Day 1: Your Story

People connect with **your personal experience.**

Post Idea: Share Your Postpartum Journey

Example caption:

I wish someone had told me this after having babies...
Your core doesn't just "bounce back" - it actually needs rehab.

I learned I had something called diastasis recti, which is super common after pregnancy.

I've been using the Mommy Tummy Fix program to rebuild my core and I love how simple it is for busy moms

If you want to strengthen your core and tighten your tummy, you might want to check it out.

If you want, you can also share Camille's story

You can find all of the resources for Camille's story here:

CLICK HERE

Day 2: Educate

So many women don't know about **diastasis recti.**

Post Idea: Teach Something About Postpartum Healing

Example Post:

Did you know many women still have ab separation years after pregnancy?

I didn't even realize that was what was causing my "still look pregnant" belly.

I've been learning how to rebuild my core the right way and this program has been so helpful.

Use our pre-made carousel to get you started!

You can find "3 Things Moms Don't Know About Diastasis Recti" pre-made carousel here:

CLICK HERE

Day 3: Question

This question works great for **Instagram stories!**

Post Idea: Post a couple of stories asking if they were checked for diastasis recti

Example Stories:

Story 1: At your 6 week postpartum appointment, were you checked for Diastasis Recti?

Story 2: Research shows that most women aren't checked, although 60% of women have DR 6 weeks after giving birth.

Story 3: I wasn't checked and didn't even know that ab separation was a thing!

Story 4: I have started using this core rehab program and love how simple it is.

Story 5: If you are interested, I'll drop the link here!

You could share our FREE 1-min self-check video!

Get the link to the diastasis recti self-test video below:

CLICK HERE

Day 4: Invite

People love to do things **together.**

Post Idea:
Invite your audience to do the program with you.

Example Post:

I'm starting the Mommy Tummy Fix program this week to work on rebuilding my core strength. My goal is to do 4-5 core workouts a week.

If you want to join me, here's the program I am using.

You could do a weekly check-in and share your progress.

You could also send an email and invite people to join you - here are some email templates ready to go!

CLICK HERE

Day 5: Share a Tip

Quick tips usually perform pretty well.

Post Idea:
Share a tip or something you have learned

Examples:

Tip 1: One thing I've learned about postpartum fitness: Jumping straight into intense ab workouts can actually make core separation worse! Here's what to do instead...

Tip 2: One thing I wish someone had told me after having babies is that your pelvic floor and core work together and if one is weak, the other often is too - which is why core rehab is so important.

Tip 3: One thing I've learned about postpartum recovery is that consistency matters more than intensity. Even 10 minutes a day of the right core exercises can make a huge difference!

Share **this video** about why crunches could do more harm!

Here's a quick video to share showing what Diastasis Recti could look like for many moms:

CLICK HERE

Day 6: Testimonial

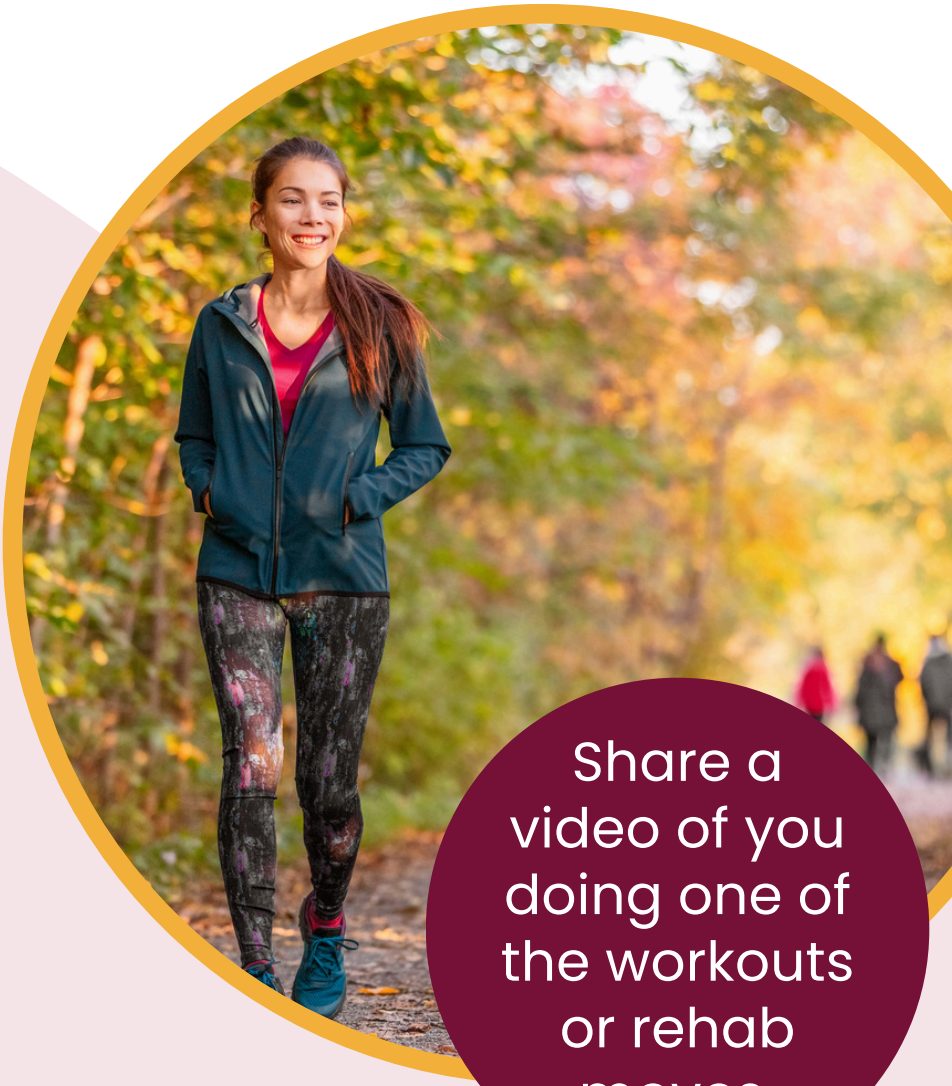
A **simple testimonial** of why you like this program

Post Idea:
Share what made you want to try this program

Example Post:

Okay, I am 1 week into the Mommy Tummy Fix program and here is what I am loving about it:

✓ short workouts
✓ I can do them at home
✓ made specifically for moms
✓ I love the focus on core rehab and strengthening deep core muscles (not getting a quick six pack)



Share a video of you doing one of the workouts or rehab moves.

If you want to show what a week of workouts in MTF could look like, here's a little video to use:

CLICK HERE

Day 7: Reminder

Just a **simple reminder** about what you shared.

Post Idea:
Recap what you talked about and answer questions.

Example Post:

I've had a few people ask about the core program I mentioned this week. Here are a couple of questions and answers for you...

Need more ideas? Be sure to check out all our **Affiliate Resources**!

Here are our most asked questions, plus all the answers for you:

CLICK HERE