



21

Ways to Use INSTAGRAM To Get More Clients

THE WORKSHEET

NLVA



21 WAYS TO USE INSTAGRAM TO GET MORE CLIENTS - WORKSHEET

Use this Worksheet 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">1. Make a list of competitors, peers and those in related fields2. Explore Instagram. Find your chosen influencers and potential followers, and check out their feeds	<p>Make notes about:</p> <ul style="list-style-type: none">■ 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">■ 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/>
<ol style="list-style-type: none">3. Read up on and examine the 20 most striking images of 2015. See if you can identify why they work so well.	



Steps to take	Actions
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4. Decide how **strategic posting** can best help you...
- 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

■ NOTES:

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)

■ The coaches to watch are:

1.

2.

3.

4.

5.

6.



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Steps to take **Actions**

6. Explore apps to help automate your Instagram content creation and administration. Use the suggestions in the Resource Directory.

Look for apps that help you with:

- Scheduling
- Post preparation (photo editing, adding text to posts, adding special effects, etc.)
- Video preparation
- Contest creation and administration

■ Apps to explore:

SCHEDULING:

POST PREPARATION:

VIDEO PREPARATION

CONTEST CREATION AND ADMIN:



Steps to take	Actions
<p>7. The apps I have chosen to use are:</p>	<ul style="list-style-type: none"><input type="checkbox"/> SCHEDULING _____ <input type="checkbox"/> POST PREPARATION _____ <input type="checkbox"/> VIDEO PREPARATION _____ <input type="checkbox"/> CONTEST ADMINISTRATION _____
<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]	<ul style="list-style-type: none"><input type="checkbox"/> MY BRAND HASHTAG: _____ <input type="checkbox"/> MY CONTEST HASHTAG: _____



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- 9. Read Facebook’s Help Section on [Instagram advertising.](#)
READ THIS SECTION THOROUGHLY
- 10. Read [how to create your own carousel ad](#)
- 11. Read [How to Create Instagram Ads Using Facebook Ads Manager](#)

■ NOTES:
