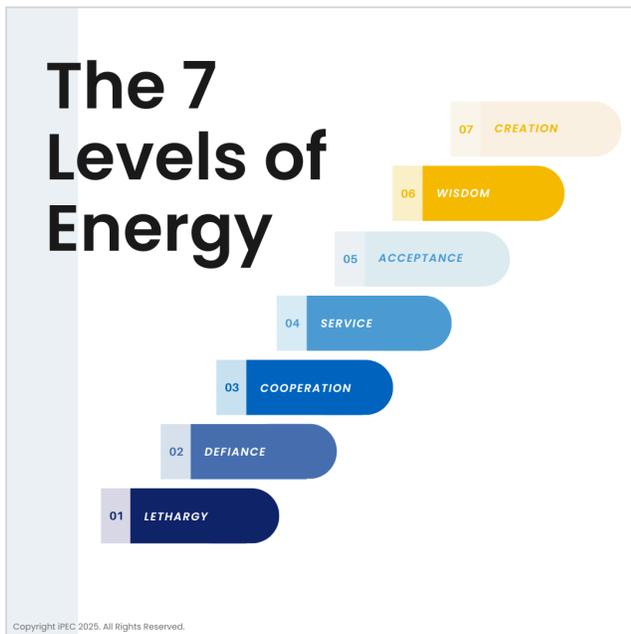


## ELI MARKETING TOOLKIT

# Social Posts

### ELI Toolkit Social Post 7 Levels Infographic:

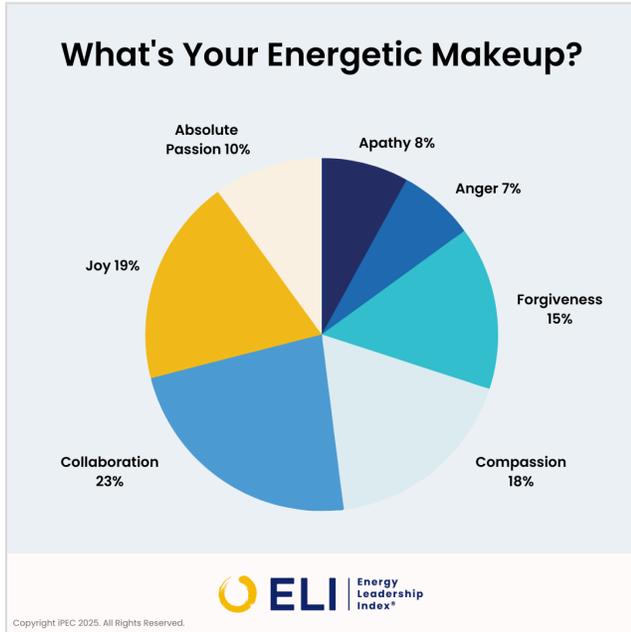


[Copy]

Understanding which step you're on allows you to see where you're coming from (and where you can go!) Each of the 7 Levels of Energy serves their own purposes. Some levels are associated with stress and effort you experience in your life, while other levels are related to power, effectiveness, and satisfaction. Discover which level is your average resonating level and how to make your energy work FOR you. Click the link in my bio to schedule your ELI debrief.

#EnergyMatters

## What's Your Energetic Makeup?:



[Copy]

Your reality is the sum of your thoughts, feelings, and emotions about yourself, others, and the world. While each of us has a unique combination of The 7 Levels of Energy, yours is specific to your own viewpoints, perceptions, and beliefs about life. How could this breakdown impact your life?

