

HOW TO SELL *On Stories*





Resell **RIGHTS**

This done-for-you digital product grants full resell rights to the purchaser.

In purchasing a done-for-you product that comes with resell rights, you also get the freedom to add this to your other products, modify, resell, and FULLY profit from this product, meaning you don't owe anyone a portion of your sales.

What you will find with this Guide is that not only did you purchase the Guide itself, but you also were granted the Private Label Rights for it (not to be confused with Master Resell Rights or just Resell rights!).

This means you are able to rename, rebrand, and totally change this product. Make it your own! (Add your own branding, personalize it like you want & make it look like your own!)

I'm so excited for you to be able to expand your digital offerings with this product. No need to give anyone else any credit, you are able to claim full authorship. As I said before, please make it TOTALLY your own.

Here is the [CANVA TEMPLATE LINK](#) to change the product however you want.

BEFORE GETTING *Started*

1. You can rename this Guide title to align with your own strategies
2. Change the fonts, font sizes, stock photos and colors to match your own brand
3. You can personalize the the introductory text to align with your own business
4. Add your own tips, strategies, your own story and images

REMINDER

Telling your own personal story and your vision behind your brand will help you to stand out on the market





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01

IMPORTANCE OF *Stories*

CONNECTION

It's much easier to connect with your audience using Instagram stories, because they get a glimpse into your life and offers (you can go deeper into detail about your digital product in stories and add the link to your offers vs posts and reels)

RELATABILITY

When you share your every day life, milestones and accomplishments your audience can relate to you better which leads to building trust faster and getting your audience off the fence and purchase your offers

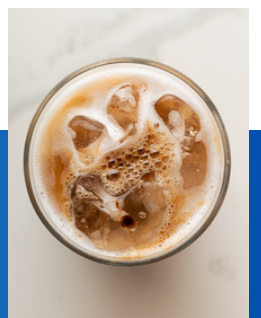
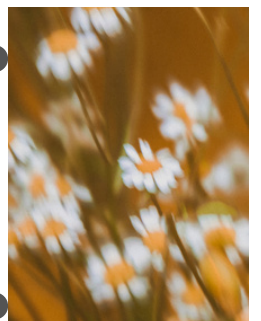
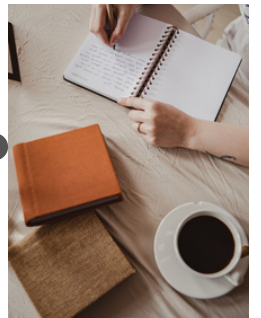
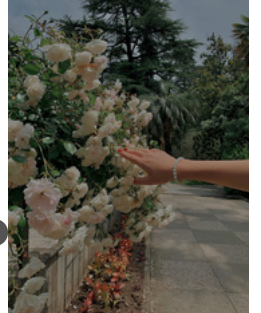
TRUST

You can build trust with your audience easier on stories because it's easy to create a series of stories sharing about your struggles, results and transformation & leading them to your offers

SALES

By adding links to your offers it's easier for your audience to click and purchase vs posts and reels. Remember that it's all about how easy you make it for your audience to click on the link and buy.

Don't underestimate the power of stories, because that is exactly how you can connect with your audience and get more DM inquiries and sales. Stories are great conversation starters and play a major role in sales together with DMs.





02

3 MUST HAVE FACTORS

For More Sales

1. CONSISTENCY

Try to post at least 2-3 stories every day (preferably 5), consistency is everything and this will train your audience to watch your stories aka grow your story views, they will get to know you better if you show up every day. Post 1-2 stories every 3-4 hours so that stories keep appearing as the first ones on your followers' feed (more people watch your stories, more the algorithm will start showing your content like reels to those same people based on their activity)

