

Worksheet

7 Powerful Ways to Use Instagram

Brought to you by: Lisa M Cope

7 POWERFUL WAYS TO USE INSTAGRAM TO GET MORE COACHING CLIENTS

Use this Worksheet and checklist to get yourself ready to make the most of Instagram for your lead generation and branding.

Steps to take	Actions
<ol style="list-style-type: none"><li data-bbox="183 394 846 457">1. Make a list of competitors, peers and those in related fields<li data-bbox="183 478 846 583">2. Explore Instagram. Find your chosen influencers and potential followers, and check out their feeds <li data-bbox="183 1276 846 1381">3. Read up on and examine the 20 most striking images of 2015. See if you can identify why they work so well.	<p data-bbox="886 394 1138 426">Make notes about:</p> <ul style="list-style-type: none"><li data-bbox="932 495 1463 636">■ Things they do right with their photos and videos (things that keep you interested in them or make you want to share their posts) <hr/> <hr/> <hr/> <ul style="list-style-type: none"><li data-bbox="932 863 1430 1003">■ Things they do wrong (things that strike you as out of keeping with their main message or brand; or just simply put you off) <hr/> <hr/> <hr/>

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<p>4. Decide how strategic posting can best help you...</p> <ul style="list-style-type: none"> ○ Connect with potential clients through their top interest topics related to your field or specialty ○ Connect with influencers through their own relevant interests ○ Connect from Instagram to Twitter, Pinterest and Facebook (easy!) ○ Attract general-interest viral “sharers” hooked enough to follow you and increase your all-over visibility ○ Promote events, including webinars, Google+ hangouts ○ Run brand-related contests that are fun and easy to enter ○ Show your wares, if you have things to sell 	<p>■ NOTES:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>5. Study at least six top coaches who are present on Instagram. Note how they handle their branding. Check out posts in their feed that most interest you, to see what responses they get (and who from)</p>	<p>■ The coaches to watch are:</p> <ol style="list-style-type: none"> 1. <hr/> 2. <hr/> 3. <hr/> 4. <hr/> 5. <hr/> 6. <hr/>

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<p>6. Explore apps to help automate your Instagram content creation and administration. Use the suggestions in the Resource Directory.</p> <p>Look for apps that help you with:</p> <ul style="list-style-type: none">○ Scheduling○ Post preparation (photo editing, adding text to posts, adding special effects, etc.)○ Video preparation○ Contest creation and administration	<p>■ Apps to explore:</p> <p>SCHEDULING:</p> <hr/> <hr/> <hr/> <hr/> <p>POST PREPARATION:</p> <hr/> <hr/> <hr/> <hr/> <p>VIDEO PREPARATION</p> <hr/> <hr/> <hr/> <hr/> <p>CONTEST CREATION AND ADMIN:</p> <hr/> <hr/> <hr/> <hr/>

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<p>7. The apps I have chosen to use are:</p>	<p><input type="checkbox"/> SCHEDULING</p> <hr/> <p><input type="checkbox"/> POST PREPARATION</p> <hr/> <p><input type="checkbox"/> VIDEO PREPARATION</p> <hr/> <p><input type="checkbox"/> CONTEST ADMINISTRATION</p> <hr/>
<p>8. Be sure to add targeted hashtags to your contests:</p> <ul style="list-style-type: none">○ #instagramgiveaway○ #instagramcontest○ #contest○ #comment○ #[your unique contest name or keyword]contest○ #[yourbrandname]	<p><input type="checkbox"/> MY BRAND HASHTAG:</p> <hr/> <p><input type="checkbox"/> MY CONTEST HASHTAG:</p> <hr/>

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Steps to take	Actions
<p>9. Read Facebook’s Help Section on Instagram advertising.</p> <p>READ THIS SECTION THOROUGHLY</p> <p>10. Read how to create your own carousel ad</p> <p>11. Read How to Create Instagram Ads Using Facebook Ads Manager</p>	<p>■ NOTES:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

Checklist

- I am making sure every image I post to Instagram reinforces my brand, is relevant to my followers and contains:
 - A powerful subject
 - A lack of distracting or irrelevant background elements
 - Clarity
 - Rich color or (with B&W or sepia photographs) contrast
 - An out-of-the-box, creative approach
 - A clear topic
- My Instagram photos and videos always elicit at least one of the following emotions:
 - Inspire
 - Trigger emotion
 - Allow people to put themselves in the photo
 - Incite empathy
 - Please or shock
- I am using my images with carefully researched or created relevant hashtags and tags
- I am aware that I can geo-tag my Instagram images
- I am aware that I can upload not just photographs, but also videos

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I hope that you can put this printable worksheet and checklist to good use. Please feel free to contact me if you have any questions about using it.

You can reach me at:

<http://lisamcope.com/help>

Wishing you much success,

Lisa M Cope

<http://lisamcope.com>