With the research-backed ELI assessment, you'll experience profound and practical insights you can use to understand your worldview and transform your life into the ideal one you envision. Discover your unique energetic makeup by taking an ELI assessment! *[Coach: Insert your Call to Action here]*

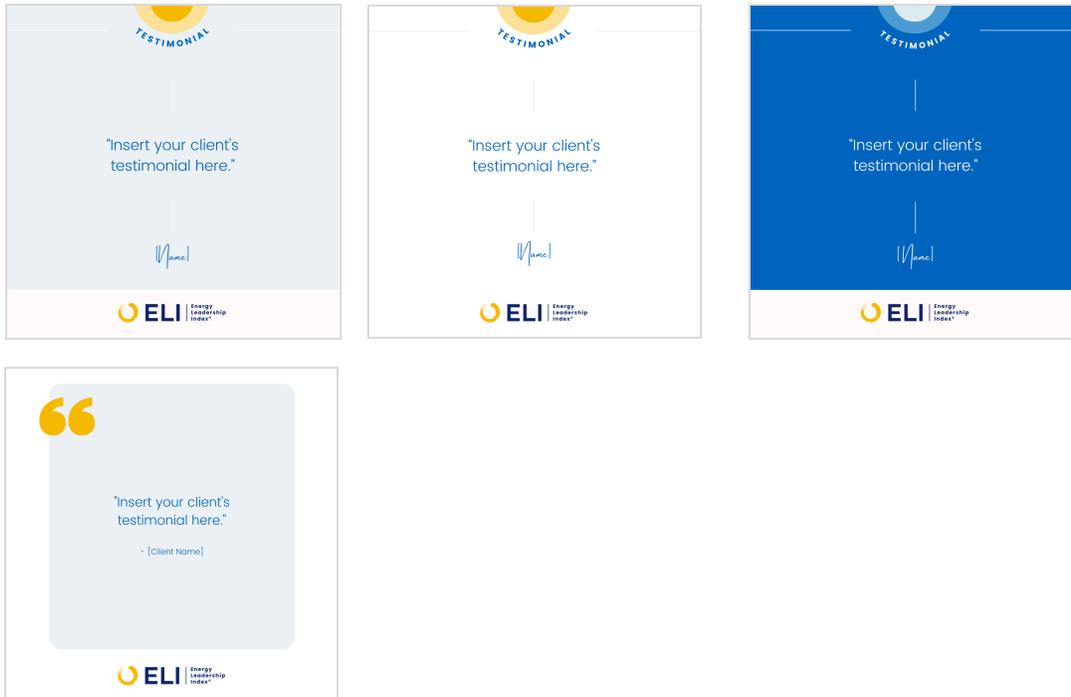
## What's your go-to energy level?:



[Copy]

Energy is everything! It creates our viewpoints, perceptions, and beliefs about any and all aspects of life. Discover what your go-to level of energy is and how understanding it can transform your life. Contact me if you'd like to take an ELI assessment!

## Client testimonial editable templates:



[Click here to go to the template](#)

[Copy]

We all have extraordinary untapped potential. The ELI is a one-of-a-kind assessment —coupled with a debrief with me!—designed by iPEC to take something abstract (the way you experience the world) and turn it into a tangible metric with profound and practical insights you can use to reshape your worldview and transform your life into the ideal one you envision.

[Coach Note: Use the remainder of the caption to celebrate the success of the client who's testimonial you're highlighting in this post. This is a fantastic opportunity to showcase possibilities to your audience while building trust and credibility—win-win! Then include your call to action.]

## ELI testimonials:

“

“This was honestly the best self-awareness experience I've ever had, compared to any psychological evaluation, deep inner-work, or even psychic readings.”

- Rebecca B.



“

“I felt validated and appreciated... I not only have a deeper sense of self-confidence but a deeper sense of self-love and understanding.”

- Rebecca B.



“

“The ELI helped me confirm patterns blocking me from success. Now I'm using what I've learned to show up authentically and powerfully in my business!”

- Stephanie C.





“This was honestly the best self-awareness experience I've ever had, compared to any psychological evaluation, deep inner-work, or even psychic readings.”

- Rebecca B.



“I felt validated and appreciated... I not only have a deeper sense of self-confidence but a deeper sense of self-love and understanding.”

- Rebecca B.



“The ELI helped me confirm patterns blocking me from success. Now I'm using what I've learned to show up authentically and powerfully in my business!”

- Stephanie C.

[Copy]

As an individual, you view the world through filters you've developed based on your perceptions, experiences, and values. Your filters either limit what you see (like tunnel vision) or expand it (like a prism).