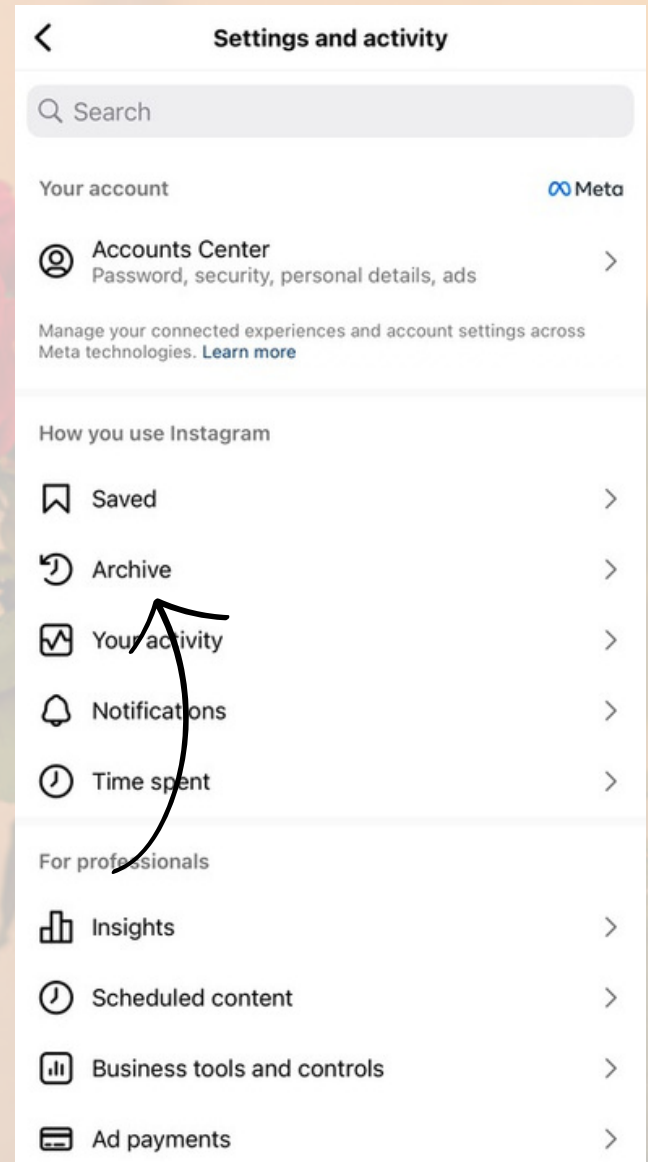
LOW STORY VIEWS

If you're experiencing low story views do this to increase them: don't post stories for at least 24 hours so that the old stories expire and then post a story (something juicy with a link to your special offer or offer a discount), this first story after a long break will be seen by more people.

2.REPETITION

It's okay to post about your story, "why", before and after, same client testimonials, talk about the same offer (from different angles) on a day-to-day basis.

Remember that different people see your content and stories every day, so what might feel like repetition to you, isn't necessarily repetition for your audience. Your audience needs to hear about your offer 20+ times before it will sink in and they will buy, so don't be afraid to post about the same offer every single day. Start treating your Instagram page as a business and not a hobby, so don't be afraid of coming off as "too salesy", because whoever is interested in your offer and feels inspired by you, will keep watching your stories and will buy your offer and whoever is not & will unfollow, they weren't your ideal client in the first place!

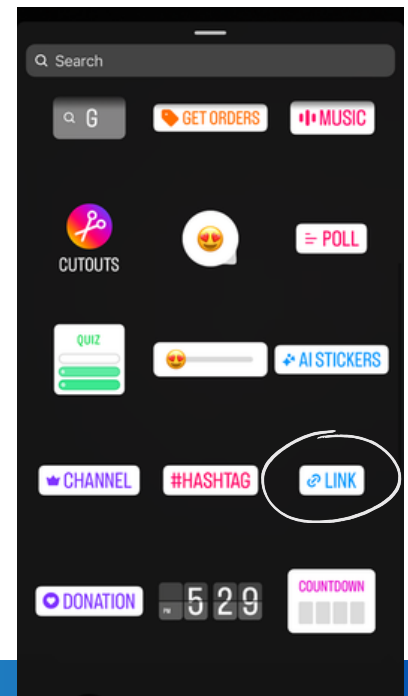
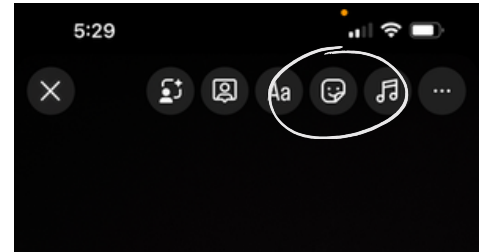


Great way to save time posting stories every day is by either saving them on your camera roll into a separate folder so you can repost them OR going to your Settings on Instagram and Archive and reposting some old stories (just remember to add the link!)

