

The background image is a warm, golden-hour photograph of a rustic wooden desk. On the desk, there is an open notebook with a blank page, a pen, and a small wooden box. To the left, a desk lamp is partially visible. In the background, a large window looks out onto a dense forest of tall evergreen trees under a blue sky with scattered clouds. The overall mood is peaceful and creative.

FROM STORY TO INCOME

Converting Followers to Sales

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Mindset **First**

0

In this article, we will be talking about how to convert your Instagram Stories to Income.

BUT BEFORE WE DIVE INTO CONTENT STRATEGY AND TIPS FOR GROWTH, WE HAVE TO ESTABLISH THIS ONE THING.

As a follower of Christ, you must always remember that the CEO of your business is the Lord. With this in mind, your story should be based on integrity.

Your experience, skills, and talents are all unique to you. When you pack all of these in a creative and honest content for the purpose of helping others, integrity abounds.

Another thing, social media growth is ***not linear***. It is fluid. Some things will take a while to get momentum, but don't be discouraged. Beautiful things take time.

Let the Lord lead you. If you remain faithful to Him, walk in your calling, and keep your integrity, ***you will succeed.***

STRATEGY

01

- EVALUATE YOUR **AUDIENCE**
- **PROFILE** OPTIMIZATION
- **ENGAGEMENT** RULES

Evaluate Your **Audience**

01

I know, I know. You've probably heard "ideal client" and "ideal follower" so many times.

But do you actually KNOW who is actually following and watching you? Watch your insights for stories and SEE.

Your current viewers and followers are the ones you create story contents for at the moment. There may be a few at first, but you have to make sure you show up for them. It is the key for your content to get pushed out to others. Serve those who are within your reach at the moment to get pushed out to your **TARGET AUDIENCE**.



*One who is faithful in a very little
is also faithful in much,
and one who is dishonest
in a very little
is also dishonest in much.*

LUKE 16:10

Profile Optimization

01

PROFILE SETTINGS

Your IG profile should be public + professional

Go to your settings > creator tools and controls > switch account type > creator account. This will give you so many more features

You should **start a new account** so you can optimize your exposure to your correct target audience. You can utilize your followers on your personal account by sharing and “collaborating” with your created content!



OPTIMIZE BIO

This is your first impression! They are going to read your bio to determine if they are going to click that follow button.

Do not include random personal facts or hashtags here. ***This is extremely important!!***

Profile Optimization

01

CATEGORY

You can choose to not INCLUDE YOUR CATEGORY. Just **uncheck** the box below. This allows your line 4 in your bio to be seen and not hidden behind the (....more)

Profile information	
Page	Connect or create >
Category	Digital creator >
Contact options	Address >
Action buttons	None active >
Profile display	All Hidden >

What best describes you?

Categories help people find accounts like yours. You can change this at any time.

Display on profile ☐

Suggested

Bio Optimization

01

USERNAME - You want your username to either be your name or your business name. Try to be unique and memorable. ***Standing out is key on IG!*** Avoid using a common handle

PROFILE PICTURE- You want to use a bright and simple picture with minimal background distraction.

FIRST LINE - Include your name plus a keyword for your niche. (Instagram is a search engine so this will help you get found easier

SECOND LINE - This is where you put your “ I help” statement. When creating this think about your target audience + problem you solve for them.
'Helping (the who/ideal client) {make money/grow on IG/build a biz } > desired outcome with > digital products / masterclass> how they achieve it'

THIRD LINE - Credibility (before you get results to put here) use qualification or relatability.

FOURTH LINE - What you want them to do next. Point them to a ***freebie***. This will get them in your sales funnel + automations to ALL your offers. When you give value, you build relationship and trust first. It then leads to sales.

Engagement Rules

01

HOW TO ENGAGE

You want engagement in your stories. We will talk about it in a bit, but for now, let's talk about *ENGAGING WITH OTHERS*.

If you hop in your friends' stories and interact and comment, ***the love will return***. IG wants you to be social. When you are, your content is pushed. Don't spend your days constantly consuming but ***schedule 15 min a day for engagement***.

Comment on posts but ALSO hop in stories after you post your REEL for the day and **ENGAGE genuinely!**

CONTENT

02

- RELATABLE + **INTERACTIVE**
- **CONTENT** TYPES
- CONTENT **CATEGORY**
- CALL TO **ACTION**

Relatable + Interactive

02

The goal of your stories should be to **SERVE** your audience, to give them something valuable, and to **GET ENGAGEMENT!**

Relatable

Relatable: Think about your audience and post relevant relatable content especially one that gets interaction! Don't post random content that they won't care about anyway.

