

A dimly lit room with a wooden cabinet, a framed picture, and a laptop on a rug. The scene is dark and moody, with the text overlaid in white.

*Instagram*

# STORY SELLING

TAKE YOUR SALES TO THE NEXT LEVEL BY  
CONNECTING WITH YOUR AUDIENCE  
THROUGH THE USE OF INSTAGRAM STORIES

INCLUDES EVERYTHING YOU NEED TO  
KNOW TO ABOUT SELLING YOUR  
PRODUCTS USING INSTAGRAM STORIES

# IN THIS GUIDE..

You will get all of the tips and tricks on how to use daily Instagram stories to boost your sales.

I hope this guide help you get a better understanding of how to use Instagram stories daily.

I'm beyond excited for you to discover new ways to up level up your sales!

## **HOW TO GET STARTED?**

This is the PDF guide you can use to read through the content yourself. Ready to resell it to your own audience? Just save it as a PDF and add to your storefront! This guide can be sold at \$97 or higher. You cannot sell it for lower because it will decrease the value of this guide.

This is a Master Resell Rights product, so no modifications to this guide are allowed.

# Table of **CONTENTS**

## *01* **DAILY STORY LAYOUT**

Let's talk about how your story layout should look each day.

## *02* **THE TECHNICAL SIDE OF STORIES**

The importance of the captions, fonts, and overall look of your stories.

## *03* **STORY HIGHLIGHTS**

Let's talk about the proper way to use story highlights and why they're important.

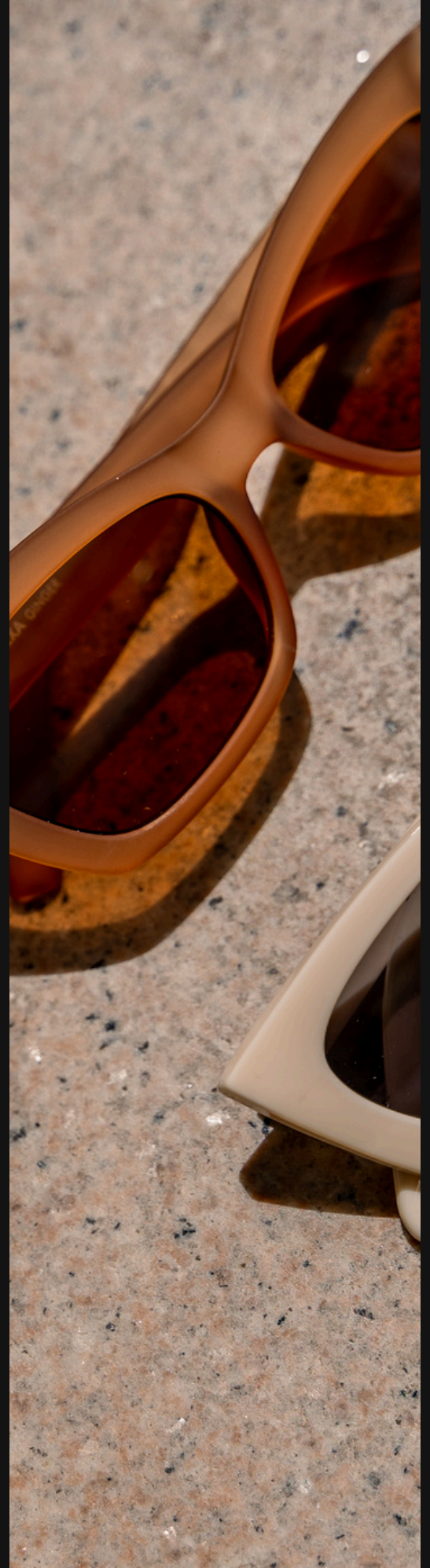
## *04* **STORY VIEWS AND ENGAGEMENT**

How to control your engagement and to get your audience looking forward to your stories each day.

## *05* **DIFFERENT TYPES OF SELLING STRATEGIES**

Define each type of selling strategy and when to use the right one.

## *06* **OTHER KEY POINTS**



# WHY IG STORIES ARE IMPORTANT & WHAT THEY DO

Research shows that people need to see something 7-12 times before actually making a purchase. This is why it is so important to have at least 3 different ways to reach the same person more than once; content of course, emails for sure...AND INSTAGRAM STORIES!

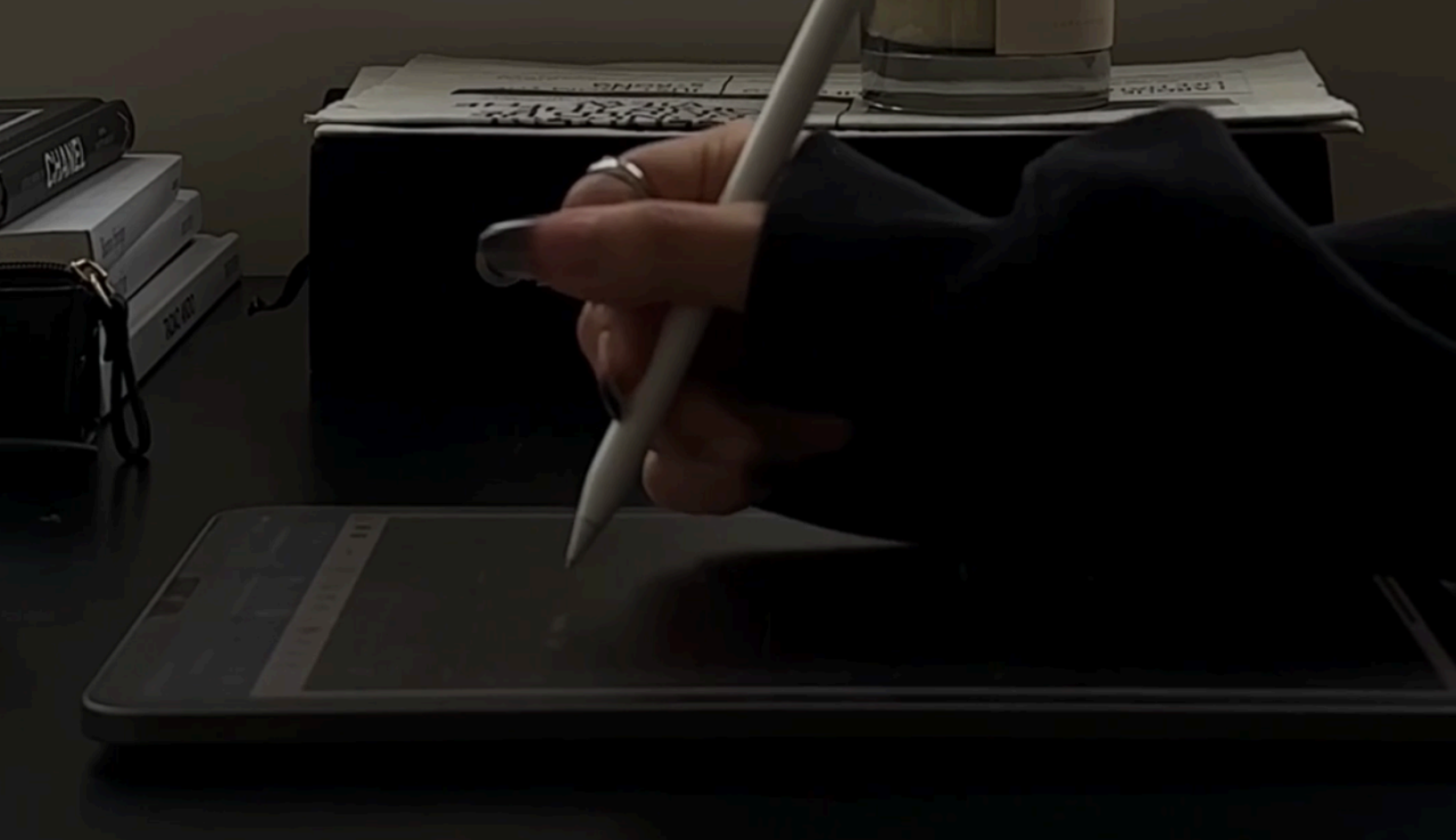
Even though stories only last 24 hours, they are a crucial part of your selling strategy! I like to call them small but mighty!

