

Bonus 2

Story & Feed Sales

IG STORIES SALES

Digital product + service-based businesses

1- Available spots:

Inform your audience about the number of spots available for a specific service and encourage them to act quickly by sending a message with a specific keyword.

- Spot countdown: Regularly update your audience on how many spots are left for a specific service. For example, you can start with: "Just opened 3 spots for this month! Ready to take the next step? Don't miss out—book now before they're gone!"
- Spot-filled updates: When a spot gets booked, announce it to show how quickly the limited spots are filling up, building even more urgency: "Another spot taken! Only 1 left. If you've been considering it, now's the time—send me 'READY' to get started".

2- Validation:

Show the demand for your offers. This can include client bookings for your services, enrollments in courses, or purchases of any digital products.

- Sticky note wall: Create a "Client Wall" in your workspace using sticky notes with clients' names or initials. Arrange the sticky notes in separate areas and use different colors to differentiate between offers. Record a video or take a picture of the growing wall and share it in your Stories, emphasizing how many people have trusted you. You could say something like: "Another member joined us! So excited! 💖"

- New client welcome: Every time a client books a spot or makes a purchase, create a welcoming Story to thank them for choosing your offers. This can be as simple as a screenshot of the booking confirmation or a message exchange where the client expresses excitement. Add a personal touch with a message like: "Welcome, [Client's First Name]! So excited to work with you!"

- Booked out announcements: Once all spots for a specific period are booked, create a Story announcing that you're fully booked. This not only shows that your services are in high demand but also creates urgency for future bookings: "Fully booked for this month! Thank you to everyone who secured their spot. If you missed out, stay tuned for next month's openings—coming soon!"

3- Teaser content:

Teaser content is designed to give your audience a preview or glimpse of what they can expect from your offers.

- Behind-the-scenes: Offer a look into the preparation and effort that goes into delivering your services or digital products. This could include setting up for a session, organizing materials for a course, or planning stages of your resources.

- Sneak peek: Create a brief video that gives a glimpse of your product or service.

4- Offer details:

This content should clearly articulate what your services are, who they are for, and how they help solve specific problems.

- Breakdown of features: Clearly describe each offer, focusing on the included features and their benefits.

- Highlight unique selling points: Detail what makes your offers different from others on the market. This could be your personalized approach, the specific outcomes, or the support structures you have in place for clients.

- Problem-solution format: Identify common challenges or pain points your target audience faces and explain how your service directly addresses these issues.

5- Interactive polls & quizzes:

Engage your audience with polls or quizzes to get them thinking about their needs, then guide them toward booking your services or purchasing your digital products.

This is a great way to qualify leads without being too direct.

Example:

-Poll question: "Do you feel confident with your current workout routine?" [Yes/No]

-Follow-up poll: "Do you struggle with staying consistent in your workouts?" [Yes/No]

-Next poll: "Are you unsure about what exercises are best for your goals?" [Yes/No]

-End with a CTA: "If you're ready to get a personalized fitness plan and crush your goals, DM me 'FIT' and I'll send you more details"

Tip: Ask 3-4 questions to warm up your audience, and then present a CTA that leads to booking a session or purchasing a program.

6- Client experience walkthrough:

Walk your audience through the steps they'll take when joining any of your offers so they feel more comfortable about booking or purchasing. What to include: Break down each step of your client experience or service process, keeping each step short and easy to understand.

-Step 1: Initial contact/ booking: Show how they can book or sign up (e.g., filling out a form, scheduling a call).

-Step 2: Consultation/ onboarding: Walk them through what happens once they sign up (e.g., a call or a questionnaire to learn more about their needs).

Step 3: Process/service delivery: Describe how you'll work with them or deliver the product (e.g., meetings, progress updates, or shipping details).

-Step 4: Final delivery/results: Show them what they'll receive at the end, whether it's a finished product, a personalized report, or a follow-up.

7- Testimonials/ case studies:

- Share feedback from clients who have purchased your digital products or services. This could include a short video of a client sharing their positive experience, or a screenshot of a message they've sent you, accompanied by some context.

Example: "This amazing feedback from [client's name or initials] made my day! They overcame [challenge] with [your help, product, or service], and it's why I love what I do." (Show the testimonial).