Documenting your journey in your business by sharing your story will be the **MOST** highly relatable thing you can do. Remember, people love watching people- **WINS, LOSES**, all of it. ***This is how you are building trust and relationship with your audience.***



Relatable + Interactive

02

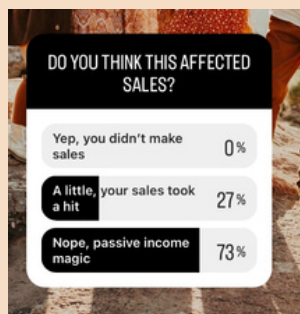
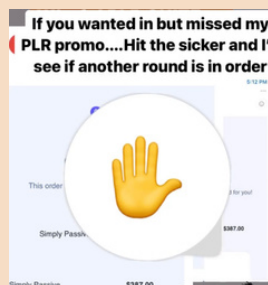
The goal of your stories should be to **SERVE** your audience, to give them something valuable, and to **GET ENGAGEMENT!**

Interactive

STICKERS: Try each day or minimum every other day to post a one interactive sticker.

POLL, QUESTION BOX, FUN QUIZ, TIMER + COUNTDOWNS

BONUS TRICK: Make an interactive sticker the **FIRST** post for your day. This will kick your stories out front right away.



Content Types

02

The idea here is to create a content strategy that balances these three pillars of content - speaking people's unique "receiving" languages.

Educational

Share valuable information or teach something interesting. You may share informative tutorials, explainer videos, or in-depth guides related to your industry. The point is to **give value to your viewers.**

Emotional

Create content that inspire or motivates your followers. This content often speaks about transformation. This could be related to personal growth, success stories or showcasing your story/journey.

Entertaining

Capture viewers attention quickly with relatable humor, creativity or storytelling. **Keep them engaged!**

Content **Category**

02

The main rule of thumb for stories is to use “Talking head” around 20% and keep a balance for the rest. Don’t overload your stories.

TALKING/SHARING

These are great for building trust. This is where your audience gets to know you. Make sure you show up with excitement. If you’re doing faceless method, you can post a relevant picture and record what you have to say without showing your face.

B-ROLL

This is great to use behind pictures of your products, testimonials, or screen shots of new sales. The movement behind your screenshots add interest. Balance personal footage and aesthetic nature type b-roll here.

AESTHETIC SLIDES

These are perfect for launches and digital product/offer details. Everyone loves a good list and a categorized and blocked content information slide just hits!



Content **Category**

02

Talking Head

- **Start with an extra strong hook.** You have a split moment to grab your viewer's attention, so make the most of it! For example, don't start out with "Just hopping on." Just jump right in with your hook!
- **Don't talk too slow.** Be genuinely enthusiastic. Do a run-through and cut the fluff. Remember, people have short attention spans.
- **Include closed captions.** Most people are scrolling with their volume either really low or completely off.
- **Include a title.** This helps viewers listen longer to hear your point when they know it upfront!



Content **Category**

02

B-Roll

B-Roll footage is basically background content.

Examples of B-Roll footage include:

- Pushing your stroller on a walk
- Pouring a cup of water
- Cup of coffee
- A short clip of the sunset
- Flowers

....basically any random thing.

The idea here is showing how your business works while you live!

Tip: collect a few videos throughout your day + add them to an album in your phone so they're easy to find.



Content **Category**

02

Aesthetic Slides

1. Make sure that you are using pictures and colors that match your brand. Consistency is key for your audience to learn who you are.

The more familiar they become to your brand, the more comfortable they'll get.

2. Make sure that you are blocking your content. Notice how I am breaking up sentences in this document with **bold**, CAPITAL, *graphics*, and *images*?

Keep your sentences short and block them. Break it up with some color background and use two fonts and balance them.



Content **Category**

02

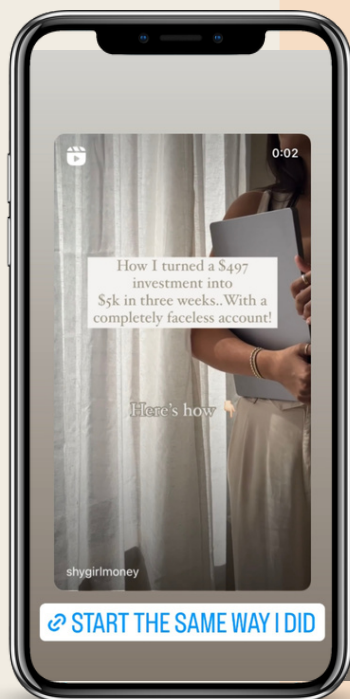
SHARE POSTS

Sharing your post to your story can boost engagement and increase visibility.

