

AUTHORITY

GETTING STARTED ON INSTAGRAM

This worksheet and lesson will help you lay down a base for future growth via Instagram.

You'll be ready to create or optimize your Instagram account.

SET A GOAL FOR YOUR ACCOUNT

Setting a clear goal for your Instagram account helps guide your content strategy and measure success. It gives your account a clear direction and purpose.

GOAL	HOW WILL I ACCOMPLISH IT?
<i>Sales - I plan on using Instagram to directly sell my product/service via DMs</i>	<i>I am going to create posts that target my ICP and start conversations with all new followers.</i>

WHO IS YOUR TARGET AUDIENCE

e.g. Course creators, SaaS Companies

WHAT METRICS WILL YOU USE TO MEASURE SUCCESS?

e.g. follower growth, website clicks

INSTAGRAM BIO SEO

WHY A SEARCH-FRIENDLY INSTAGRAM BIO MATTERS:

- **First Impressions:** A well-crafted bio can attract followers and encourage interaction.
- **Target Audience:** Keywords can draw the right audience to your profile.
- **Competitive Edge:** Optimizing your bio can help you stand out among other users.

NAME (INCLUDE YOUR NAME AND JOB TITLE)

e.g. John Smith | Email Strategist + Copywriter

BIO (HOW YOU CAN HELP YOUR PROSPECTS + YOUR ACCOMPLISHMENTS)

e.g.

🌟 Converting your subscribers into customers & sales

📖 Best-selling author

👉 Featured on @Forbes @Copyhackers

CTA (LAST LINE IN YOUR BIO)

e.g.

👉 Click to book a call

INSTAGRAM AESTHETIC

WHY YOUR AESTHETIC MATTERS:

- **Brand Recognition:** A consistent aesthetic helps your audience instantly recognize your content.
- **Audience Engagement:** A well-crafted aesthetic can increase engagement, as it makes your feed more appealing to look at and follow.
- **Brand Consistency:** Your Instagram aesthetic should be an extension of your brand's overall look and feel.
- **Experimentation and Evolution:** Your aesthetic isn't set in stone. It can and should evolve over time as you experiment with new styles and formats. However, changes should be gradual to maintain recognizability.
- **Fun and Creativity:** Instagram is a platform for creativity and fun. Feel free to play around with different styles and post types to keep your content fresh and engaging.

DEFINE YOUR AESTHETIC (CHOOSE THREE WORDS THAT BEST DESCRIBES YOUR BRAND TODAY)

e.g. *Minimalistic, Authentic, Vibrant*

STATE YOUR BRAND COLORS (EACH POST SHOULD FEATURE AT LEAST ONE OF THESE COLORS)

e.g. *Navy blue, Coral, White*

CHOOSE 3 ACCOUNTS WITH A LARGE FOLLOWING TO TAKE INSPIRATION FROM

e.g. *@marieforleo, @jennakutcher, @elisedarma*