3.LINKS

Instead of posting stories of JUST your life or answering questions or sharing your milestones or results, tie these to an opportunity of making a sale aka always add a link to your offer with enticing call to actions (title of the link) like “Get 50% here”, “Click here before this offer expires”, “Hop on my waitlist”, “Get your freebie here” etc

Almost every story about your life, what you’re doing, quotes etc should be related somehow to your offer, so don’t miss a day when you’re not adding your offer link to your stories (don’t just post a story and say “Link is in my bio”, make it easy for your story viewers to go to your offer sales page and purchase it)

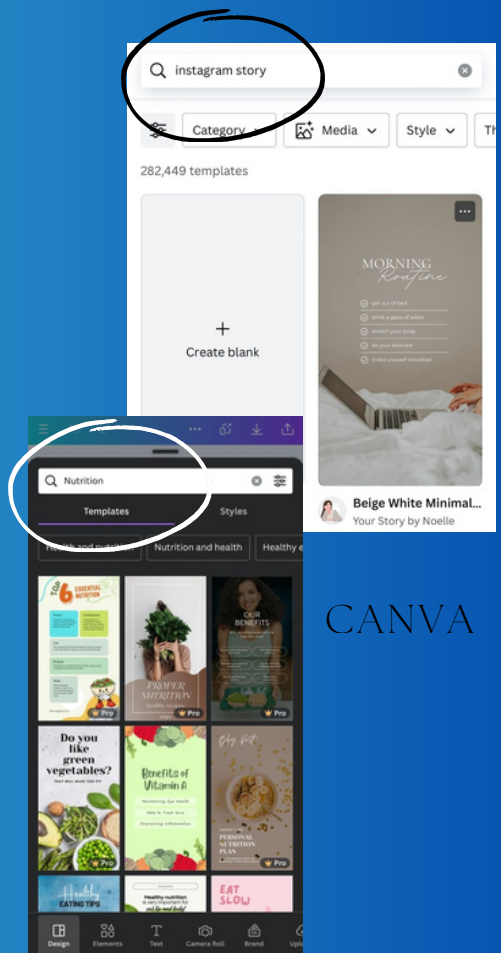


03 WHERE TO GET CONTENT FOR Stories

- talking story where you talk to the camera (make sure to look at the camera and not yourself to make a better eye contact with your audience), always add captions or/and overlay text
- photos (stock photos or photos of you), always add an overlay text
- stock videos

Get stock photos or videos from

- Pexels
- [Socialstocks.co](https://www.socialstocks.co)
- [Packsia](https://www.packsia.com)
- story apps
- Canva (search for “Instagram story” and then search with specific keywords in “Design” or “Photos” or “Videos”)



CANVA

STORY PILLARS

There are really 3 story pillars that are super powerful
what comes to increasing your sales.



CONCRETE RESULTS/MILESTONES

Every time you get a new win in your journey (related to your product topic) share it and celebrate it on your stories (whether it's talking about it or sharing a screenshot as a photo), same goes to your clients' testimonials and results. I recommend posting about your own before & after, results and your clients' testimonials every day on your stories

+ Add the link



YOUR EVERY DAY LIFE

Don't be afraid of being yourself and sharing your opinions and snippets of your every day life (related to your business), how does your life look like after achieving the goal you're promising to your clients?

