

ONLINE  
ENTREPRENEUR  
ACADEMY



# 25 DAY CONTENT CREATION GUIDE

DEANNA WOLFE, MS, RDN

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# Meet Your Teacher

DEANNA WOLFE

Deanna, a registered dietitian by trade, has since become a marketing, sales, and content expert who has built a 7 figure annual business, multiple million+ dollar online programs, and leads a team of 10 with continual annual growth.

She is truly a pioneer in the online space, creating a loyal community through Instagram and TikTok [@dietitiandeanna](#) and [@online.entrepreneur.academy](#) of 300K+ and has been in the top 10 of mental health podcasts with her DEATS with Deanna podcast.

Deanna's audience trusts her with transparent, authentic and empowering dietitian and business inspiration on scaling into group programs, niching down, content creation and scaling to \$100K months. She was featured as "The Most Influential People in Wellness of 2022" by Ness.

Deanna leads several online programs, including her signature Online Entrepreneur Academy, which has helped over 250 health, fitness, mental health, interns and medical professionals grow and scale their online business.





# How to use this guide

Nobody wants to spend HOURS thinking of what to post to attract clients. Fortunately, this free guide has you covered! It's filled with a whopping 25 ideas you can put to use right away to grow your business on Instagram and start creating valuable connections with your ideal customers

## WHY DO I NEED THIS GUIDE?

You're spending massive amounts of time THINKING about showing up on social media or already ARE but feel the algorithm is working against you, RIGHT? And you don't have the TIME as a busy female!! You're already scrolling and comparing, so time to do it YOURSELF and start to create income!

## WILL THIS WORK?

These prompts have nurtured and prompted my own audience @DietitianDeanna, along with 225+ women inside Online Entrepreneur Academy clients to trust and buy our services. We know these can build that authority and trust for you.

**Sounds great right?**

**Let's jump right in!**

And for even more great ideas on growing your business while saving tons of time, our 16 week program Online Entrepreneur Academy may be JUST what you need - take 5 minutes to apply.

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Social media users (especially with Reels) have a 2-second attention span before they keep scrolling. Work to have a "hook" for 1-3 seconds first to grab attention and stop the scroll.

Do this with our ideas below:

1

Comments you need to stop making about \_\_ (diabetes, etc)

2

3 biggest myths

3

3 Sources of \_\_ (iron for post-partum)

4

3 of my Biggest Mistakes (when healing my gut, when stabilizing my blood sugar)

5

3 things you have to stop doing to \_\_  
Give your audience things they need to stop doing to achieve their goals.

6

The best advice I've ever gotten to \_\_  
Examples: achieve food freedom, reach 6 figures.  
Make this tangible!

7

Why is no one is talking about \_\_

8

3 things that are keeping you stuck

9

Unexpected results of my clients...

10

Everything you knew about \_\_\_ is WRONG  
Be controversial. Create a villain that you are working against  
(ex. doctors who say your gut/labs are fine for gut health  
niche, only having 1 child vs 2 for motherhood niche, ). Share  
an opinion that other people will have an opinion about!

11

Here are \_\_\_ tips to get rid of \_\_\_

12

Stop scrolling if you want to \_\_\_

13

Come with me to do \_\_\_

14

Here's how I achieved \_\_\_ in only \_(quantity)\_  
months/years!

15

Red flags to look for in \_\_\_  
(others in your niche- ex. "food freedom coaches" or in  
other programs or in products

**16** Here are 3 signs that you should \_\_\_\_

**17** Here's my go-to \_\_\_\_ for \_\_\_\_  
(ex go-to drink for IBS)

**18** Don't you think telling clients X is unhealthy?

**19** My "X" condition isn't that bad (show signs that it is)

**20** Why I no longer \_\_\_\_



21

Create a Reel comeback to a rude comment

22

3 Things I don't care about as a \_\_\_  
(therapist, PCOS nutritionist)

23

Watch this until the end...

24

This one is for \_\_\_\_  
ex. PCOS girls

25

7 Things You have to Stop Doing to \_\_\_\_\_



# Now what?

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**Online Entrepreneur Academy, my 16 week online program, would be a perfect fit if you'd like to build a virtual business, make money and create impact. Are you BURNT OUT in your role and want time freedom, ability to work from anywhere and passion for who you help? Now is your time!**

**APPLY NOW TO LEARN MORE**

I am so excited for you to apply!

If you love these ideas, just let us know! Tag us @onlineentrepreneur academy and let us know.



**DEANNA WOLFE**  
YOUR TEACHER

# WHAT PEOPLE ARE SAYING

Revenue is \$10,550 for May! Been hitting consistent \$10K months since January



Truthfully it's just the community and you! You do a great job making everyone feel welcomed and making yourself so available for us to be successful. I appreciate this space more than ever!



This is pretty crazy. Net sales from Jan-May 2022 compared to Jan-May 2023 has gone up about 5x !!

**Net volume from sales** ⓘ **+356.7%**  
\$49,544.88 \$10,848.19 previous year

OH AND MY GROUP IS FULL!

Been going into each month with \$5,000 - \$6,000 from recurring revenue BEFORE signing any new clients!

investing in OEA was an easy decision. You guys seem to have a very high track record of success and I LOVE how thorough your program is including getting alllll the information about how to start a business. It seems so much more heavy on the business side of running a business which is EXACTLY what I need! I feel super comfortable with the dietitian part but clueless in the business part lol.

Hi Deanna! I just had to share this with my fave business coach 🤗

But in one week I was asked to speak at a national conference in my niche & asked to be featured in an article in a popular online publication!

Like what?! I am truly feeling like an authority and expert in this space and I just had to share!

Thank you for all you do!! Keep shining your light 🧡

Yess so close!! Signed 19 so far and only one client away from my goal 😊

APPLY NOW TO LEARN MORE