What if there was a way to actually understand how these filters show up in your life—and how to use that information to reach your true potential? (*Spoiler: there is!*)

The ELI is a research-backed assessment that provides insights into how you show up in various aspects of your life. The assessment measures your ability to lead yourself and others to take positive, productive, and sustainable action—and it's life transforming.

Interested in learning more? *[Coach: Include your call to action here]*

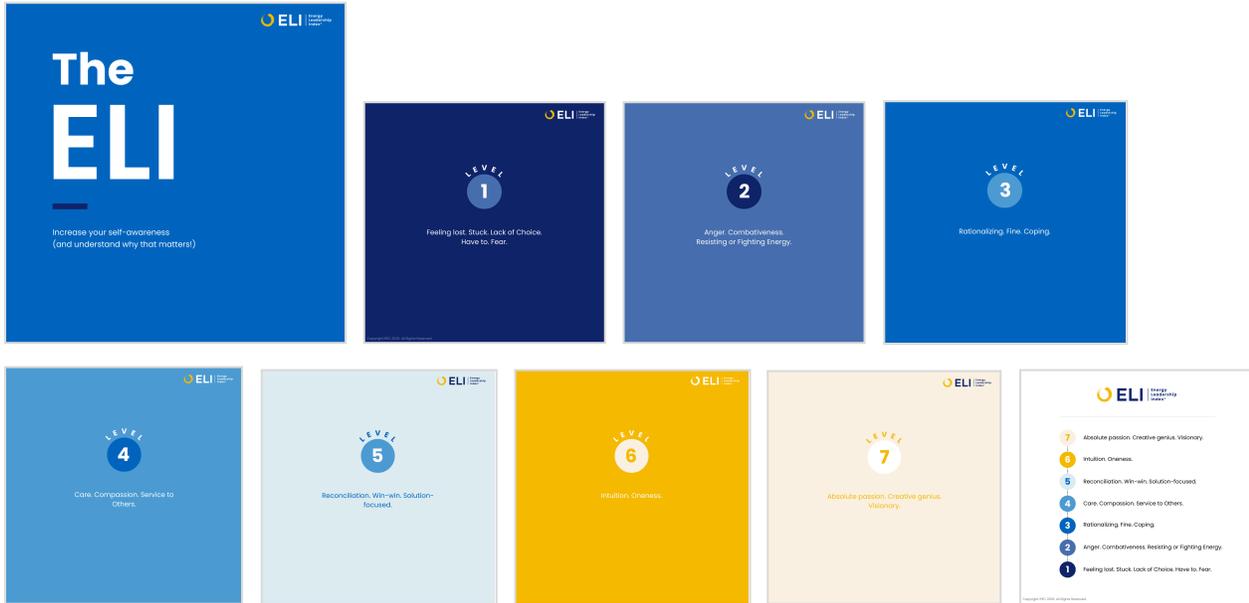
## Simple post:



[Copy]

We all have *extraordinary* untapped potential. The ELI is a one-of-a-kind assessment —coupled with a debrief with me!—designed by iPEC to take something abstract (the way you experience the world) and turn it into a tangible metric with profound and practical insights you can use to reshape your worldview and transform your life into the ideal one you envision.

## ELI Toolkit Carousel: 7 Levels:



[Copy]

The ELI assessment provides insights into how you show up in various aspects of your life. It measures your ability to lead people, including yourself, and take positive, productive, and sustainable action. It also measures how engaged you are on the job and at home.

If you're interested in increasing your awareness (and why that matters!), take the ELI assessment and schedule a debrief session, with me! *[Coach: Insert your Call to Action here]*

## 7 Levels Summary:



[Copy]

Did you know? Whether or not we're aware of it, we all have an "average resonating level" of energy. It represents the average of all your energy levels under normal circumstances of everyday life AND in reaction to stressful circumstances.

Studies prove that higher Average Resonating Levels (A.R.L.) of energy are associated with higher levels of satisfaction in the areas of finances, relationships, personal development, achievement, and much more.