The purpose of stories are to connect with your current audience. They are not pushed out to non followers like reels and posts are, therefore, their purpose is not for growing your account, but is to nurture and connect with your current audience.

Stories are a way to show your audience that you're a real person and not just a face behind the screen. This is one of the best ways to get your audience to trust you, and when they trust you, they're more likely to buy from you... which brings me back to saying, stories are a GREAT place to make sales.

*LET'S DIVE IN!*





# DAILY STORY LAYOUT

CHAPTER





# MOST VIEWED STORIES

You want to be posting anywhere from 5-8 stories per day. I definitely recommend trying to post more than that if you can, but this seems to be the magic number.

Your first 3 and last 3 stories of the day are typically the most viewed and highest converting. Why? Just like you, people get busy during the day. Their downtime normally falls in the mornings and in the evenings.

This is why if I am posting something important that I want to make sure that people see, I will post first thing in the morning or right before I got to bed.

With that being said, there is a certain strategy to follow when posting daily stories. Let's get into it!

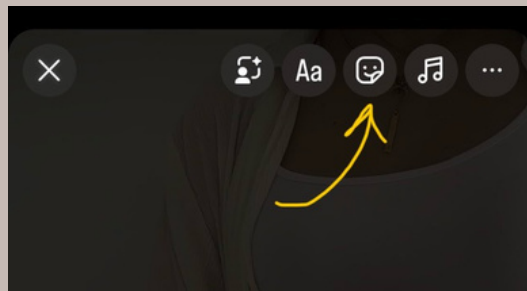
# Story 1:

The first story of the day is where you are going to connect with your audience. A lot of times it is good to show your face in this one, post a talking video of your daily plans, show your morning coffee or tea, etc. Anything that will be relatable to show that you are a real person.

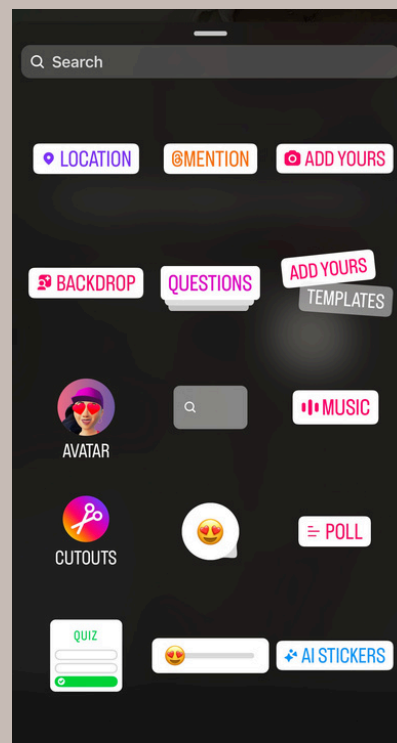
Another thing to DEFINITELY include in the first story of the day is a sticker. Stickers will allow your audience to interact with you and make them feel like you want to know them on a personal level. All this does is create more trust between you and your audience! The more they trust you, the more likely they are going purchase from you.

I have included how to access the stickers and a few examples of what they should look like.

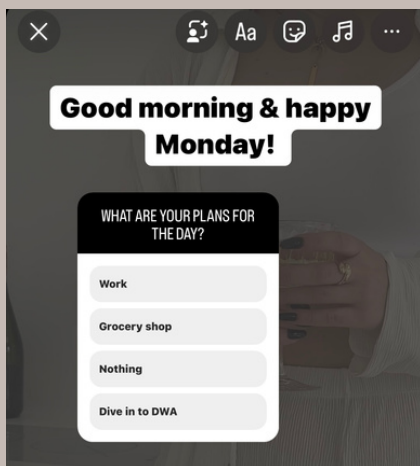
## Where the stickers are located



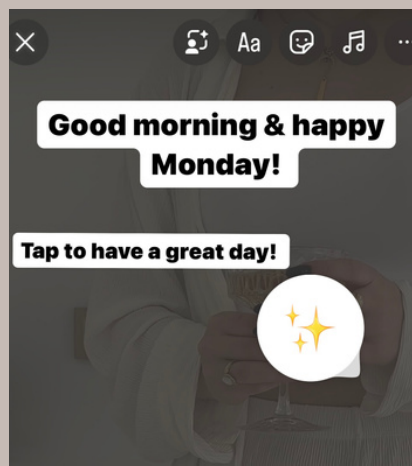
## So many options to choose from!



This is a poll that your audience can quickly click their answer.



This is a sticker that your audience can quickly just click.



## Story 2:

Your second story of the day is where you are going to share your results or testimonies of your customer's results.

What this is going to do is show your audience that your product is worth purchasing and is working for others as well. People like to know that others are buying from you and are happy with what they got!

People also love to see your success! It can feel extremely awkward to post your income claims, but for a lot of people that is the reassurance they need to purchase your product. It just confirms that your product works and could make them successful too. (Be sure when posting income claims that they're FTC compliant).

If you don't have any testimonies or results yet, that is OK! In this case you would want this second story to describe your product. and why everyone needs it.

Pro tip: a super easy way to do this, is to create templates in Canva to have on hand so that you can easily just post the story. Just type in "story templates" and then include a bulleted list of what your product has to offer. These are great for story highlights too, which we will talk about soon!





## Story 3:

So, the main use for Instagram stories is... duh, STORYTELLING!

