



You have taken the first step to grow your Instagram!

Take your time Navigating there is a lot of content!

Remember I am only an Email away!

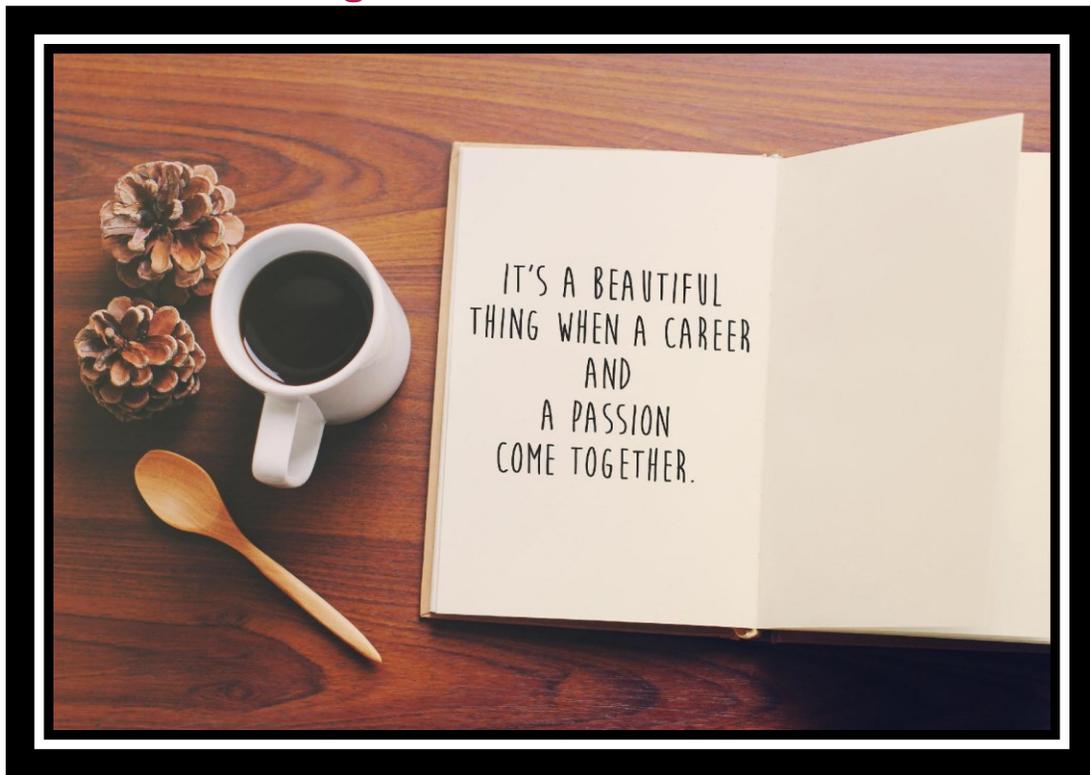
You are amazing and deserve to grow and spread your message!



WHATEVER YOUR PURPOSE,
THERE'S A PLATFORM TO
LEARN AND TO SHARE FROM.
YOU HAVE DREAMS AND YOU
HAVE PURPOSE TO
ILLUMINATE YOUR MIND
AND OTHERS.

The Creative Intuitive

It All Begins with “Content Creation”



Why is it important to map out my content & create a posting schedule?

The reason why I recommend mapping out your content and creating a posting schedule is because its important to have persuasive content to engage the viewer.

There is nothing worse than having an Instagram feed that doesn't clearly show who you are as a brand or a business.

This can cause confusion and also lack of engagement. It literally takes people 5 seconds to determine whether they want to like, comment or follow.

Making sense, right?

