

INSTAGRAM OUTAGE INSURANCE KIT™

Don't lose your business
during a phone upgrade.

A 30-MINUTE PLAN FOR CREATORS + SIDE
HUSTLERS WHO EARN ON INSTAGRAM.

WHAT THIS SOLVES:

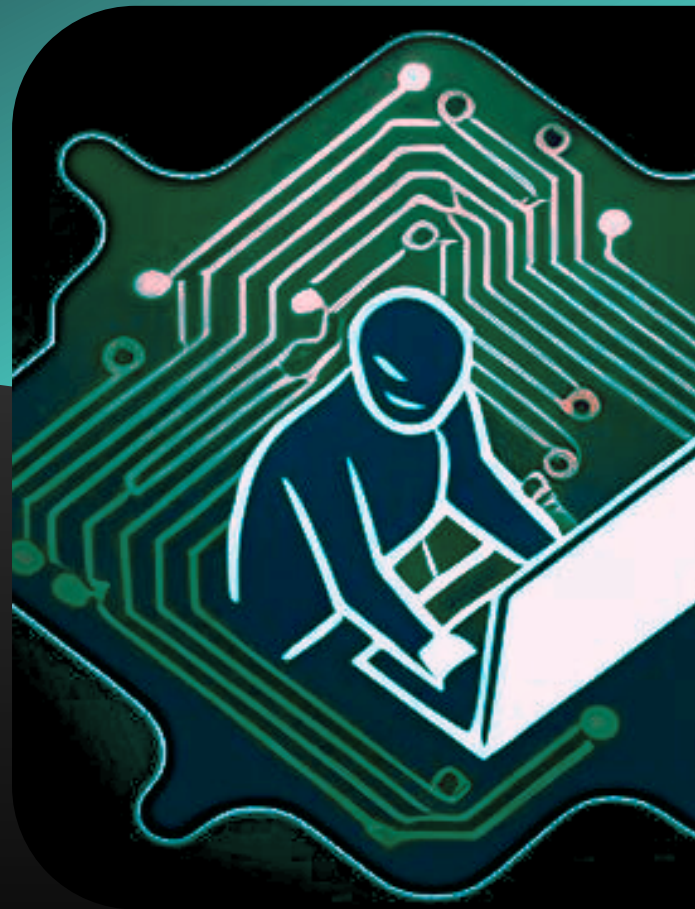
- IG LOCKOUT DURING PHONE
UPGRADE
- 2FA CHAOS
- "ALL MY CUSTOMERS ARE
TRAPPED IN INSTAGRAM" RISK

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NOT AFFILIATED WITH INSTAGRAM/META.





IG Outage Insurance Kit™

- The “Spare Key” (2 minutes)

Most lockouts aren't hacks. They're 2FA problems.

When you upgrade phones, you can lose access to your login codes.

Do this now: Get your Instagram backup codes

Menu → Accounts Center → Password and security → Two-factor authentication → your IG account → Additional methods → Backup codes.

Store them like cash:

- ✓ password manager secure note
- ✓ printed + locked up
- ✓ encrypted vault
- ✗ don't DM them
- ✗ don't store them in plain notes





IG Outage Insurance Kit™

- Lockout prevention checklist

Before you wipe/sell your old phone:

1. Use an authenticator app (not just SMS)

Instagram supports third-party authentication apps for login codes.

2. Set up 2FA on additional devices

Add your new device *before* you nuke the old one.

3. Block number-takeover attempts

- Add a **PIN/password** to your mobile carrier account to reduce SIM-swap risk.
- Watch for **port-out fraud** (number transfer scams) and enable carrier protections/alerts.

Why this matters:

If attackers steal your phone number, they can try to hijack account recovery..





IG Outage Insurance Kit™

- The real business risk

Instagram is traffic. It's not your business.

If IG access pauses, your income can pause—unless you have an owned channel.

Your safety net = Home Base + Email List

- Home Base = one page you control (offers, updates, lead magnet)
- Email List = direct access to your customers (no algorithm gate)

(“Owned channels” like email are widely recommended because you control the audience connection.)

Home Base in 30 minutes - The Goal:

If IG disappears for 7 days, you can still:

- capture leads
- email customers
- send traffic to offers
- keep sales moving

Build this simple 2-page funnel:

Page 1: Opt-in → Page 2: Thank you + Next step

Systeme.io pricing lists a **Free plan** and includes core funnel/email features with usage limits.

Disclosure: I may earn from links at no additional cost to you.





IG Outage Insurance Kit™

- The exact 30-minute build (no fluff)

Step 1 (5 min): Create your funnel (this is an example framework)

Funnel name: **IG Outage Insurance**

Goal: **Build an email list**

Step 2 (10 min): Create your Opt-in page

Headline: "If IG locks you out, your business shouldn't stop."

Bullets: what they get (backup codes + home base plan)

Opt-in form: name + email

Button: "Send me the kit"

Step 3 (5 min): Create your Thank You page

Deliver the PDF

Tell them the next step: **Start a free Systeme.io account** (your link)

Step 4 (7 min): Create a tag + automation

Tag: **spare-key**

Rule: "If opt-in → add tag → send email #1"

Step 5 (3 min): Add link-in-bio

Replace your IG bio link with your new opt-in page.





IG Outage Insurance Kit™

- Copy/paste templates

IG Bio line

“Free IG Outage Insurance Kit 🗝️ (so your business survives a lockout)”

Once it's gone, it's usually gone.

Pinned post caption starter

“Phone upgrades are when people get locked out of IG.

Grab your backup codes + my home base plan here: [your opt-in link]”

Story highlight title

START HERE 🗝️

Slide 1: “Get the kit”

Slide 2: “Save backup codes”

Slide 3: “Build your home base”





IG Outage Insurance Kit™

- Emergency playbook (if you're locked out)

If you lose IG access:

1. Don't panic-buy "recovery" services
2. Use your backup codes if needed
3. Email your list: "IG is down—here's where to find me"
4. Post the same update on your backup platform (YouTube/Pinterest/LinkedIn)
5. Keep sales going from your Home Base





IG Outage Insurance Kit™

Want the fastest way to set this up?

I use Systeme.io because it's simple and has the core tools in one place (funnels + email + automations). Use their Free Plan to start (that's what I did).

Start free here:

👉 [Click Here to Get Started](#)

Bonus: Use my link and reply **HOMEBASE** after you opt in—I'll send my:

- 3-email welcome sequence
- "IG outage" announcement template
- and my exact funnel block copy (so you can build in one sitting)

Disclosure: Some links may be affiliate links (no extra cost to you).