Excited by the possibility of upleveling these areas of your life? *[Coach: Insert your call to action here.]*

## Questions post:



[Copy]

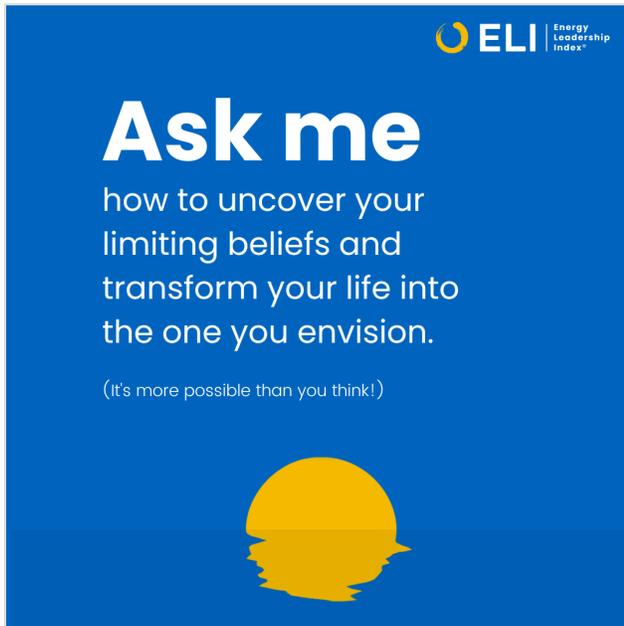
The life-changing ELI assessment checks all the boxes! If you're interested in finding out what's holding you back from creating your ideal life [insert way to contact you here—this can be directing people to a link in your bio where they can sign up for an ELI debrief or sending you a direct message.]

After taking the online assessment, we'll spend 90 (powerful!) minutes together where I'll essentially hold a "mirror" to your perceptions, attitudes, behaviors, and beliefs—highlighting opportunities to create more of the life you want (and come up with concrete strategies to actually get you there!)

For a limited time, I'm offering the ELI assessment for a promo price of [insert promo price to create a sense of urgency] (usually \$XXX insert the full rate you usually charge).

Save your spot today!

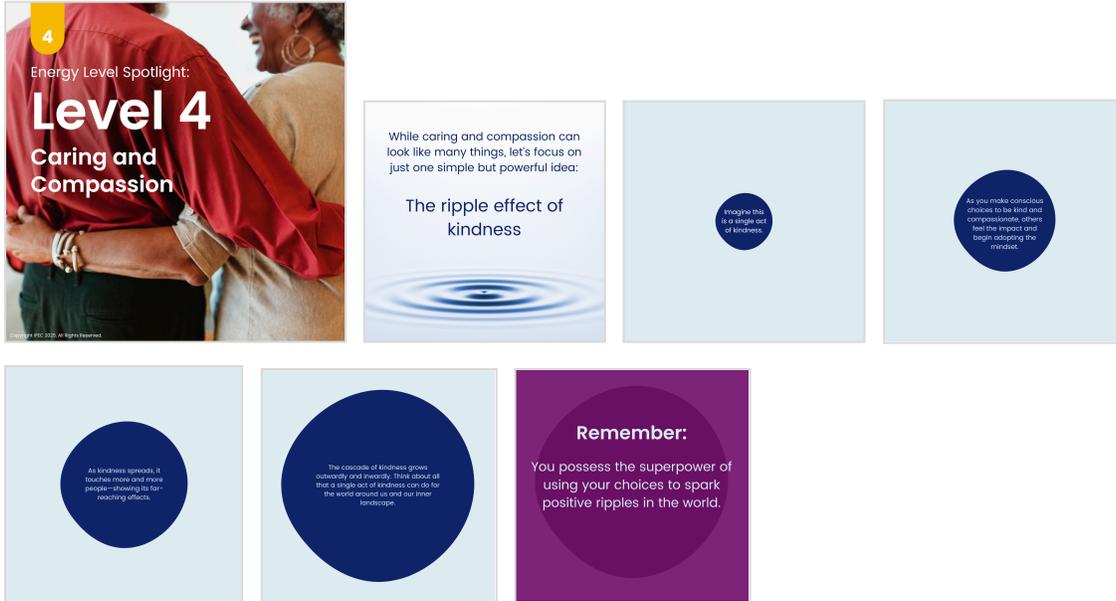
## Ask Me:



[Copy]

The Energy Leadership™ Index is an assessment designed to awaken your potential and reshape your world. How ready are you to experience your world like never before? Reach out to learn more and take the ELI assessment!