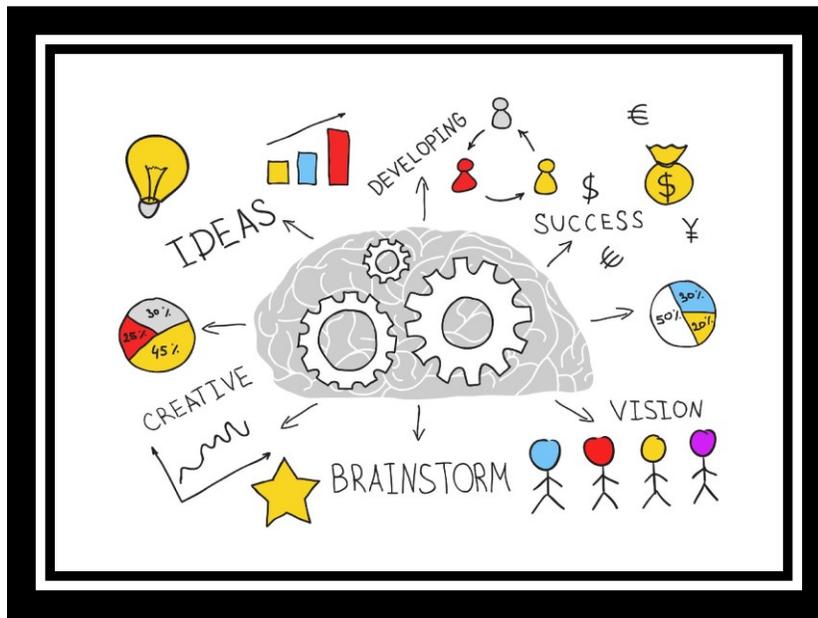
Of course, it does!

Think back to when you were in school:

The teacher had an outline of homework and a plan of action for the day. Think of yourself as the teacher and your viewers as the students. What is the objective and projected outcome?



Not only do you want to educate them; but you also want them to be engaged and ultimately stay apart of your community. Your going to have set backs. Not everything you create is going to resonate. Your going to need to fail to experience success.



So how can you make an effective content strategy and posting schedule?

First things first! You need to recognize that Instagram is a “Visual Branding” platform. People utilize it daily to raise brand awareness, sell products, market and most of all be an influencer. Becoming organized with a posting schedule and content strategy will only help with the growing of your Instagram profile.

For example:

- Create a content strategy
- Choose how many days you want to post a week
- Set aside a day to actually shoot, design & edit
- You can either schedule posting or post each day you choose
- Be consistent
- Don't flood your feed with unrelated content
- Keep personal posting to your personal account
- Engage with your followers, if they comment, like or follow you, RETURN THE FAVOR!!!!

I recommend purchasing some great organizing printable tools from [Shine Sheets](#)

I use their amazing planners for everything and I'm an affiliate! Spoiler just by purchasing this program I am going to be sending you a complimentary planner tool!!



With over 800 million users how can you stand out?

Once you have a strategy and a plan in place this is the time when you can really start asking the following questions:

- What is it that I am going to be branding?
- How does this align with my values & morals?
- Is this the visual brand I want to build?

It's important to know these three 'W's"

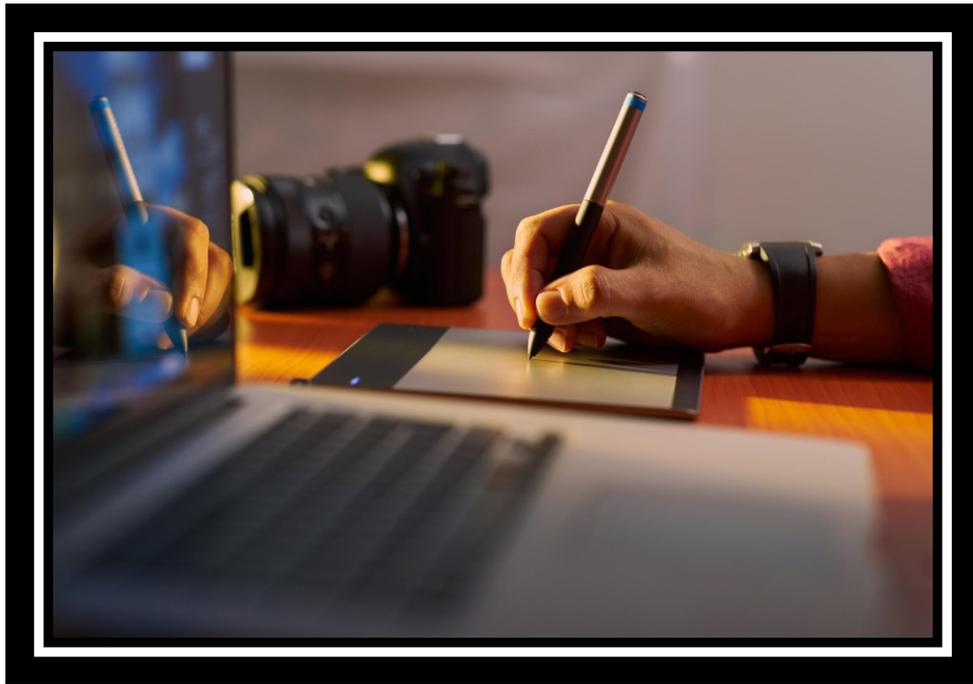
- Who: Audience (who are you trying to reach)
- What: Brand (what goals do you want to accomplish)
- Why: Content (why do you want to create this)

Be specific with your content and with your brand. The ways you can do this is find your "Niche" target who you want to reach if you going to be marketing and create a really strong "Bio". I see this a lot of the times where profiles are not specific. There are descriptions completely irrelevant to who they are and what their business or brand is.

