



CHEAT SHEET TO GROW ON INSTAGRAM

FORMATS

Attract new people



Reels

Nurture them



Carousels

Build trust



Stories

Convert them



DMs

TYPE OF CONTENT

Inspirational content



Show what your target audience can achieve, make them dream

Educational content



Show them how they can achieve it - make them understand and show off your knowledge

Trust content



Storytelling or social proof to show them they can trust you walked the talk

POSTING SCHEDULE

Feed

3-6 times a week

When most of your followers are online (think about when they're most likely to check their IG)

Stories

3-10 times a day

Spread them evenly throughout the day

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MINDSET TIPS

There'll never be a good time to start,
you'll never have more time - **START NOW**

Don't compare yourself to others but to the
version of yourself you were yesterday

Progress is progress, no matter how
small it looks

Failure is just part of the process, the
most important thing is what you're
doing with it: get back up, or give up

No one is going to show up for you,
you have to be your best cheerleader
- do it for yourself

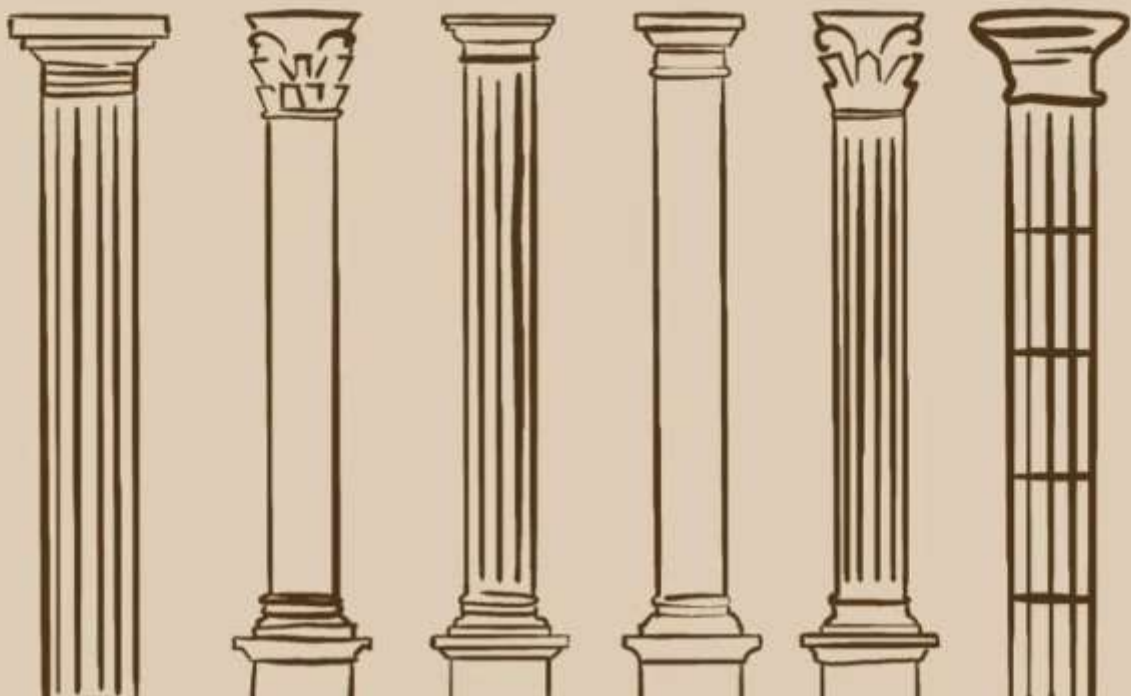
CHECKLIST

- Use an attention grabbing hook
- Bring value or inspire
- Don't use trends only
- Engage with 10 competitors daily
- Watch my FREE training

OUTSMART THE ALGORITHM



THE IG ALGORITHM PRIORITISES CONTENT BASED ON 6 PILLARS



1. INTEREST



2. TIMELINE



3. RELATIONSHIP



4. FREQUENCY



5. FOLLOWING



6. USAGE





**SO HERE ARE 6 WAYS TO
OUTSMART THEM ALL ;)**

1. Follow & engage with bigger accounts in your niche

2. Be consistent

3. Build a community instead of always focusing on reach

4. Post when most of your followers are **online**

5. Make your content **stand out**

6. Posts **value packed carousels** instead of focusing on Reels constantly

7 INSTAGRAM STORY IDEAS TO TURN YOUR

FOLLOWERS



INTO



CLIENTS



YOUR STORIES ARE WHERE YOUR
MOST ENGAGED AUDIENCE IS.

IF HANDLED PROPERLY YOU COULD
GET **FULLY BOOKED** WITH YOUR
STORIES ONLY!

THIS IS HOW I SOLD OUT MY
GROUP COACHING PROGRAMME
IN JUST 3 DAYS...



HERE ARE

7

**INSTAGRAM STORY
IDEAS TO HELP YOU OUT**

@ginnyfeats

1.

SHARE A TRANSFORMATION THAT EITHER
YOU OR YOUR CLIENT WENT THROUGH

Get specific!

Share the before/after of working with
you and don't be afraid to share extra
social proof.

2.

CONNECT WITH YOUR AUDIENCE

Share with them something personal,
be vulnerable and raw. It will help
you gain their respect and trust.

3.

SHOW THE BEHIND THE SCENES OF YOUR BUSINESS

Show them how it is like to work with you and what you are working on. It will help you build that like, know and trust factor ;)

4.