- Use mini case studies to demonstrate real-life examples of how you've helped clients overcome specific challenges. Start by outlining the problem, then describe the steps you took to help the client, emphasizing the results. This approach works best for services where you work 1:1 with the client.

Example: "One of my clients went from [struggle] to [success], and I'm so proud of their journey! Here's how we did it: 1. [Step 1 they took], 2. [Step 2 they took]..."

For product-based businesses

1- Product showcase:

- Pre-launch previews: Before launching a product, share teasers or previews. These can include photos or videos that reveal a little about the product without giving everything away. The goal is to spark curiosity and interest, making your audience eagerly await the launch.

Example: Exciting news—I'm working on [new product], and I can't wait to share it with you soon!

- Demonstration videos: Once the product is available for sale, post videos that demonstrate how it works. This type of content helps your audience understand the product and visualize how it can be useful in their lives.

- Benefits: In addition to showing how the product works, clearly communicate its benefits. Explain how it solves specific problems or improves the user's life, helping potential customers see the product's value.

- Details: Show key product details, such as design, features, and other important aspects. Highlighting these details reinforces the perception of quality and enhances the product's appeal.

2- Surprise promotion:

Surprise your audience with exclusive benefits. For example, offer a 10% discount to those who send a message with a specific keyword.

Example:

- "Send a message with the word 'DISCOUNT' to receive a 10% discount, and I'll send you a code. Offer valid only for those who view this Story!" - Show an image illustrating your shop, for example.

3- Product selling out:

Alert people that you only have X products left or that something is selling out quickly! This not only creates a sense of urgency but also highlights the popularity of your product, potentially increasing its value in the eyes of consumers.

Examples:

- "ONLY 5 UNITS LEFT!!"
 - "50% sold on the first day Get yours before it's gone! Use the link sticker to buy."
- Use attractive images of the products.

4- Product packaging:

This serves as social proof, indicating consistent demand for what you offer.

- Post a video or a series of photos showing the product packaging process.
- Add brief text for context.
- Show how you personalize the packaging experience for each customer. This could be something simple like including a handwritten thank-you note.

Examples:

- "Carefully selecting the products and preparing them for shipment" – Make a video showing the packaging process.
- "Packaging done with love" – Photo of the packaging ready for shipment.
- "We include a special thank-you note in every order!" – Show the thank-you note.

5- Reviews:

Share feedback from customers who have already purchased and used your products.

- Customer messages: Highlight written testimonials from satisfied customers. Include their thoughts on how the product solved a problem or improved their daily lives. You can pair the

text with photos of the customers using the product, if available

Example: "I've never experienced such great results with a skincare product before! My skin has never felt smoother." – [Customer's Name] •

Before and after comparisons: Show before-and-after photos if applicable to your product (e.g., skincare). This gives a clear visual representation of the product's effectiveness.

Example: "See the difference after using our product for just 30 days!" – Include images showing the transformation.

- Video reviews: Feature short clips of customers sharing their experiences or unboxing videos. Video testimonials can make the feedback feel more authentic and relatable.

Example: "Watch our customer, John, explain how our product helped him save time and energy!" – Share a snippet of the video.

6- User-generated content (UGC): Encourage your customers to share photos or videos of them using your product on social media. Repost or feature this content in your Stories or feed to build trust and social proof.

FEED SALES

Digital product + service-based businesses

1- Behind-the-scenes content:

People love to see the human side of a brand. Share a peek behind the curtain at how your digital product is created or how you work with clients.

Example: A day-in-the-life video showing how you help your clients.

Structure:

- 1) Intro: Start with a hook that explains what you're about to reveal, like "Come with me as I design a website for a jewelry business" or "My design process for delivering a website."
- 2) Process breakdown
- 3) End with a CTA: Encourage viewers to take action. Example: "Want to learn more about how I can help you? Comment '[KEYWORD]' and I'll send you the details".

Format tips:

- Mini-documentary style video: Narrate the process, include voice-over or text explaining each phase, and end with a preview of the result.
- Carousel post: Use each slide to show a different step in the process, with captions explaining what's happening.