+ Add the link



Q&A

Do a weekly Q&A aka add the Questions sticker from stickers so that your audience can ask you questions & handle their objections, limiting beliefs etc - this is a powerful way of converting more of your followers into your clients

+ Add the link

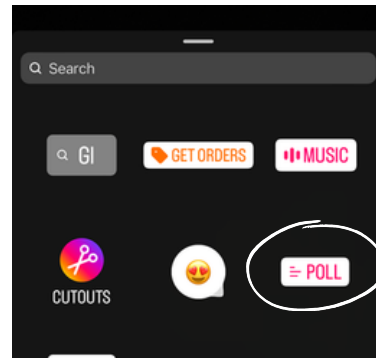
Add a link when applicable, for example to your freebie for more info or your offer or a special limited time discount

dream big and then go live
out that dream

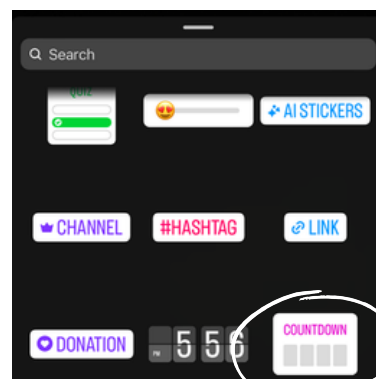
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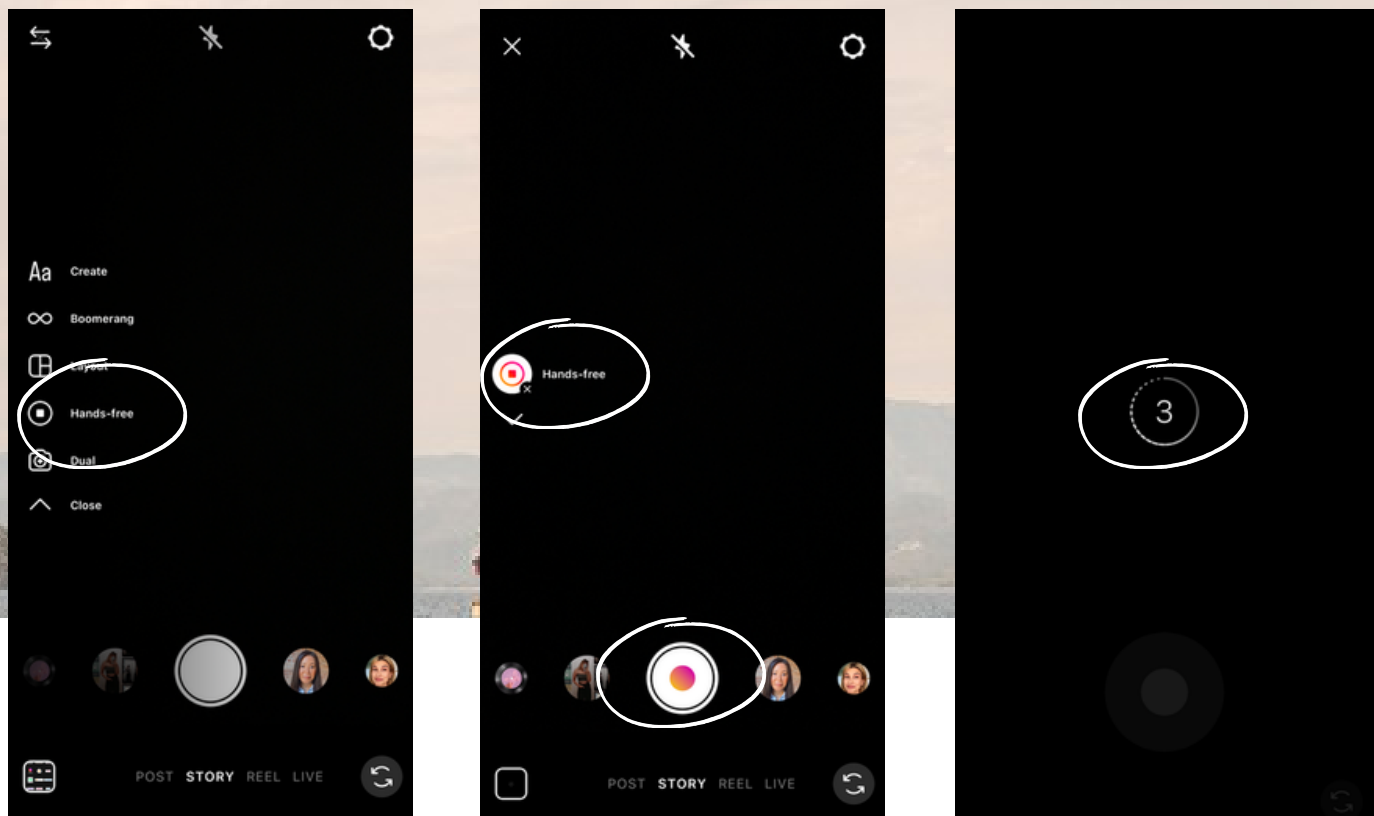
MORE SALES