A COUPLE OF IMPORTANT NOTES ABOUT YOUR “SHARING POSTS” STORIES SLIDES:

YOU NEED TO TYPE SOME KIND OF TEXT ON THE SCREEN TO MAKE SURE YOU GET WATCH TIME. ***YOUR WATCH IS COUNTED IF THEY STAY THE ENTIRE STORY!***

YOU NEED TO CREATE SOME KIND OF TEXT HOOK THAT ***DRAWS THEM TO THE CAPTION*** SO THEY WILL ACTUALLY COMMENT AND INTERACT WITH THE REEL.



Call to Action

02

LEAD YOUR VIEWERS TO YOUR STORE

Share your product link in your stories! Make sure you have a good sales approach. **Don't shove this in their face**, but make your link to store/website within reach! People want easy access.

LEAD YOUR VIEWERS TO DM

You can lead people to your DM **instead of posting a link** to encourage conversation and get the boost of engagement and a sale! Also, this allows you to **truly serve them** by providing exactly what they need. **Remember engagement in general is a BOOST.**

TIPS+BONUS

03

- BRANDING **TIME**
- **STORY SELLING**
- STORIES **REST**
- **BONUS** SUFF

Branding Time

03

Branding Pillars

FONT: Use only 1-2 of the same fonts. Use fonts that are easy to read on your video. If they can't read it, they will pass on by.

COLORS: Stick with your brand colors used in your products and website. You want to be recognizable.

FILTERS : Don't over do it. Keep it natural and on brand. If you plan on boosting it as a paid ad, do not use a filter. A favorite is "Moody" to darken the screen for text overlay. Keep in mind lighting and background to stick with a branded familiar look.



Story **Selling**

03



Okay now lets talk about
language within your
stories.....

While you are building your community through your stories, you want to make sure that the language you are using is not TOO "SALESY" and not too casual.

Posting links in every story will not help. Many experts say stories with links tend to get less views.

Use casual language that makes them feel like they are sitting across the table from you.

Also, balance your posts by using triggering language that emotionally moves people to take action.

Stories **Rest**

03



This is a strategy that is proven by multiple social gurus. GROW while your story rests.

The concept here is that every other week or so, you “**rest**” your stories by **NOT POSTING for 24hrs.** Give your stories time to completely run out then come back into posting the next day.

TIP: After rest, make your first story an interactive sticker. This will keep the boost beyond just your first post!

Make sure your second story after rest has **POWER PACKED** info. A *launch special, digital product sale or in depth info on one of your products.* Something that will drive traffic to an offer. *Maximize this day* because the boost in numbers usually lasts a day.

BONUS Stuff

03

Extra Tips

Keep it simple: Stories don't have to be complicated or time consuming. Don't overthink it! Let it be organic. Authentic trust is the AIM!

Be Patient: It takes people 7-8 times to hear something and trust it. So you better believe this foundation takes time but it's so worth it.

Stay Consistent: I can't stress this enough! Play the long game. Keep your followers in mind, add value, and solve a problem for them. Show up every day.

Balance your Offers. This goes back to story-telling and not being to "SALESY" in your approach. Do not post about every product you have back to back. Have a main focus for the day.

BONUS Stuff

03

Extra Tips

SERVE: Show up to SERVE others and use authenticity to close and land the SALE. We are not influencers. If you can solve other people's problems, when they find you and starts to trust you, they will buy what you offer. We are here to serve through whatever product or service that we have.

Sales Psychology: Urgency and scarcity are powerful tools in CLOSING A DEAL. Use countdowns and do limited specials from time to time. Be the closer!

Thank You

FOR BEING A BLESSING!

You are unique, and so is your story. Your experiences, talents, gifts, and knowledge can serve others in remarkable ways. All you have to do is share it.

I hope that the strategies, tips , and tricks that you learned here can help you share your STORIES confidently. Do not forget that the more you give, the more you'll receive.

I CANNOT wait to see your business THRIVE and grow as you build authentic connection and convert your stories to income!

I am cheering on you!

See you out of the box!
Anne