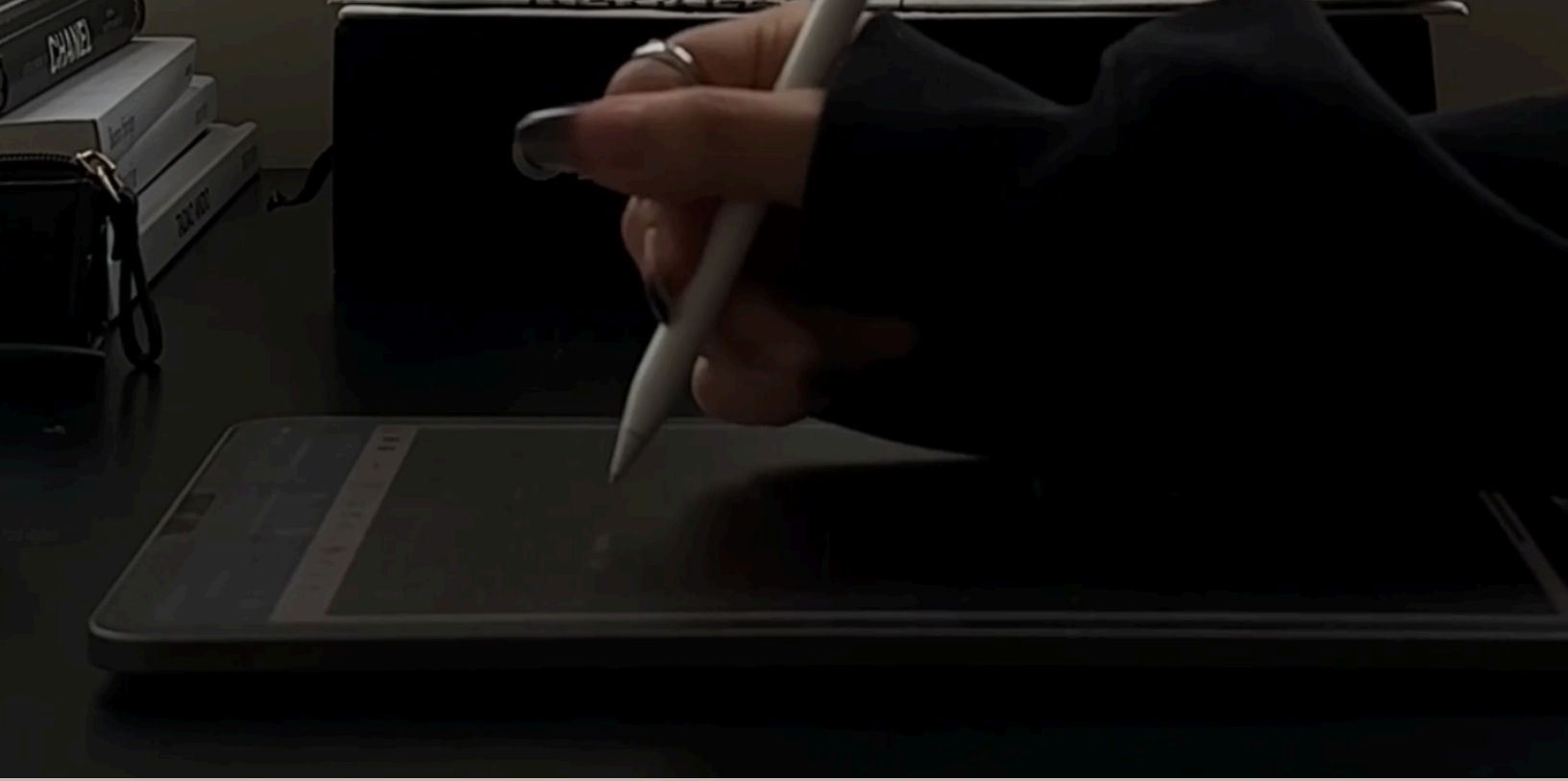
Your third story (and the rest throughout the day) should be something you share about your life, your journey, your plans for the day, fun facts about you, etc.

People LOVE to feel like they know you. This comes back to the trust equals sales factor. The more they feel like they know you on a personal level, the more likely they are to buy from you time and time again.

Anything that you do throughout the day, people want to see. Even if it seems boring to you, its FINE! I honestly think the more boring the better.. this proves that you are a real, ordinary person and if you can become successful then anyone can.

## Last 3 stories:

In my evening stories, this is where I like to show my results throughout the day and add the link to my products. Now, clearly, you can still share this throughout the day too, but it is going to convert the best in the evening. My very last story of the day is how much I made for the day & a link to my product. More likely than not, I will wake up to sales because of this!



# THE TECHNICAL SIDE OF STORIES

CHAPTER

02

A woman in a black blazer and white blouse is holding a BVLGARI perfume bottle and a magazine. The background is dark and moody.

# TECHNICALITIES

When I say stories are a huge part of selling, I am not kidding. Sometimes I focus more on the way my stories look than my content.

In this business, everything matters! Even the small things like, text, colors, branding, aesthetics, etc. All of this applies to your stories too!

It is so easy for your audience to just click past your story without viewing it. There are certain things you need to be doing to make sure that doesn't happen and that they are actually watching and interacting with your stories!

# Let's talk about text on the screen

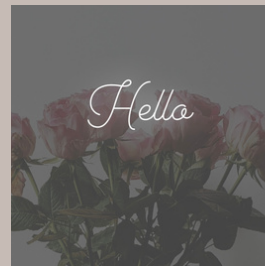
## Closed captions:

Did you know that 60% of Instagram users watch their videos on silent?! This is why you want to always, always, ALWAYS put closed captions on any talking video you have, (whether this be on reels or stories). If someone can't hear you and understand what you're saying, they're going to exit out immediately. That's 60 percent of users not watching your stuff!

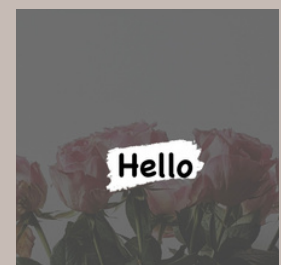
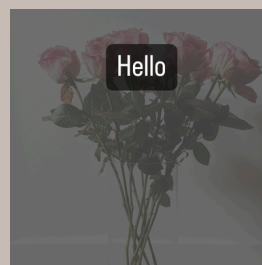
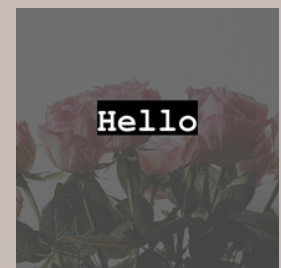
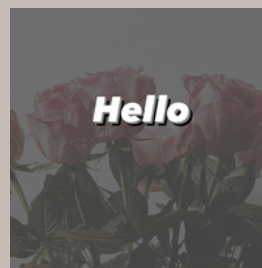
## Fonts:

Make sure that whatever text you have on the screen, it's easy to read. If it's hard to read, someone is going to skip right over it. Here are some examples:

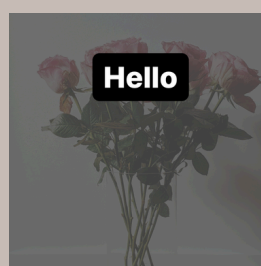
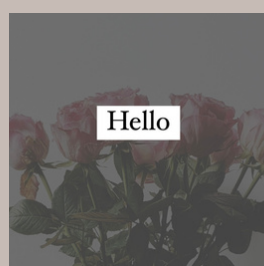
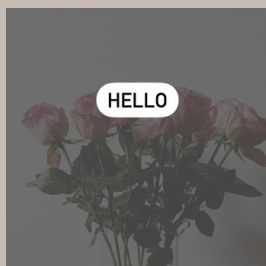
## bad:



## okay:



## great:



# Branding on stories

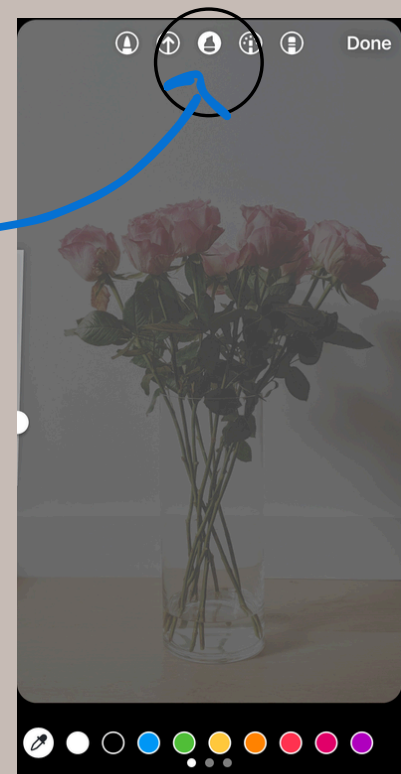
Do you have certain fonts and colors you use every day to match a certain “aesthetic” of your page? If not, think about adding that in now. And if you do, make sure you are including the same style in your stories.