2- Educational content that brings awareness to a key concept in your niche:

Share content that helps your audience understand what they need to do to achieve specific results in your niche.

For example, "5 habits you need to build to lose weight" or "5 signs you need a website redesign." Briefly explain each habit or sign, why it's important, and how it affects them. Only at the

end of the post, direct your audience to your offer where they can learn exactly how to achieve the desired result or get personalized help.

This type of content should not start with a sales hook. Instead, deliver valuable information first before introducing your service or product.

2- Inspirational content

For services that result in visible transformation, use your work to motivate your audience to want to achieve a particular result, like showing before and afters.

For example, if you are an interior designer, you can show before-and-afters of the spaces you've worked on.

3- Positioning content

This type of content highlights your expertise and recognizes you as an industry leader. It reinforces your skills and shows why you're the right person to help them.

There are multiple ways to do this, but here are some specific ideas:

1) Share your journey: Highlight your background, qualifications, and personal story. Explain how you got into your field, what challenges you faced, and how your experience equips you to help others. Include details about certifications, education, or specific milestones that establish your expertise.

Example: A Reel that briefly shows the evolution of your career— from when you were just starting out to becoming a professional, emphasizing the skills and knowledge you've gained along the way.

2) Use Storytelling: Integrate personal or client stories that connect your background to your current approach. Show how your experiences led you to develop your unique methods.

Make the stories engaging and relatable, using humor, challenges, or lessons learned to draw your audience in.

Example: A storytelling post or video where you explain how your own struggles with a specific issue (like restrictive diets) informed your current methodology.

4- Case study:

Dive deep into a detailed case study that highlights a specific client's journey from start to finish. This type of content goes beyond simple testimonials by showing the entire arc of how your digital product or service helped solve a problem.

Structure:

- Hook: For example, "From chronic back pain to pain-free: How John regained his mobility..."
- Before: Introduce the client's struggle—what were they dealing with before they started working with you? Were they feeling stuck, frustrated, or overwhelmed?
- During: Describe the process you went through together—what specific steps did you take to solve their problem? What features or aspects of your service helped them?
- After: Show the transformation. How did your product or service improve their life? Did they achieve a specific outcome?

BONUS TIP



To increase the chances of converting sales, use the last slide of the carousel post or last frame of the Reel to introduce your service/ digital product as the solution (See Bonus 5 - CTA Ideas for tips on how to do this).

For product-based businesses

1- Product photos:

Take attractive photos of your products in different settings and angles. Be sure to highlight key details where necessary.

Examples:

- If you're selling clothing, take photos of the items on models, both in studio and outdoor settings, to show how they fit into everyday life.
- For beauty products, take close-up shots of details like texture, colors, and application, against neutral backgrounds so the products stand out.
- For jewelry, show the pieces being worn in different everyday settings, like a casual day out or a formal event.

2- Product demonstration videos:

Create short videos showing how your products can be used or demonstrating their main features. Videos are great for engaging your audience and showcasing details that static photos can't capture.

Examples:

- If you sell skincare products, create a video showing a complete skincare routine using your products.
- For gardening products, show videos of how to plant and care for plants using your products, emphasizing how they make the job easier.
- If you sell candles, demonstrate how they create ambiance in different settings, such as a cozy night at home or a relaxing bath. Show how they burn and talk about the scent experience.
- If you sell jewelry, create a video showcasing different ways to style your pieces for various occasions, like casual outfits or formal events.

3- Behind-the-scenes production:

Show the manufacturing process of your products. This can help create a more personal connection with your brand and showcase the care and quality you put into your products.

Examples:

- If you make custom furniture, share videos or photos of the process of cutting, assembling, and finishing the pieces in your workshop.
- For handmade products, like bracelets, show step-by-step how you create the pieces.
- For fashion products, show behind the scenes of a fashion show or the production of a new line, from design conception to the crafting of the pieces.

4- Product packaging/ shipping:

Show the packaging process – this is an indirect way to showcase the product while building trust with your audience by showing how the product will arrive.

Tips:

- Make a short video showing the product packaging process.
- Add brief texts to explain what is happening at each stage or use a voiceover to describe the process.
- Show how you personalize the packaging experience for each customer. This could be something simple like including a handwritten thank-you note.



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