. Without the essential bacteria, vital nutrients pass right through - leaving your body and thyroid malnourished.

👉 Help your thyroid by healing your gut. Here are some tips:

- ✔ Take probiotics and eat fermented foods.
- ✔ Remove inflammatory foods.
- ✔ Reduce stress.
- ✔ Eat high-nutrient foods.
- ✔ Eat plenty of fermentable fiber, such as sweet potato and cassava.
- ✔ Get tested for SIBO or other pathogens.



FunctionalMedicineExpert

Liked by naturopathicpatient2 and 848 others
FunctionalMedicineExpert 🙄🙄 Have you used any of these excuses? 🙄🙄

- 👉 "When I make enough money"
- 👉 "When I get a real job"
- 👉 "When the kids get older"
- 👉 "When I feel better"
- 👉 "When the holidays are over"
- 👉 "When I retire"

If you continue to wait to take action on your health until things are "right", you may never start.

You are wasting valuable time and the longer you wait to begin, the longer it will take to accomplish your goal.

There will always be things that stand in your way – IF YOU LET THEM. Consider your reasons for putting your goal off.

Are they real reasons or just excuses? 🙄

Making excuses costs us a great deal. Instead of acknowledging the real, uncomfortable reason, we let ourselves believe a story. Usually if the excuses that keep showing up have some kind of motive behind it.

🙄 Fear, failure, mistakes, no real clear goals, uncertainty, comparison, and unmotivation are common ways that get in the way of feeling that you may not be ready. 🙄

Reflect on what you are telling yourself and why you aren't taking action towards what you want. Don't wait until you are completely ready, because you never know what tomorrow brings and you will never start.

👉👉👉 Tag a friend who uses "when" to get out of following their dreams 👉👉 ... more

View all 65 comments

Tell me—did you know about the connection between the thyroid & gut? Let me know YES or NO in the comments below! ... more
View all 32 comments

Let's go over that one more time...

With the Functional Media Content Bank, you get:

- ✓ **30 done-for-you social posts, delivered every month:** never worry about what to post or spend hours staring at a blank page again. All Content Bank posts are delivered to you 99% complete, with a hook, CTA, and strategized hashtags and emojis. Just add your biz details (if you want!) and schedule the post!
- ✓ **Monthly strategy overview:** each month you'll receive a calendar overview of your social media strategy. Posts are planned using social media persuasion techniques to promote your biz and brand as well as educate your audience.
- ✓ **Detailed supportive training:** not tech-savvy or want a little extra help? No worries, each membership comes with trainings like how to alter and customize posts, as well as how to schedule them.

Advanced members also receive:

- ✓ **Images for EVERY post:** these aren't stock photos, either. You'll get quote cards and infographic-style images that you can easily update to your brand colors and/or logo in less than ten minutes a month. (Training included!)
- ✓ **Two blog posts a month:** Give your readers even more value with two blog posts a month that dive deeper into functional/naturopathic medicine topics.
- ✓ **Four newsletters a month:** Nurture leads and build your list with high-quality weekly newsletter content from the Content Bank.

And ALL members receive these fab bonuses (for free!):

- ✚ Expertly crafted hashtag list with 500+ health-related hashtags so your dream audience can find and follow you with ease!
- ✚ Health Strategy Calendar with important annual events and holidays so you can plan ahead and create bonus content for your audience.
- ✚ BONUS trainings: The 90-Day Social Media Acceleration Plan & 5 Hacks to Boost Organic Engagement.

[I'm In! Give me instant access](#)

I know what you're thinking:

*"Will the Functional Media Content Bank ***really*** work for my business?"*

Let's talk it out!

🗣️ "Will she *really* know how to talk about health topics from a functional medicine or naturopathic medicine perspective?"

👉 You bet—as a certified FMCA health coach, I know what I'm talkin' about. To see what I mean, check out the example posts above!

🗨️ "What kind of posts can I expect to get with the Functional Media Content Bank?"

💡 The Content Bank is strategically organized to provide a balance of both persuasive and informative posts meant to both enrich your followers lives and build the sort of trust that convinces them to become your next patient. You can expect posts like:

- **Engagement-driving posts** that ask strategic questions to elicit comments from your audience.
- **Quotes and inspirational messages** written around health topics to delight, inform, inspire, and engage your followers.
- **Popular "holiday" and themed posts** like Earth Day, National Taco Day, Women's Health Week, and more.
- **Value-driven educational content** written from a functional medicine/naturopathic medicine perspective, such as:
 - Specific supplements and/or nutrients (a great way to link to any supplements you may sell).
 - Lifestyle posts around sleep, nutrition, stress management, exercise/movement, and more.
 - In depth posts about the gut, adrenals, thyroid, sex hormones, autoimmunity, and other common core topics in functional medicine/naturopathic medicine.
 - 1-2 posts a month about advanced lab testing.
 - The difference between functional/naturopathic medicine and conventional medicine.

