

Mess-To-Message Swipe File

Swipe 1: The Mistake Story

- Mess: Describe what went wrong.
- Shift: Explain what clicked.
- Message: Give the lesson.
- CTA: Encourage a small step.

Swipe 2: The Pivot Story

- Mess: Old path that failed.
- Shift: Why you changed.
- Message: What readers can try.

Swipe 3: The Win Story

- Mess: What you struggled with first.
- Shift: What helped you break through.
- Message: Why it worked.
- CTA: Offer next step.

Swipe 4: Behind-the-Scenes Story

- Mess: Show a moment of struggle.
- Shift: Share what you fixed.
- Message: A small tip linked to the fix.

Swipe 5: Lesson You Wish You Knew

- Mess: What slowed you down.
- Shift: What you learned later.
- Message: Clear tip that helps beginners.