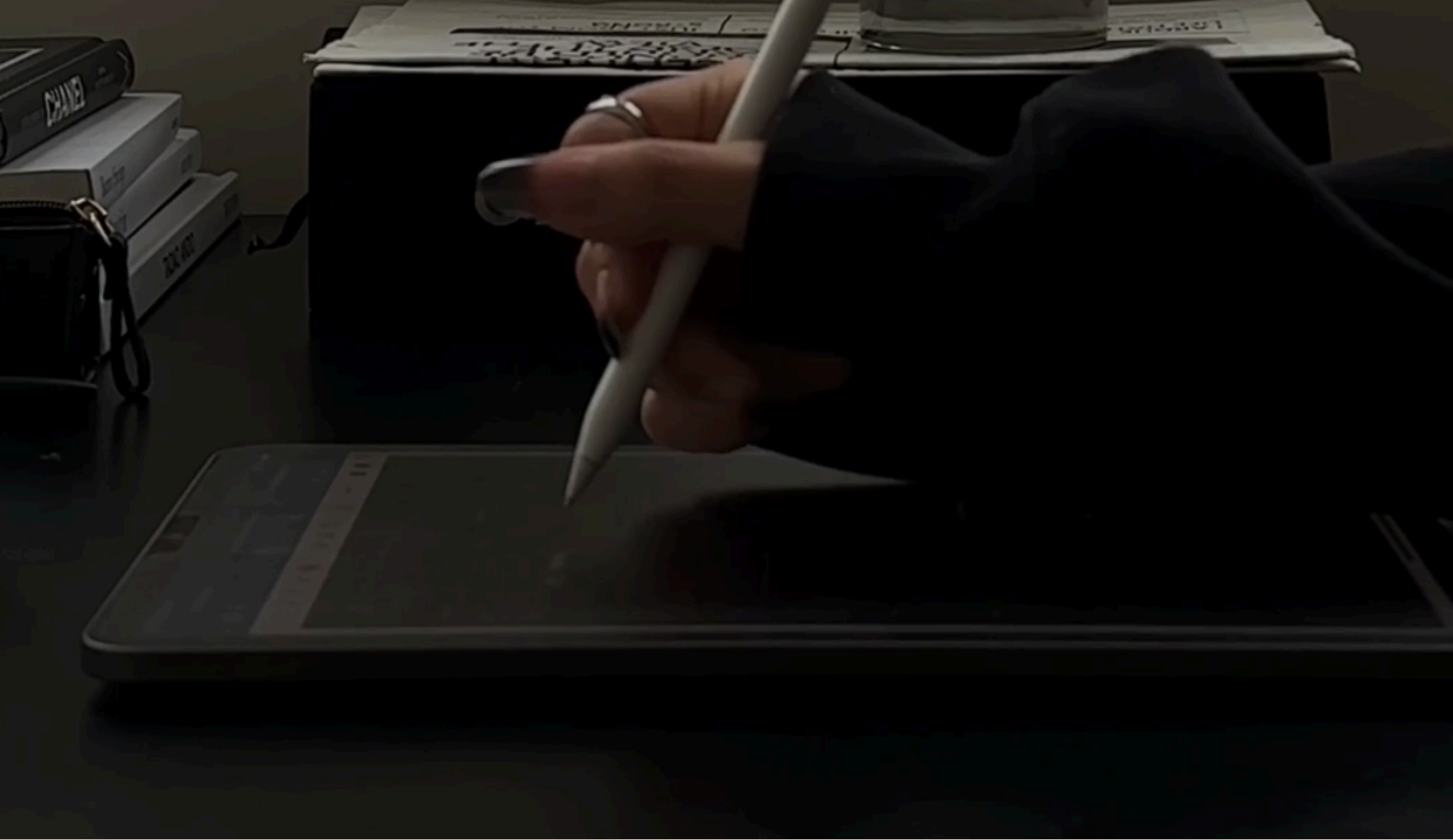
When you stick with similar fonts and colors on your profile and in your stories, users will know who’s video they’re seeing before they even read your name. That’s a GREAT way to get them excited to see your stuff. Pick 1-2 fonts and 2-3 colors that you use in your stories every single day.

I like to have images in my story that fit my brand. If you don’t have any on your camera roll, a great place to download free stock images is [pexels.com](https://www.pexels.com) or even in Canva.

Here is an example of what a story of mine might look like. Adding the dark filter over it allows you to add any text you want without worrying about the image taking away from the text

**To add the dark filter, upload your photo to your story, and click on the “highlight” button up at the top under the draw section. Pick your color, then tap and hold down the screen until it changes color**





# HIGHLIGHTS

CHAPTER

*03*



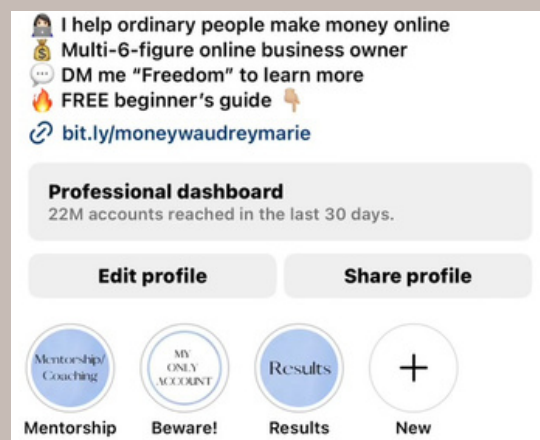
# STORY HIGHLIGHTS

Did you know that you can display all of the stories you have ever posted in something called a “Highlight?”

This is a HUGE way for new followers who come to your page to get all of the information they need in one spot! This helps you not have to answer as many questions and helps your future customers know everything about your product!

# Highlights

Instagram highlights are an extremely powerful tool that allows you to showcase your most important and engaging stories keeping them accessible for your followers and new followers past their 24 hour lifespan. These highlights are essentially curated collections of your past stories that represent different aspects of your brand, your journey, success, your life, personality, and content.



This is what they look like.

## Choosing your highlights

You don't want to just use random stories to add to your highlights. You need to put some thought behind it! Here are some questions to ask yourself when choosing which stories to add to your highlights:

- Does this highlight truly help my audience?
- Does my highlight reflect my expertise in my niche?
- Does this highlight cover all aspects I want people to know of what my account is about?



# 4 Essential Highlights

## 1. Start Here

This will be a series of stories that introduce your account and your product. You should explain here the value you will be bringing to your audience and the main key points that your product can provide them with. Make sure to include the link to your product in AT LEAST one of the stories in this highlight.

## 2. Lifestyle

This highlight will be where you share about your daily life, what your online business has done for you (ex: Thanks to Digital Marketing, I am able to spend the entire day with my daughter playing at the park), explain your work, why you're here. Use a series of photos & videos.

## 3. Results/ testimonials

In this highlight you are going to share your wins, small or large, results, and testimonials from your customers. (Wait until you have results to create this highlight of course).