DO A MINI TRAINING

Educate your ideal clients on something you know will help them achieve their goals. Make sure to add a call to action at the end of it that pushes your offer.

5.

DO A Q&A

Not only it will help you boost your views and engagement but it will also help you be seen as the expert that you are.

6.

(RE)INTRODUCE YOURSELF

Don't forget that not everyone knows you are! People come and go. Make sure to reintroduce yourself every other week so people get to know you.

1.

TALK ABOUT YOUR SERVICES

If you never sell it will be hard to get new clients!



People can't guess you have an offer unless you talk about it. Make sure to talk about your services **often**.

Your audience needs to understand what your services are and how they can work with you.



**YOUR NUMBER OF FOLLOWERS
DOESN'T DEFINE YOUR
BUSINESS WORTH**

1. BUILD THE RIGHT OFFER

✗ STOP SELLING \$50 EBOOKS

To make \$5000 per month

- 100 ebooks at \$50 or...
- 5 clients at \$1000



It's a shit ton of ebooks to sell!
And it will be **VERY** challenging
with 500 followers.

But if you sell a 1:1 package at \$1000
you will only need to find 5 new clients
every month.

You **DON'T** need cheaper prices, you need to learn how to have an offer that attracts and sell.



How many people do you know who technically can't afford an iPhone, yet they have an iPhone?!

**IT'S NOT ABOUT THE PRICE,
IT'S ABOUT YOUR MARKETING**

2. FIX YOUR CONTENT

Your content will do the heavy lifting when it comes to making sales on Instagram.

YOU SHOULD HAVE DIFFERENT TYPE OF CONTENT FOR DIFFERENT PURPOSES.

Not all content should be aimed at growth. Some should be aimed at building a tight **COMMUNITY** and some should be aimed at pure selling!

And different content means different expectations! Don't always look for more growth and reach...

3. DIRECT MESSAGES



YOUR DMs ARE GOLD



But here's the thing: it's not about cold DMing or bothering people to buy from you.

This doesn't work, and if it does I don't know about you but it feels so icky and not ethical!

Remember, your content should do the heavy lifting.



Meaning once you actually talk to your ideal clients, once you actually know what they struggle with and share stuff that resonates with them, you will get people reaching out to you.

Either directly asking to work with you, or they might see you as an expert and ask you questions..

- Ask them the **RIGHT QUESTIONS**, but don't give free advice in your DMs, that's what is hurting your sales!

- Have a **SALES STRATEGY AND SCRIPT** to convert freebie seekers into paying clients




STOP

CARING ABOUT

ENGAGEMENT

ON INSTAGRAM



**I GET QUESTIONS ABOUT HOW
TO ENGAGE ON INSTAGRAM
EVERY SINGLE DAY.**



Especially because I make a point of
telling you that engaging with your
ideal clients **is a massive waste of time!**

But here's the thing:

You worry way too much about engagement, the best time to post, the best hashtags to use and not enough about your content strategy.

YOUR CONTENT ALONE SHOULD DO THE WORK.

It should make you be seen, bring you new followers and new leads straight into your inbox.

Like this...



What's your offering? Do you do consultancy or courses?



Also interested in seeing your options for 1:1s :)

This is how it works:





Cherry on top



HACKS

CONTENT

IDEAL CLIENTS

MARKET RESEARCH

NICHE

Content
Strategy



You pick a profitable niche and make sure it's niche enough, you do market research to validate it and know how to stand out, you learn about your ideal clients (who they are, what they want and need to see) and you create content based on that!

Then and only **THEN** you can add some 'hacks' like engagement to boost your growth. But these are **OPTIONAL**.

**A GOOD HEADLINE IS
50% OF THE WORK DONE.**

It's the first thing people will see and what will convince them to go read your post or not.



COMING UP WITH TITLES THAT WILL GRAB ATTENTION REQUIRES:

- ➔ Knowing who your ideal audience is (who you want to attract) 
- ➔ Doing research to get to know them 
- ➔ Having a content strategy (knowing what kind of content is going to attract them) 
- ➔ Practice ;) 

BUT HERE ARE

10 HEADLINES IDEAS

THAT WILL HELP YOU GRAB MORE
ATTENTION WITH YOUR POSTS



1.

How to (Insert the thing your ideal client is asking for the most)

How to grab more attention with your post

2.

5 mistakes you make when (insert something they do wrong trying to achieve their goals)

5 mistakes you make taking pictures of yourself

3.

Why doing (insert the common thing your audience is doing) is not going to help you (insert the thing they want to achieve)

Why manifesting is not going to help you buy your dream car

4.

How I (insert your biggest achievement that your audience dreams of achieving)

How I quit my job after only 3 months

5.

(Insert the thing your ideal audience think is true) is useless

Engagement is useless, here's why

6.

My top 3 advice to (insert something they really want)

My top 3 advice for healthy blonde hair

1.

10 ideas to (insert something your ideal audience are not sure how to do)

10 ideas to elevate your branding

8.

5 signs (insert something your ideal audience really want but are struggling with)

5 signs your english isn't fluent yet

9.

Stop doing (insert something your ideal audience do that they shouldn't do)

Stop counting calories if you want to lose weight

10.

My top 5 tools that will help you (insert your ideal audience's goal)

My top 5 tools to organise your house