## Level 4 Highlight (Carousel):



[Copy]

Consciously choosing to cultivate kindness in our thoughts, words, and actions can sow the seeds of positive change, both within ourselves and in the world around us. 🌱

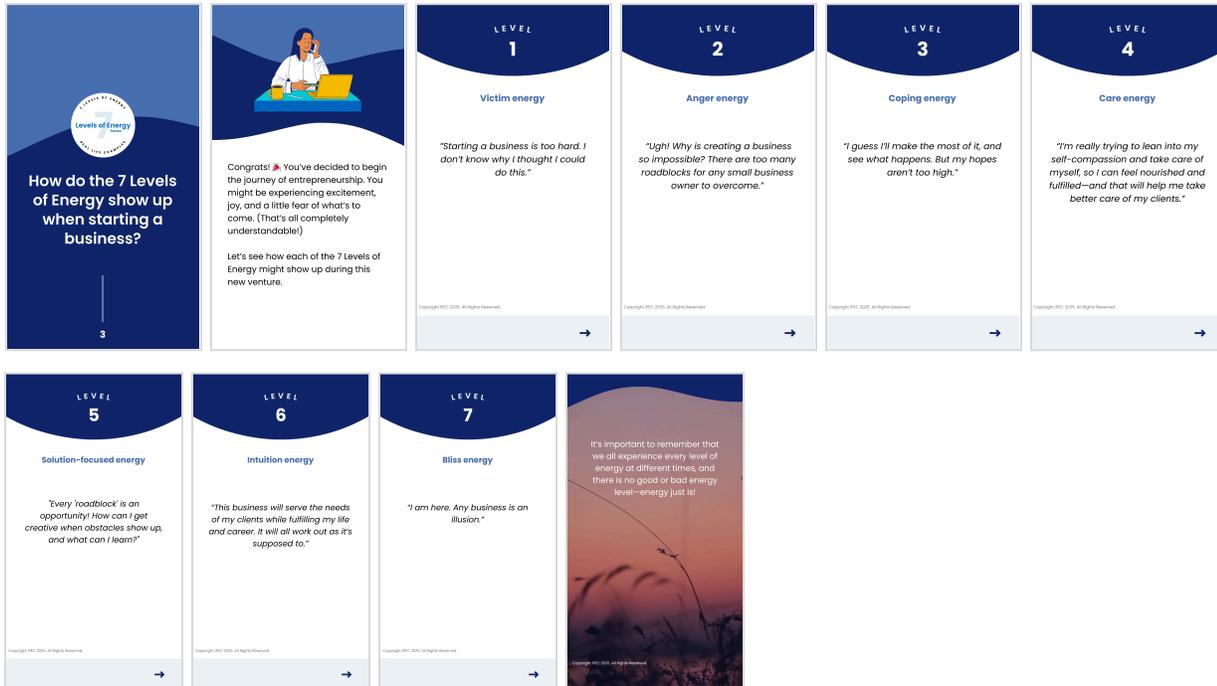
To learn more about the energy of compassion—known as Level 4 Energy!—visit the iPEC blog: <https://bit.ly/4bkepjs>

*[Coach Note: Feel free to trade out the CTA to the iPEC Blog for what you want your audience to do next! Or, if you want them to learn more about Level 4, the iPEC Blog is a great place to direct them.]*

**First comment:**

Can you think of a time when someone else’s single act of kindness made your entire day better? Let us know in the comments below to help spread some compassion and kindness and feel free to tag and thank them here!