🗨️ "What if I don't like it? I've been burned before, and I don't wanna get locked into a pricey contract."

💡 **Cancel anytime, no questions asked.**

🗨️ "How is this different from other social media templates available elsewhere?"

💡 Unlike social templates available elsewhere, the Functional Media Content Bank is written by a certified FMCA Health Coach, FROM a functional medicine perspective. Plus, most other products available on the market still require you to spend a lot of time writing and filling in your content. Posts from the Content Bank ONLY require that you put in your business name and phone number, that's IT.

🗨️ "Won't I sound like everyone else who's part of the content bank?"

💡 You're free to use content bank material as is, or edit to add your own sense of voice and personality.

🗨️ "Well then isn't this going to take a lot of my time?"

💡 The content bank is NOT a template service. You really only have to plug in your business details, and you're ready to go. You can tweak as much or as little as you want. Plus, you can outsource to an admin assistant or VA—even if they know nothing about functional medicine.

🗨️ "I'm not tech-savvy enough."

💡 The content bank is built to be as simple and time-saving as possible: simply put in your business details and you're all set! Plus, all members get access to detailed supportive trainings that walk you through everything you need to know to implement posts from the Content Bank.

🗨️ "Is social media really worth it? I don't have a social media presence right now..."

💡 And yet, something brought you to this page 😊 Some part of you wants to have a social media presence—which makes sense, because social media is huge when it comes to spreading brand awareness. Why not get support so that you can spend your time on what *really* matters to you—helping your patients?

🗨️ "I'm not a good writer."

💡 Good news: you don't need to write anything! You only need to make minor edits if you want to make it your own, but it's not necessary. Everything will be done for you, just plug in your business details when applicable.

🗨️ "Do you offer refunds?"

💡 Due to the nature of this online offering, there are no refunds available for Content Bank memberships. Of course, you CAN cancel your membership anytime, no questions asked!

Hey, don't take it from me—here's what people have to say

about working with Functional Media...



"Melanie, I can't thank you enough for what you have done for me and my practice.

Although I was managing my practice at a fairly steady pace... I wasn't comfortable [doing marketing] because I was so focused on being the doctor, not a marketer.

Since working with Melanie, my practice has grown in ways I couldn't have imagined.

Melanie allowed me to be seen and heard which not only grew my practice, but my presence. **What was once a burden to market my practice, has become a blessing because of Melanie!** Thank you for helping me be seen."

—Dr. Sara C., Functional Medicine Doctor



"I was initially skeptical that someone who was not practicing functional medicine could possibly convey my message as well as me.

Now, the only thing I regret is not having started sooner!

Working with Melanie makes running my business easier. The content is all my own... but it **now only takes about 30-60 minutes per month of my input.**

I could never have done that independently—I **am saving hours per week on social media content production and management!**"

—Brie W., Licensed Acupuncturist

Here's the deal: after joining the Functional Media Content Bank, you can expect to...

- ✦ Always know what to post to get people interested in you and your business, and post **CONFIDENTLY** knowing you've got rock-solid strategy in place.
- ✦ Feel good for taking action for the health of your business.
- ✦ Write posts in a fraction of the time, so that you can focus on the parts of your business that you enjoy (like helping patients).
- ✦ Cultivate your community **AND** give valuable information to those in need of it.
- ✦ Feel like the authority you know you are **AND** be recognized for it by others.
- ✦ Gain enough exposure to be invited to speak at events and on podcasts.

And if you decide not to join? That's totally your call, but expect to...

- ✗ Waste countless hours wondering what to write.
- ✗ Labor over your posts, only to post to absolutely crickets.
- ✗ Continue to post without strategy or intention, keeping your following lackluster and your engagement abysmal.
- ✗ Stay in analysis paralysis when searching for information on how to use social media effectively to grow your business.
- ✗ Continue to be frustrated that you can't be consistent.

Alright, I'm ready to start today! Give me instant access

Alright, I'm ready to start today! Give me instant access

cancel anytime!

Have more q's? Wanna talk it out?

The Functional Media team is happy to help you decide if the Content Bank is the right choice for your functional medicine biz.

For more information contact fmcontentmanagement@gmail.com and you'll hear back within 2-3 business days.