

MAY 2020

# LETS TALK INSTAGRAM



# YOUR WEEKLY ACTION PLAN FOR INSTAGRAM

INCORPORATE EACH OF THESE PROMPTS ONCE A WEEK TO BUILD A STRATEGIC AND INTENTIONAL INSTAGRAM FEED FOR A MORE PROFITABLE BUSINESS!

## 01 Ask an irresistible question

Ask them their opinion on a certain topic, something that gets them to think, allows them to express something they care about and makes them curious to read the other responses, make sure that it covers a topic that is of interest to your target audience

## 02 Talk about what you are really selling

Remember, people don't buy products, they buy solutions. Intentionally verbalize the problem you are solving or the true benefit, not just the features or your product or service.

Feeling stuck? Answer the question, why would someone buy my product or service? What are they really trying to achieve or experience by spending money with me?

## 03 Teach them something valuable

It doesn't need to be complex or profound, it just needs to add value to their lives. What is something your audience cares about? What is something you could teach or share with them to make their lives a little easier or more fun? It doesn't have to be directly tied to your product or service but does need to be valuable to your target audience and validate in their minds why they follow you.



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## **04 Create and share social proof**

People like to buy from brands or businesses that other people buy from. Use a post to share a testimonial from a client, a before and after story, or even just profile one of your happy customers on your feed. The goal is to share their success and elevate them and in doing so you will show how desirable and credible your business is

## **05 Reveal something authentic about yourself**

In today's market people want to feel a connection with you and or your business and brand. Letting them know there is a real person behind the social feed with real struggles and flaws, just like them, can build a strong brand loyalty and a platform for a dedicated tribe. Be yourself, that is why they are following you.

## **06 Behind the scenes**

Working on a location or a project, share it, gathering materials for a new project share it, your audience loves behind the scenes!

## **07 Answer a frequently asked question**

Use a weekly post to answer a question you often get asked about your product or service. A typical objection or reservation someone might have about investing in your service or product. They will see you are addressing points and are listening to customers, which helps them trust and like you.

# FIND THE PERFECT IMAGE FOR YOUR POST