## 4. Q&A's/FAQ's

Remember the stickers we touched on earlier? You can have people ask you questions, and you will answer them in your stories and add them to this highlight! This will be a most viewed highlight!!



# Covers & Colors

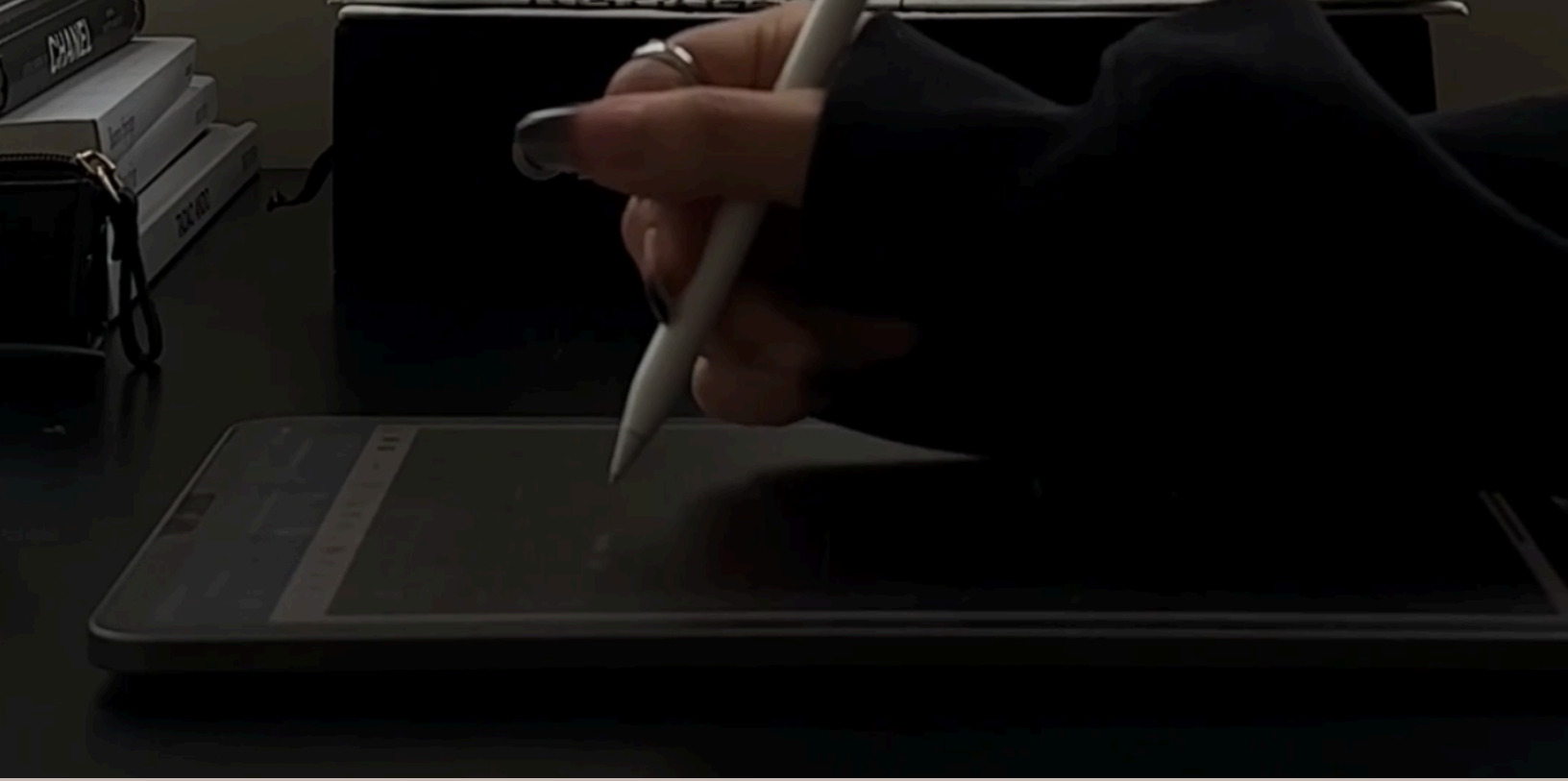
For highlights, it is essential to create high-quality thumbnail covers for each one. You don't have to get fancy, just make sure they are appealing to look at. This keeps your profile visually appealing and organized to your audience.

## Here's how to do it:

1. Go to Canva.com and create an account if you don't already have one.
2. Once you are logged in, search Canva templates for "Instagram Reel Covers."
3. Browse through the options until you find a template you like that fits with your brand.
4. Click on the template and click "customize this template."
5. Edit the template however you like; color, fonts, texts and more.
6. Then you will download and save the image. Go to Instagram and edit your highlight, add the cover and adjust it to fit properly. If you don't have a highlight already, just click the "+" in the highlight section and it will have you add the stories you want and then will ask you to edit the cover.

## Pro Tip:

When choosing your brand colors, make sure you consider color psychology. There are certain colors that make people feel a certain way. A color will say a lot about your brand and who you are. For example: I chose black for my highlight cover colors because black suggests authority, stability, and strength. Here is a website you can use to read on what all of the colors mean when choosing your brand colors: <https://digitalsynopsis.com/advertising/psychology-of-colors-in-marketing/>



# **STORY VIEWS & ENGAGEMENT**

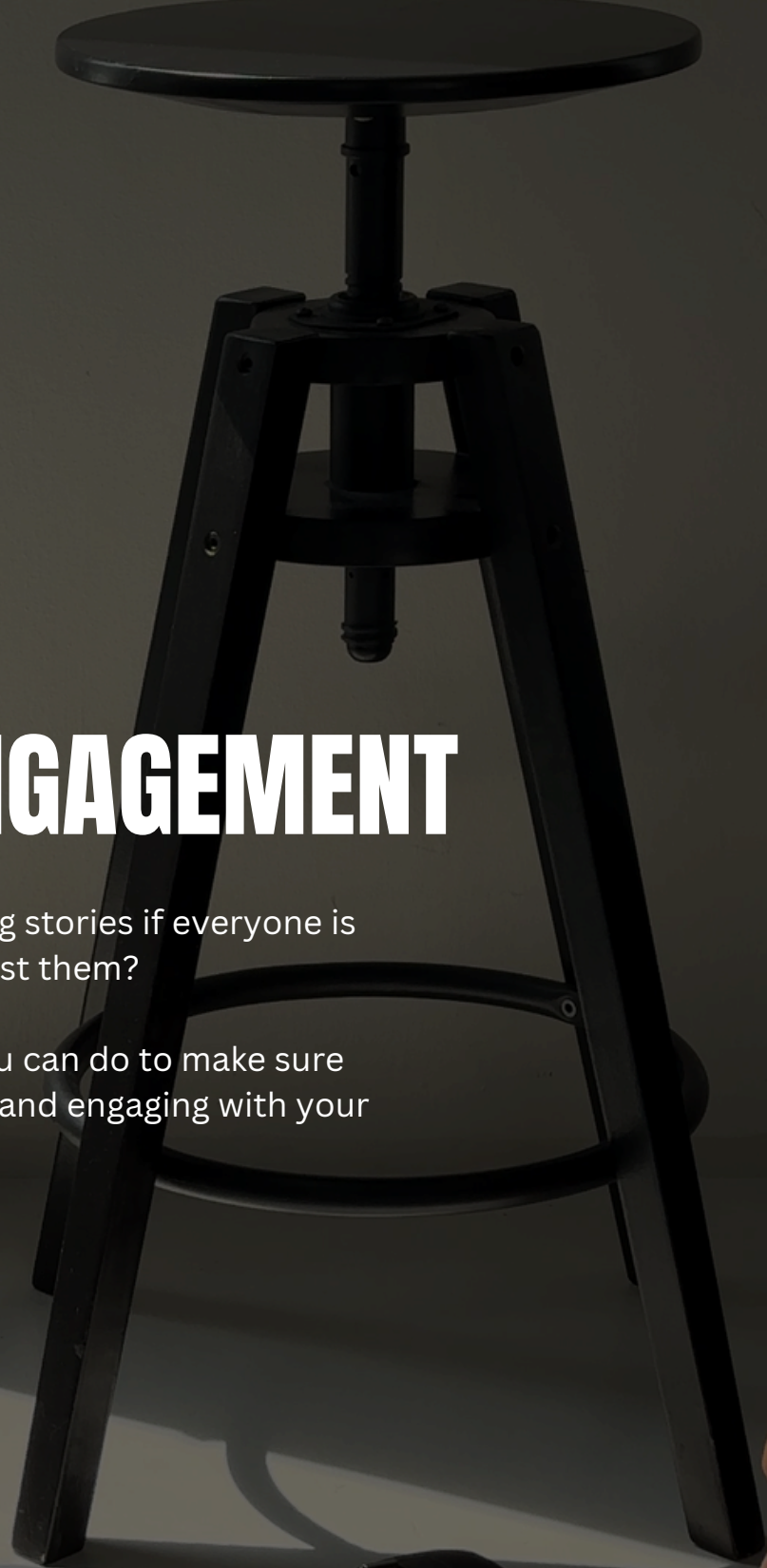
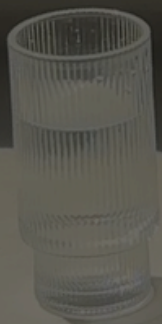
**CHAPTER**