## ELI Example for Entrepreneurs (Reel)



[Copy]

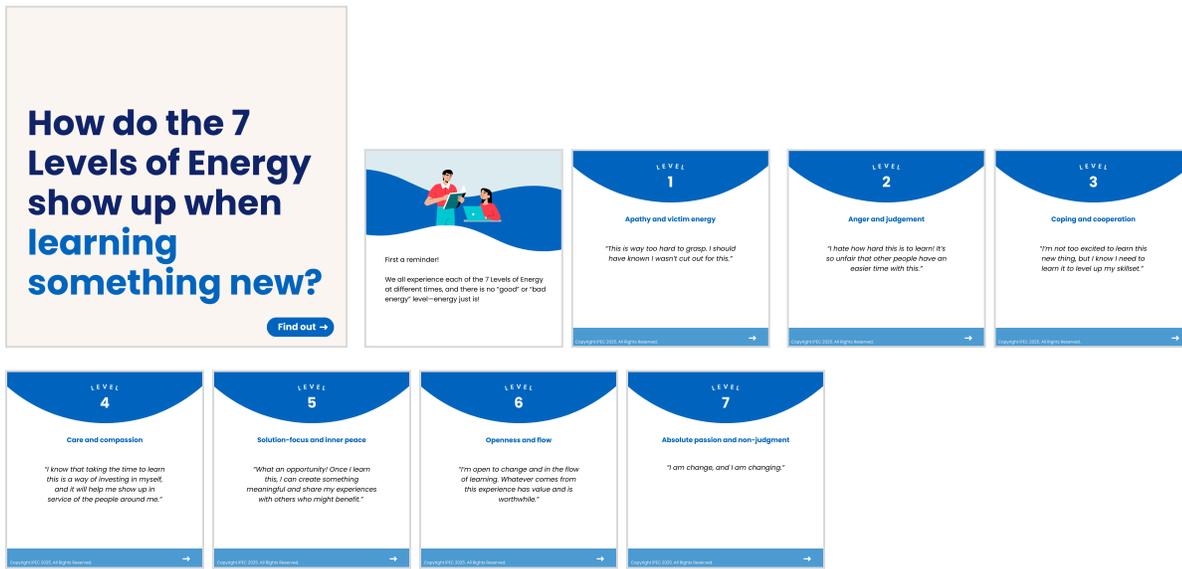
Congrats! You’ve decided to begin the journey of entrepreneurship. Whether you’re a certified coach starting a small business, or you’re curious about how it feels to be a small business owner, the 7 Levels of Energy are a way to help you understand what you’re experiencing.

You might feel excitement, joy, and a little fear of what’s to come. (That’s all completely understandable!) As you watch, which responses or tendencies do you recognize in yourself?

[Coach Note: Include a CTA for what you want your audience to do next: sign up for an email newsletter, book a discovery call with you, etc.]

**First comment:** Which energy level are you resonating with today?

## ELI Example for Learning Something New (Carousel)



[Copy]

How do the 7 Levels of Energy show up when learning something new?

In this series, we explore the 7 Levels of Energy and how they show up in our everyday lives.