1. Use story polls when deciding on your digital product topic (the best way to create something that will solve a specific problem for your audience is to ask them!). This works well for a freebie topic as well to grow your email list. ***Polls and interactive stickers are a great way to increase your story views, so don't be afraid to engage your audience.



2. Use the countdown timer feature before launching your offer like a digital product with a special discounted price, this will build curiosity and warm up your audience in advance so that when you launch you'll make more sales because your audience has been already ready & excited for your product launch! Make it enticing and juicy with a special price promo or bonuses!





TALKING - STORY

What will help you to create a talking story is to click on the “hands-free” feature on the side of the story, then tap on the record button and hold and it will start a countdown of 3 before it will start recording, so it will give you some time to prepare (again, remember the eye contact!)

INTRODUCE YOUR OFFER

1. In the first story you can talk about a specific problem, challenge or a struggle you were going through (so that it will resonate with your audience)
2. In the second story you can share what you've achieved aka how does your life/business look like after solving that problem (show your audience what's possible on concrete photos/screenshots of results)
3. In the third story you can share results and testimonials of your clients (*optional*)
4. In the last story share your special promotion aka a special limited time discount or offer with special bonuses and share the link to your offer aka exactly how your audience can solve their same problem you've solved or achieve a goal/result/transformation you got for yourself (or/and others)

AUTOMATE YOUR DM SALES WITH

ManyChat

Manychat is a great way to automate your sales via DMs aka you can set it up and connect your Instagram to Manychat so any time someone comments on your reels/posts with a specific keyword Manychat will automatically send them a message with your offer/freebie link (this saves time replying to DMs and increases your engagement + sales).

Click on the below to create an account in Manychat and automate your stories with the Story template. You'll need a business account on Instagram that is connected to Facebook page to utilize Manychat

[CLICK HERE FOR MANYCHAT](#)

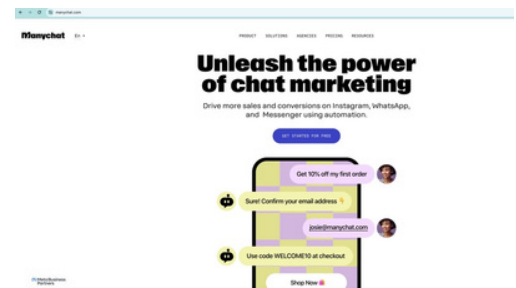
STORY

ADD TEXT HERE

DM me "PLAN" to get a special limited time offer with 50%



MANYCHAT TEMPLATE



Ready-to-Go Templates

☐ Don't show Templates again

[Start With AI](#)

[Start From Scratch](#)

Search Templates

[Use AI Instagram Template](#) Create Automation based on your needs

[Ask AI To Create Automation](#)

Recommended ★ Top Templates to power up your Instagram

Great post!

Thanks! Check out this link for more

#

Convert your Instagram Comments into Sales

✓ 5,151 Installs

Great story!

Thanks! Check out this link for more

Use Instagram Stories to Generate More Leads

✓ 5,900 Installs

We have a website!

Great news!