*OF*

# VIEWS & ENGAGEMENT

What is the point of posting stories if everyone is going to just scroll right past them?

There are certain hacks you can do to make sure your audience is watching and engaging with your stories each day.



# Story Insights

Story insights are a great way to see how your stories are performing. They show you how many people viewed them, how many people clicked on your link, and other important analytics.

To access your story insights, simply go to your story and swipe up and click on the graph in the upper left corner.



This section right here shows the amount of accounts have viewed your story. As you can see in the upper left, my story got 4,140 views, but it only reached 3,957 accounts. This means some people rewatched the story. As you can see below, it was seen by 3,640 of my followers, and 317 of my views were from people visiting my page and clicking on my story.

The accounts engaged were people who actually engaged with the story by liking it or commenting on it.

The profile activity are how many people clicked and viewed my profile after watching my story.

# Story Insights cont.



Scroll down a bit and you can see the analytics of your engagement.

You can see that 20 people liked my story, 2 people replied, and 156 people clicked my link!

Can you imagine getting 156 new leads just from posting to your story? This is why selling in stories is so important and effective!

This is an important part of your analytics. You can see that 3,566 people that viewed my story forwarded through my story. That seems like a lot, but that's totally normal. Most people will not watch your story until it times out. Once most people are done reading whatever is on it, they'll forward to the next one.

439 people exited out of my story all together, 264 people went back to rewatch it, and 89 people moved on to the next person's story rather than finishing the rest of mine.

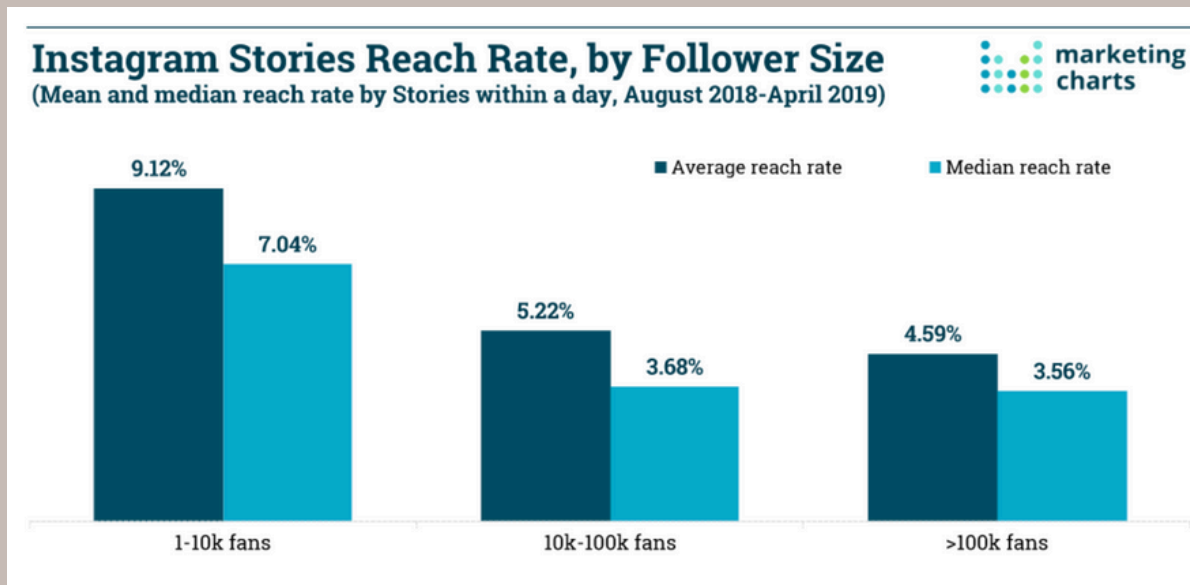
Profile activity is how many people visited my profile after watching my story. 28 people just viewed my profile, 22 people tapped on an external link (this is the link in your bio) and 1 person followed me after seeing my story.

<b>Navigation</b>	<b>4,408</b>
Forward	3,566
Exited	489
Back	264
Next story	89
<b>Profile activity</b>	<b>51</b>
Profile visits	28
External link taps	22
Follows	1



## Story views and engagement

The graph below from marketingcharts.com shows the average story view rate based off follower size. Typically when you have a smaller following your story gets pushed out to a higher percentage of your following.



If you have a lower view rate than shown above, it's nothing to worry about. There are hacks to increase your story engagement and the more engagement you have, the more Instagram will push them out.

# Hacks to Increase Engagement

## Polls:

Ask your audience what they like better or something about themselves. These are great for engagement because people LOVE to talk about themselves. When people answer those polls, IG will keep pushing your stories out to more people. One of the most viewed stories I've ever had was when I was at a brewery. I asked my audience if they liked beer or cider better and so many people answered! Something important to note about polls is that you want to give the audience a chance to disagree with you. I see so many polls where the options are "yes" and "yes". If the person disagrees with you, they're going to scroll right by. Even if that person disagrees with you, it is more beneficial to have them answer the poll than to scroll on by.

## Question Boxes:

Question boxes. This is a great way to ask your audience what questions they have and be sure they're answered. You can also use their questions for ideas to create content. When you're answering Q&As on your story, be sure to add them to a Q&A highlight after so that people can easily access them.