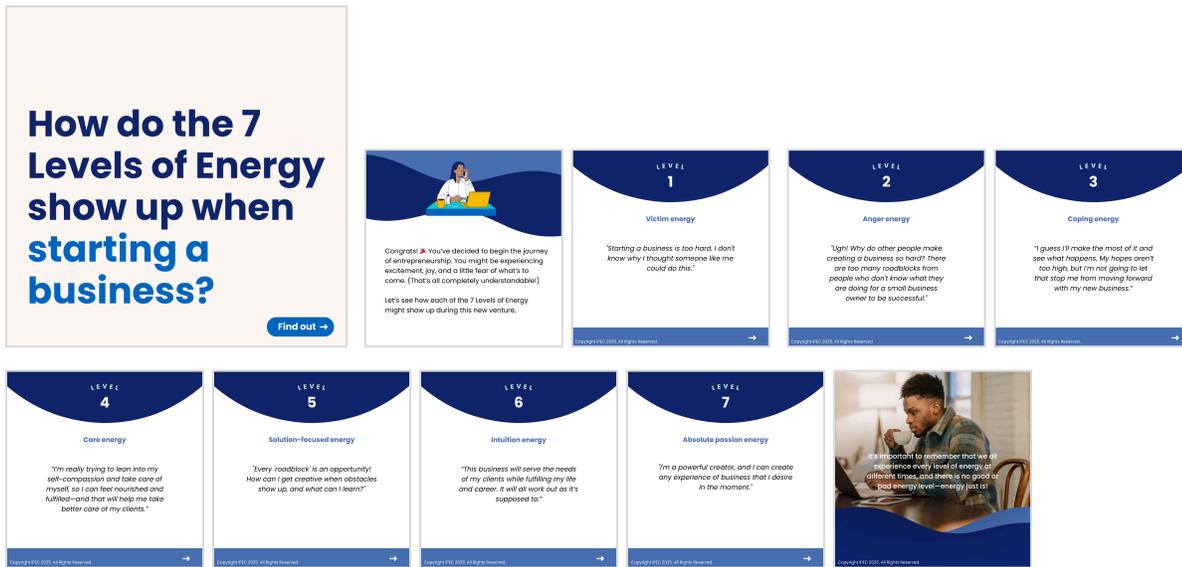
How do the 7 Levels of Energy play out when you're trying to learn something new? (Let's find out!)

👉 As you read, ask yourself: how have I experienced any of these energy levels while learning something new?

[Coach Note: Include a CTA for what you want your audience to do next: sign up for an email newsletter, book a discovery call with you, etc.]

**First comment:** 👉 As you read, ask yourself: how have I experienced any of these energy levels while learning something new?

## ELI Example for Entrepreneurs (Carousel)



[Copy]

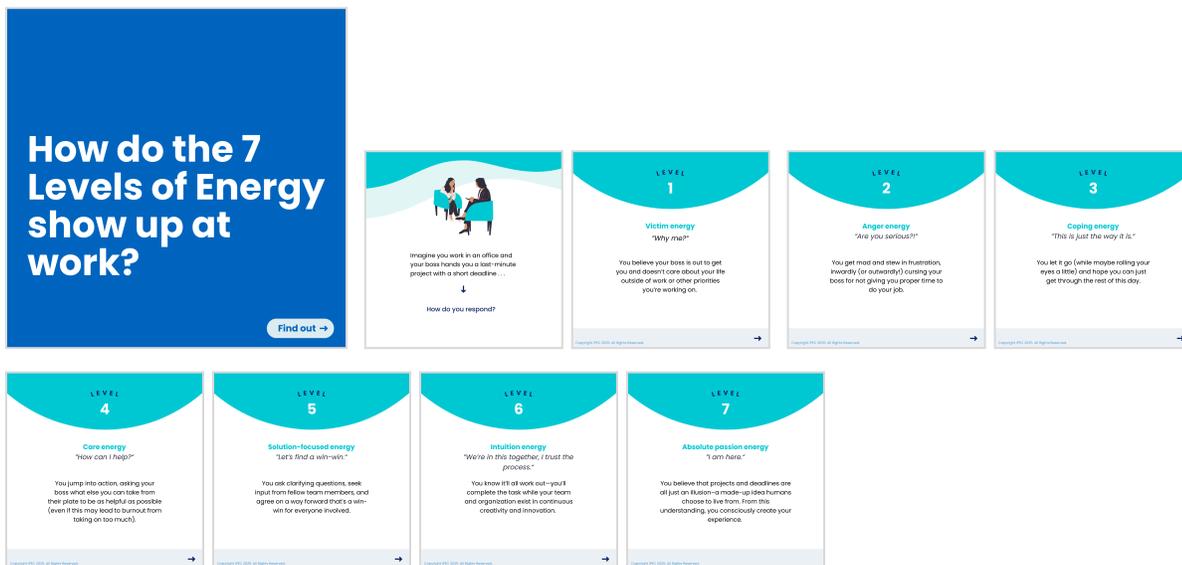
Congrats! 🎉 You've decided to begin the journey of entrepreneurship. Whether you're a certified coach starting a small business, or you're curious about how it feels to be a small business owner, the 7 Levels of Energy are a way to help you understand what you're experiencing.