Show off your site to new visitors

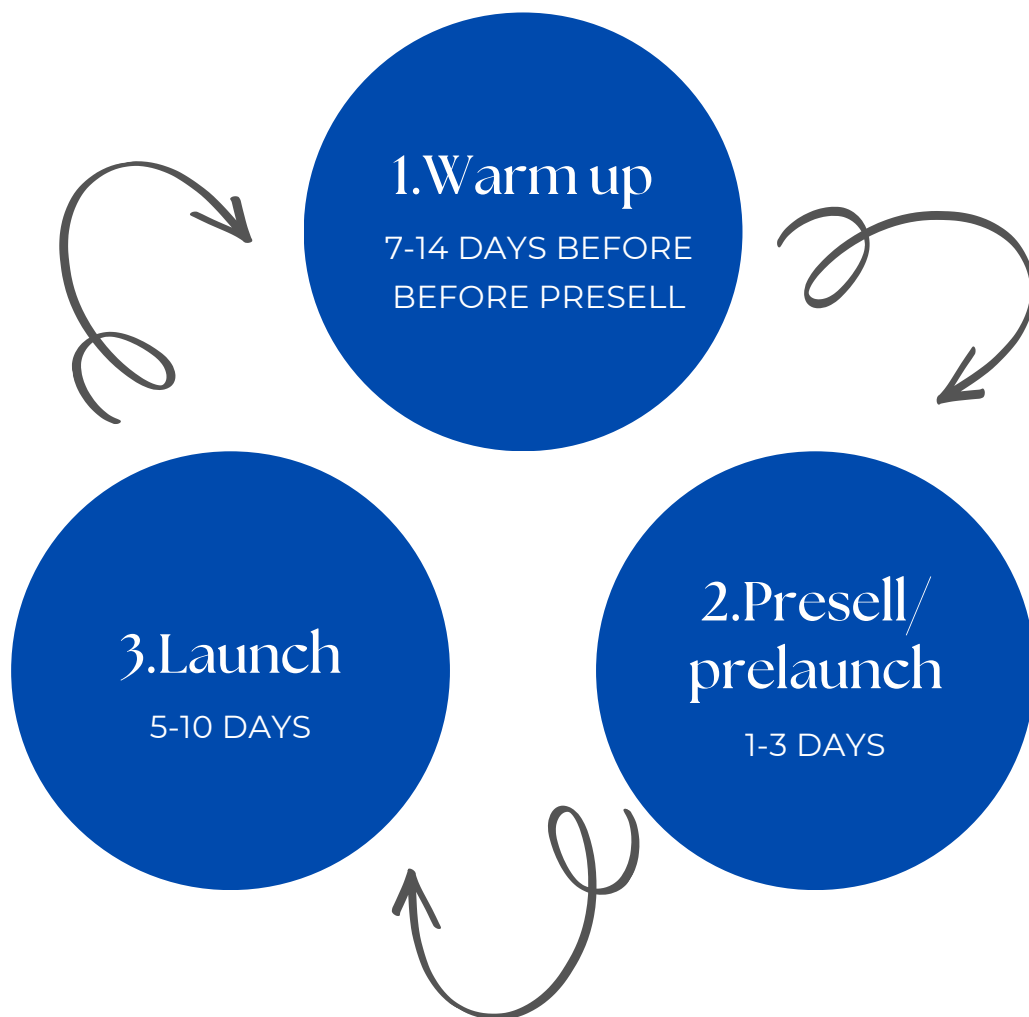
✓ 5,475 Installs

05

DIGITAL PRODUCT LAUNCH

Using Stories

Digital product launch really has 3 phases and it's important to go through it at a full speed. **Warm up phase** is crucial to warm up / tease your audience that something big is coming (specifically driving traffic from stories to the freebie or/and waitlist), more effort you put into the warm up phase, more sales you can expect during your presell/prelaunch phase. **Presell/prelaunch phase** is where you offer a special price promotion (discount) or special bonuses, this is when your product will be at the lowest price and **launch** is where you increase the price of your product from the prelaunch but it would still be less than the regular price