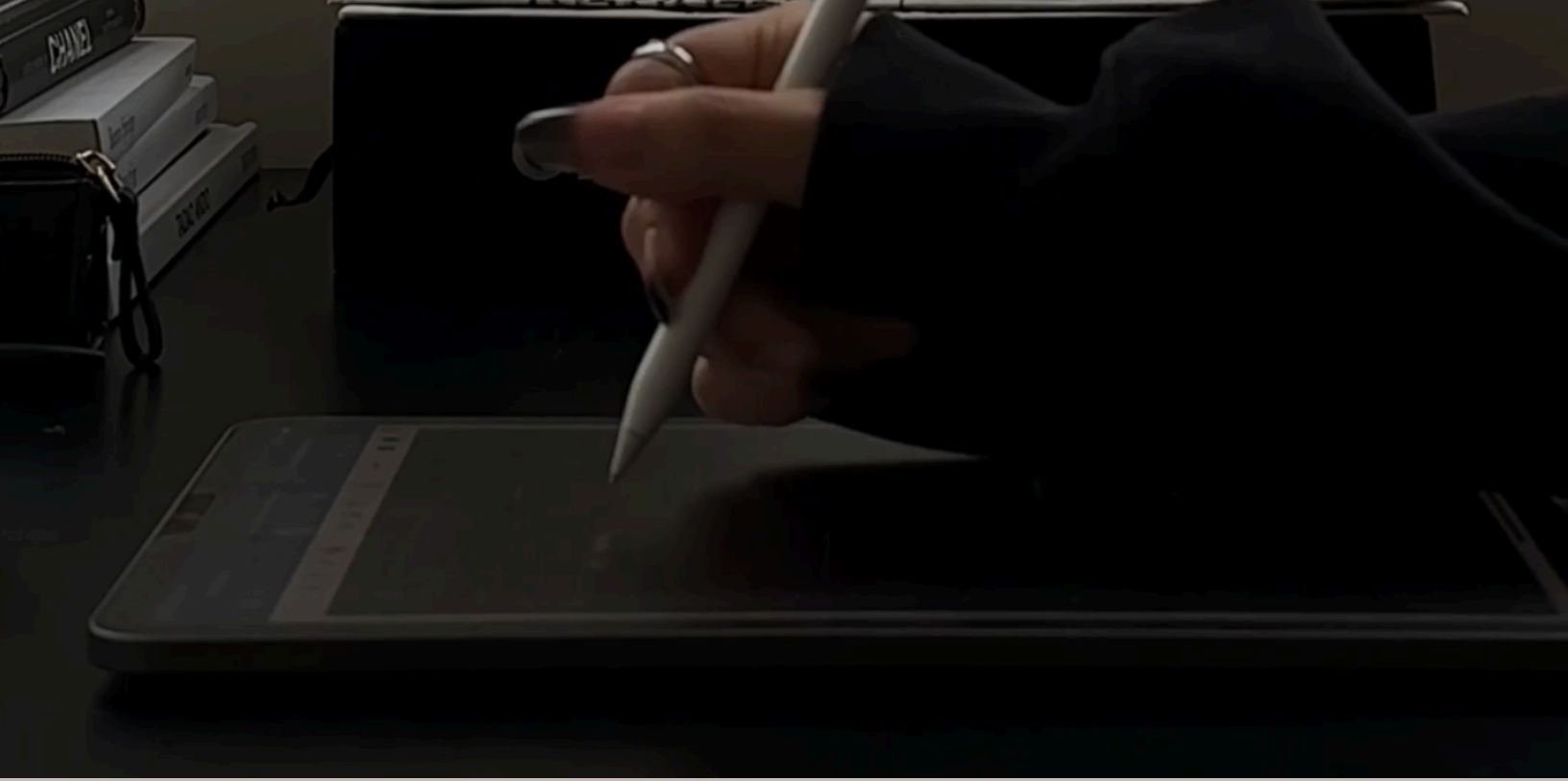
## Let your story time-out:

Try going 24 hours JUST ONCE PER WEEK without posting to your stories. Once it times out and you have nothing on your stories, the next time you post one, Instagram will push it out to more people.

## Creating in Instagram:

Creating in Instagram. When creating a story, I personally find it best to create that story in Instagram. Instagram favors those that use their app, so rather than use canva, try to use the features that Instagram provides for you. That being said, this is not going to make or break you, so if you're a die hard canva fan, you can definitely still go for it.

As mentioned earlier, it doesn't hurt to have Canva templates on hand, especially when you are crunched on time and need to post a story. Just try to use the Instagram app as much as possible.



# DIFFERENT TYPES OF SELLING STRATEGIES

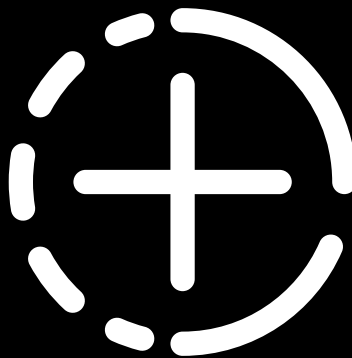
CHAPTER



# DIFFERENT WAYS TO SELL USING STORIES

Let's get into the nitty gritty. Now that you know more about stories, let's talk about how to actually SELL in your stories.

There are several different ways you can sell in your stories. Buckle up, this chapter is filled with tons of info!





## Tell your story in your stories

Story telling sells because you are creating a connection with your audience. They are growing to trust you and see that you're a real person, not just a face behind the screen. Years ago, the number one factor people considered when they were making a purchase was the price of that purchase. Now, the number one thing they consider is if they trust who they're buying from. Telling your story helps them trust you and see that you're a real person!

We all have a story. Your story is your WHY. What got you into the digital space? Telling your story allows for people to relate to you and trust you. We all have pieces of our story that people can relate to. Whether that be graduating with a ton of student debt, not graduating at all, being a single parent, hating your job, loving your job but you wanted more for your life, you're close to retirement and don't have enough money saved up, etc. Talk about what your problem was and how your product solved your problem. Other people with similar problems will want that, too.

### **How to format your story telling stories:**

Instagram allows you to post stories that are up to a minute long, but try to keep it 20 seconds or under. If you need to talk longer than that, post multiple clips that are 20 seconds each. Usually, if you record a minute long talking video, most people aren't going to finish it.

## Repeat, repeat, repeat.

Typically, it takes the average person 7-12 times of being exposed to a product before they are willing to make a purchase, so sell every. single. day. You can do this by sharing your story and some other methods that we'll go over later.

Don't ever be afraid to repeat your story. Don't be afraid of sounding like a broken record. We may feel like it's boring, but other people are looking forward to it.



## Other ways to sell on your stories

Your IG stories are not just about you! Sure, it's okay every once and a while to post what's going on in your day, but 75% of the time, they should lead back to your target audience and what you have to offer.

Think of a way to share your life in a way that pertains to your business.

- example: I posted a pic of my messy desk one day with the caption “you don't have to be organized to make a butt ton of money online”.
- Something else I'll do is show something that I wasn't able to afford before but now am because of digital marketing (such as health insurance, therapy, school supplies). I'll then save those in a highlight titled “lifestyle”. That way when people are visiting my page, they'll be able to click on it and see all the ways that the product I'm offering has changed my life.

If you're in the make money online niche, share the sales you've made each day. People love to see social proof of how your product has changed your life.

If someone tags you in a post, re-share that to your story (if its relevant) and give context on what the story is about, as well as a link to the product they are referencing.