You might feel excitement, joy, and a little fear of what's to come. (That's all completely understandable!) As you watch, which responses or tendencies do you recognize in yourself?

[Coach Note: Include a CTA for what you want your audience to do next: sign up for an email newsletter, book a discovery call with you, etc.]

**First comment:** Do you notice any of these tendencies or responses that come up in your day-to-day life?

## ELI Example for Work (Carousel)



[Copy]

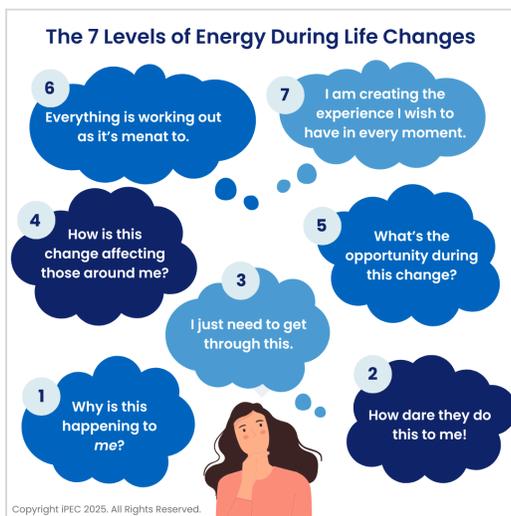
When your boss hands you a last-minute project with a tight deadline (!), how do you respond? Let's explore some of the possibilities through the lens of the 7 Levels of Energy! ✨

As you swipe through the examples, which responses or tendencies do you recognize in yourself?

[Coach Note: Include a CTA for what you want your audience to do next: sign up for an email newsletter, book a discovery call with you, etc.]

**First comment:** How are you showing up in your workplace today? 🙌

## The 7 Levels of Energy During Life Changes



[Copy]

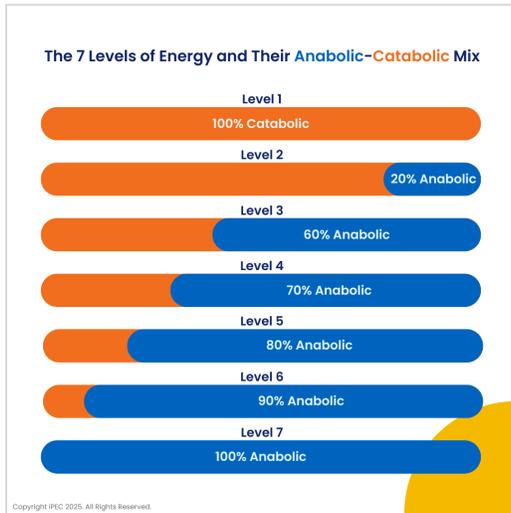
As we near the new season, people tend to experience shifts and transitions in their lives. ✨

This is a great time to check in with yourself and notice what you're experiencing! Once you do, comment below which energy level(s) you're experiencing right now 🙌

[Coach Note: Include a CTA for what you want your audience to do next: sign up for an email newsletter, book a discovery call with you, etc.]

**First comment:** Which energy level are you resonating with today?

## 7 Levels Anabolic/Catabolic Percentages



[Copy]

What happens when energy meets ... math? 🤖

The 7 Levels of Energy framework offers a valuable way to understand our energy, with each level representing a different mindset and corresponding mix of anabolic (constructive) and catabolic (destructive) energy.

An important note: these levels are not fixed but fluid—you can move between them on a moment-to-moment basis, depending on your situation. Ultimately, you get to choose!

👁️ Let's take a look at how much catabolic or anabolic energy is present in each Level of Energy. (👉 Want to learn more about energy and how it may affect your thoughts and emotions? Check out the iPEC blog!)

<https://www.ipeccoaching.com/blog/positive-vs-negative>