****EXAMPLE: Regular price of your ebook is \$67, presell/prelaunch price is \$37 together with a worksheet as a free bonus. Launch price is \$47*

LAUNCH ON STORIES

7-DAY WARM UP

Challenge

S

MONDAY

- Make a "BIG ANNOUNCEMENT" that something huge & exciting is coming out soon! Remind your audience to keep checking your stories for more details (wait for 3 hrs before posting the next one) and then
- Share your own results and transformation + announce that in X days you're launching your product at a presell price

T

TUESDAY

- Remind that you have something exciting dropping soon
- Go more in detail about your struggle/problem you solved and your transformation + share clients' results
- Share a countdown timer to the presell/prelaunch
- Share the link to the waitlist / freebie

W

WEDNESDAY

- Share a snippet of your life aka how it changed + celebrate upcoming launch
- Emphasize that the presell will only last for X days and will be at the lowest price
- Share the link to the waitlist/freebie

R

THURSDAY

- Share a sneak peek into your product
- Share what will be included & the transformation/results promised
- Share the countdown timer sticker
- Share photos/screenshots of your results or clients
- Share a Question sticker

I

FRIDAY

- Create a talking story about the upcoming presell, emphasize the lowest price + bonuses and that it will be time sensitive
- Answer the questions (optionally add the link to the waitlist/freebie)
- Share your clients results

E

SATURDAY

- Get excited and celebrate on your stories the upcoming presell
- Share a sneak peek / snippets of your product
- Share your own results
- Create a poll with struggles + desires and ask your audience to vote
- Reshare the results + share the link to waitlist/freebie

S

SUNDAY

- Share the countdown timer + celebrate tomorrow's presell
- Share the link to the waitlist/freebie
- Share your struggles from before and results from the after
- Emphasize that it will drop tomorrow at the lowest price ever (or limited time bonuses) & will only last for a couple of days

LAUNCH ON STORIES

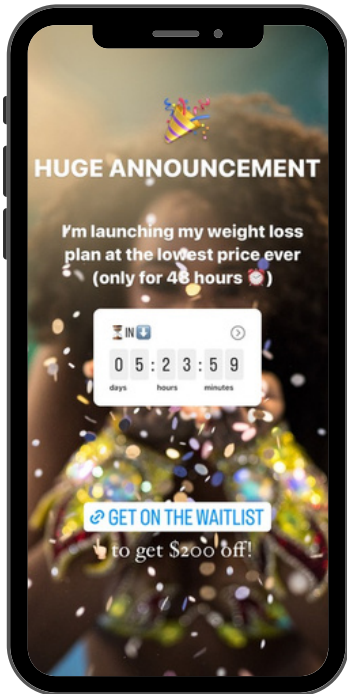
PRESELL + LAUNCH

Challenge

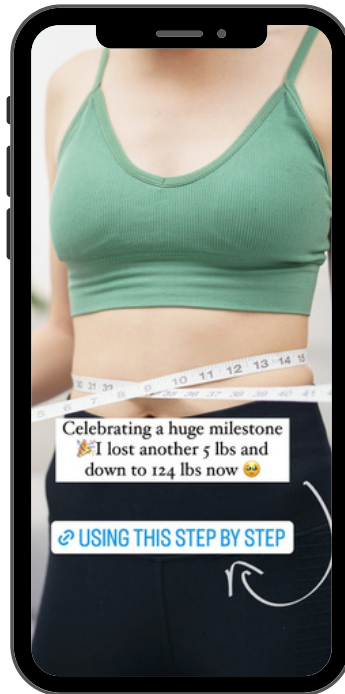
S	MONDAY	Presell day 1 • Make a "BIG ANNOUNCEMENT" about the presell + drop the link and emphasize that its only for X days • share your own results (do something fun that day and celebrate) • share screenshots of first clients' DMs that they purchased
T	TUESDAY	Presell day 2 • Share your own results/transformation or a big milestone • Share a countdown timer to the presell/prelaunch ending • Share your clients' results • Drop the link
O	WEDNESDAY	Launch day 1 • Celebrate your launch and drop the launch offer link • Share your own struggles from before and results from after • Share snippets of your day and how your life/business looks like • Do a Q&A
R	THURSDAY	Launch day 2 • Share a sneak peek into your product • Share what will be included & the transformation/results promised • Share the countdown timer sticker when the launch will be over • Answer the questions + post DM screenshots of new client enrollments
I	FRIDAY	Launch day 3 • Create a talking story about your product & transformation promised • Share your clients' results • Share the link to your launch offer • Emphasize that the price will go up in X days
E	SATURDAY	Launch day 4 • Share a sneak peek / snippets of your product + share the link • Share your own results • Share a Question sticker asking what's stopping your audience from buying
S	SUNDAY	Launch day 5 • Share the countdown timer to the launch ending & price going up • Share the link to the launch offer + share DM screenshots from new clients • Emphasize that the offer will end tonight