- Example: If someone posts to their story a timelapse of them working on the computer and tags you in it, you can say something like “this course has so much value, you cant help but take alllll the notes” along with a link to the course.

# Testimonials

Nothing sells better than testimonials. People love to hear your story and how it's changed your life, but they love even more seeing that your product has changed other people's lives! Try to post a testimonial every day if you have them.

If you're just starting out and you don't have any customers who have given testimonials yet, just keep telling your story and using your own testimonial until you have some from others.

Have customers who have gotten results but don't have enough testimonials to post every day? [HERE](#) is a major hack: offer something in exchange for a testimonial. Do a \$20 Starbucks gift card giveaway to one person who leaves a review for you, or offer to give away a free digital product. With the right incentive, you'll be rolling in testimonials.

Once you start posting testimonials, make sure you create a testimonials highlight in your profile for those that are visiting your page.

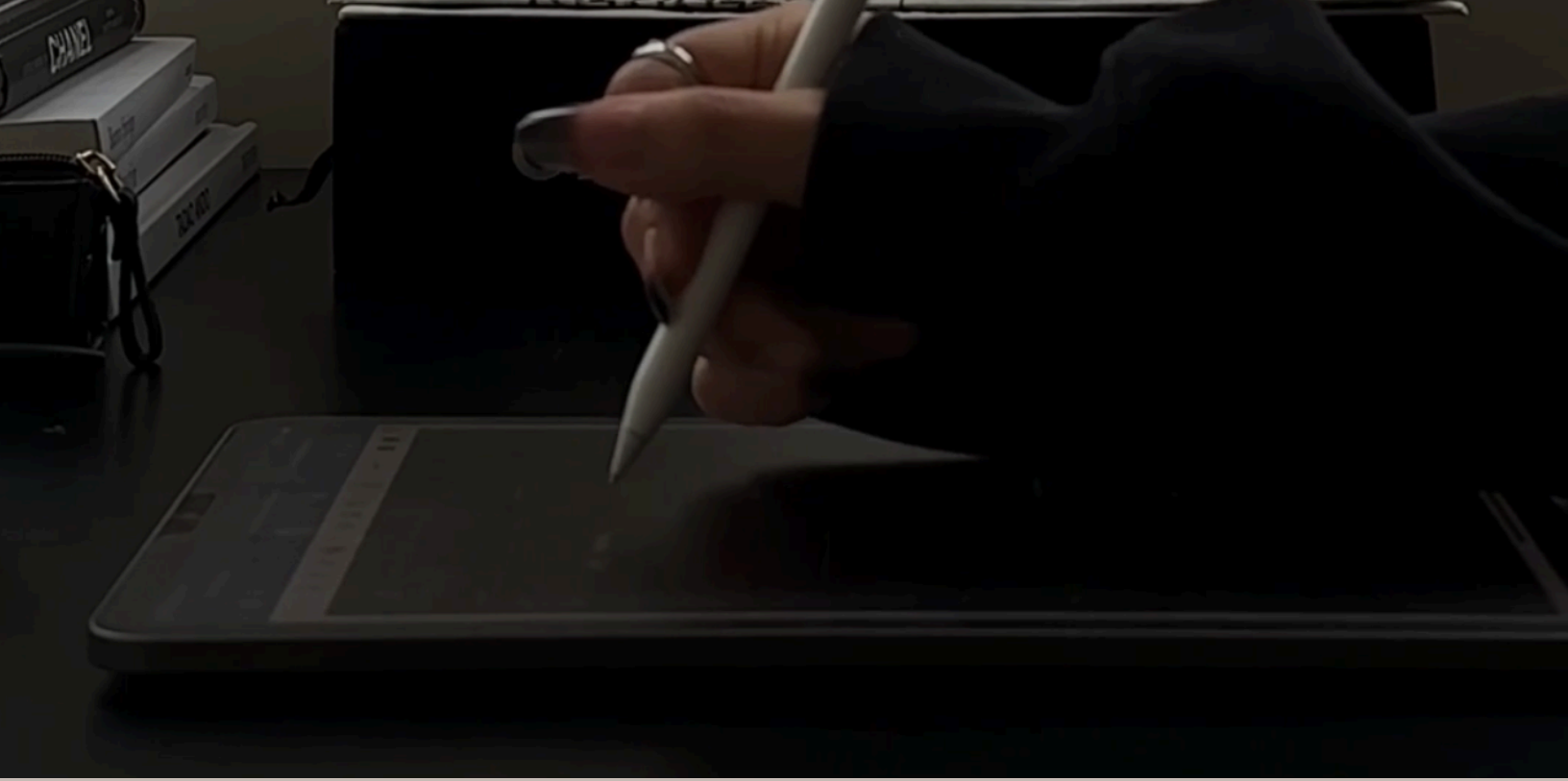


## Soft vs. hard selling

Soft selling is when you're selling something without obviously selling something. This is when your story telling and testimonials comes in. You're explaining how a product has changed your life. People don't want to hear all the details that are in your product or what it comes with. You're not a car salesman. People care about the feeling they're going to have after buying it. This is how you're going to sell EVERY SINGLE DAY without sounding slimy. Another way you can soft sell is to give away a valuable piece of information for free in your stories and then say "if you want to learn more about this, I teach you how to do this here. (insert link)"

Hard selling is more direct and pushy. It's a way to make the customer want to buy ASAP and not give them much time to think about it. Hard selling a lot of times has negative feelings around it. The only time I really hard sell is if there's a new launch, a sale, or something that is not going to be around permanently.





# OTHER KEY POINTS

CHAPTER





# KEY POINTS

At the end of the day, your stories are a way to connect with your audience and show off who you are and why they should buy from you.

Here are some other key points to leave you with before you go start utilizing stories to sell the heck out of your products!

## Share every single reel you post to your story

Why? Your followers will not see every single one of your reels that you post. When you share your reels to your stories, it will help your chances of getting more views and engagement from your followers. When you add a reel to your story, don't cover it up! Just add text that will entice your followers to want to click on the reel and watch it. Such as;

- "Be sure to read the caption on this one, it is jam-packed with value!"
- "Make sure to watch this until the end, its gold!"
- "Read the caption for all the deets!"

## Sharing your links every day!

You can NEVER share your product link too many times. When you share your link, it is just super easy access for your potential customers to click and purchase. Now, you don't need to make every story seem like a sales pitch. Give examples throughout your day of how your product changed your life & include the link giving them the option to change theirs too!

## What not to do:

- It's okay to share other people's posts in your stories every once and a while but this should not be an every day thing. You don't want people to think "oh, that's all they share, I don't want to watch their stories". You want to provide your own connection with your audience.
- Don't talk badly about other people. It may get you likes and engagement but it is NOT going to get your sales and is not going to build you a long term brand.



# CONCLUSION

*Believe that everything happens  
for a reason. Life is too short  
to love*

I hope this guide helped you get a better understanding of how to use Instagram stories daily.

*who*

I'm beyond excited for you start making more sales! Stories are where a lot of sales take place, so you should be well on your way to making a ton more after getting through this guide.

*fall together*

You now can resell this valuable guide as your own for 100% profit.

You can resell this at \$97 or higher. Do not price this lower to protect the value of this product.

[Here is the link for your Master Resell Rights Certificate](#)

# BRAINSTORM STORY IDEAS

STORY

**01**

STORY

**02**

STORY

**03**

STORY

**04**

STORY

**05**