The bio area is small so you need to be effective and use this area strategically. This can be done by using relevant hash tags that describe what you do:

#blogger
#photographer
#influencer
#Entrepreneur

Also add in what your mission is, and some hobbies. Also, when your edit your profile you can include your website address or any other link to promote what you do!



Producing Content

When it comes to producing the content making sure that you have the proper equipment is essential! This professional equipment is necessary to creating the high quality content to engage and grow your Instagram. Depending on whether you shooting actual images or creating inspirational graphic images, quotes or videos you need to have the equipment to produce the content. First thing is to determine what you will be posting. Than figure out what equipment or programs you are going to need. Here is a general list of equipment of programs you need to succeed:

- Camera (or any smart phone with a high-quality camera)
- Tripods
- Editing programs (adobe lightroom is a great editor)
- Canva (graphic images, templates)
- Adobe spark (videos, pictures, graphic images logos, etc.)

Make sure you if your taking pictures to have lots of options to choose from! Also choose the correct templates when creating graphic images by using programs like Canva and Adobe Spark. If you're working primarily from your Smart phone check out companies like ["Socialite Lighting"](#) This company supplies customers with a set of equipment to adapt to your smart phone, tablet and cameras. I just ordered a kit for my smart phone and it came with an extendable tripod, lighting and also a Bluetooth remote to control when to take pictures or record video. All for \$50.00!

Most of us starting out in business are working on a budget and don't have the capital or equity to splurge on expensive equipment so take advantage of Amazon and eBay to obtain equipment you need at a fraction of the price.



How can I connect better with followers and keep up the social engagement?

So many times, I see accounts fall in to the trap of; oh, I didn't know that if someone likes or comments or follows me that I should do the same. "I mean they must want to keep engaging with my posts because they liked other ones"

WRONG!!!

The viewer wants to feel connected to you. They want to know that your human, you care and your genuinely interested and appreciative that they took the time to engage with your content. So, don't fall under the false pretense of; "I create great content and that's all I need to do!"

Also keep in mind that having a high-quality feed will most likely get brands to connect with you potentially want to collaborate or even hire you!!

So how can I increase the way people connect with my brand while returning the favor?

If someone comments, likes or follows you return the favor:

- Like, Comment on 1-3 photos on their profile
- Follow their profile
- Use more than just 1 word
- Reply with an answer to their caption

By showing the viewer that your care you also showing Instagram that your building relationships with your followers and in turn Instagram will start showing your profile posts more to those who you have engaged with. "RELATIONSHIP CAPITAL"



I want to collaborate with my dream brand, influencer or company

Collaborating with your dream brand, influencer or company is on everyone's list! There's nothing more rewarding than being recognized by a brand like Nike for instance for the Instagram feed you have created. Also, why not reach out directly and exclaim your interest with collaborating or actually working directly with that brand, influencer or company. The first step to achieving this is by following this simple formula below:

- **Show your work!**
- **Create a brand pitch**
- **Press send and wait!**

Its important to showcase the work you do. Your feed should consist of content that represents you as a brand, business or influencer. In addition to that making sure that your brand pitch clearly states why they want to work with you, what qualities do you have that could benefit them and also don't forget to THANK THEM! Yes, thank them because they are what inspired you with the work your doing now. There is a reason why your so passionate about working or collaborating with them. Let this be known. Be persuasive but not invasive. Tell them why their mission, purpose and plan directly relate to what your doing and what your looking to increase.

Make a list of all the brands, influencers and companies who you want to pitch to and start checking off that list! There are going to be a lot of no's but it only takes on yes!

Remember these steps and you will ROCK IT!!

Create an enticing bio that makes people want to know you better

Post regularly and engage with your commenters

Use 10-15 relevant hashtags on each post

Use captions to add context to your posts – tell their story

Only post high-quality images

Don't make repeated product pitches (either for yourself or for any brands who sponsor you). These should not be more than 20% of your posts.

Post videos often

Build relationships with other influencers in your niche

Always remain authentic

Xoxoxoxo, Creative Intuitive