EXAMPLE Stories

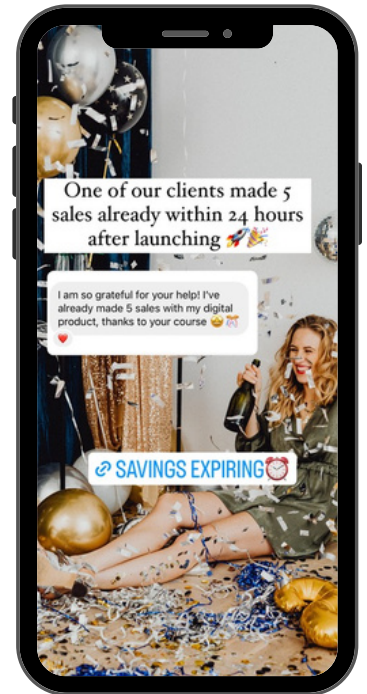
BIG ANNOUNCEMENT



YOUR RESULTS/
TRANSFORMATION



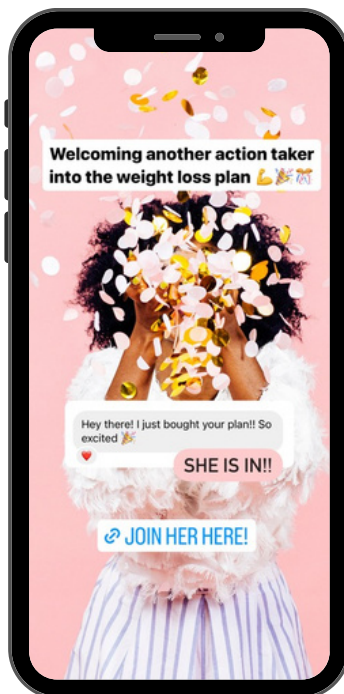
CLIENT RESULTS



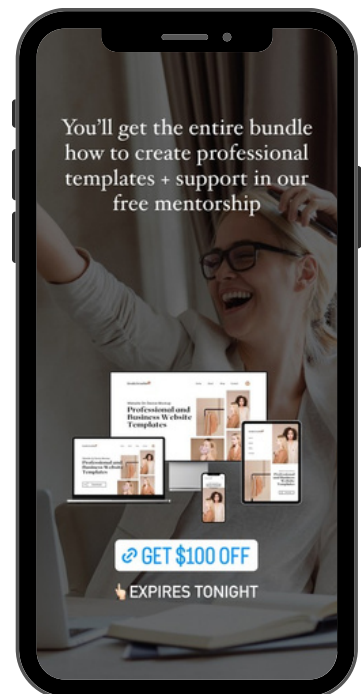
BIG ANNOUNCEMENT



PURCHASE DM SCREENSHOT



WHATS INCLUDED



WEEKLY STORIES

Planner

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY



THANK YOU

Hope you enjoyed this guide and remember that consistency and repetition are the keys to more sales in your business! Remember that the most sales come on the first and the last days of the launch period, so don't give up if sales are slower in the middle of the launch and keep on going and sharing about your offer!