beta *and beyond's*

Instagram

as a Second (and Maybe Even "Better") Website

@byReginaTV *@alliecoffeeandpassport*

This material has been adapted from one of our most popular programs, Gram Like a Brand:

gramlikeabrand.com

By the end of this workshop, you'll be able to implement:

1. Using your **Instagram like a second website for marketing and driving sales**
2. **Researching hashtags** and using them to find your future clients and helping them find you

And if there's time:

3. **Identifying accounts that you should be connecting with**
4. **Discovering what to post**
5. Creating a **custom plan for engagement** 30 minutes a day

If we don't get to everything, don't worry. We have a 60-page download waiting for you at:

betaandbeyond.com/slowbusinessadventure

Meet Your Team

We may be one-hit wonders at other things in life 🤣, but combined, we own 5+ profitable Instagram accounts in different niches: health, business, travel, food, etc.

We *(Allie—left, and Regina—right)* have other combined wins 🙌🏻 such as:

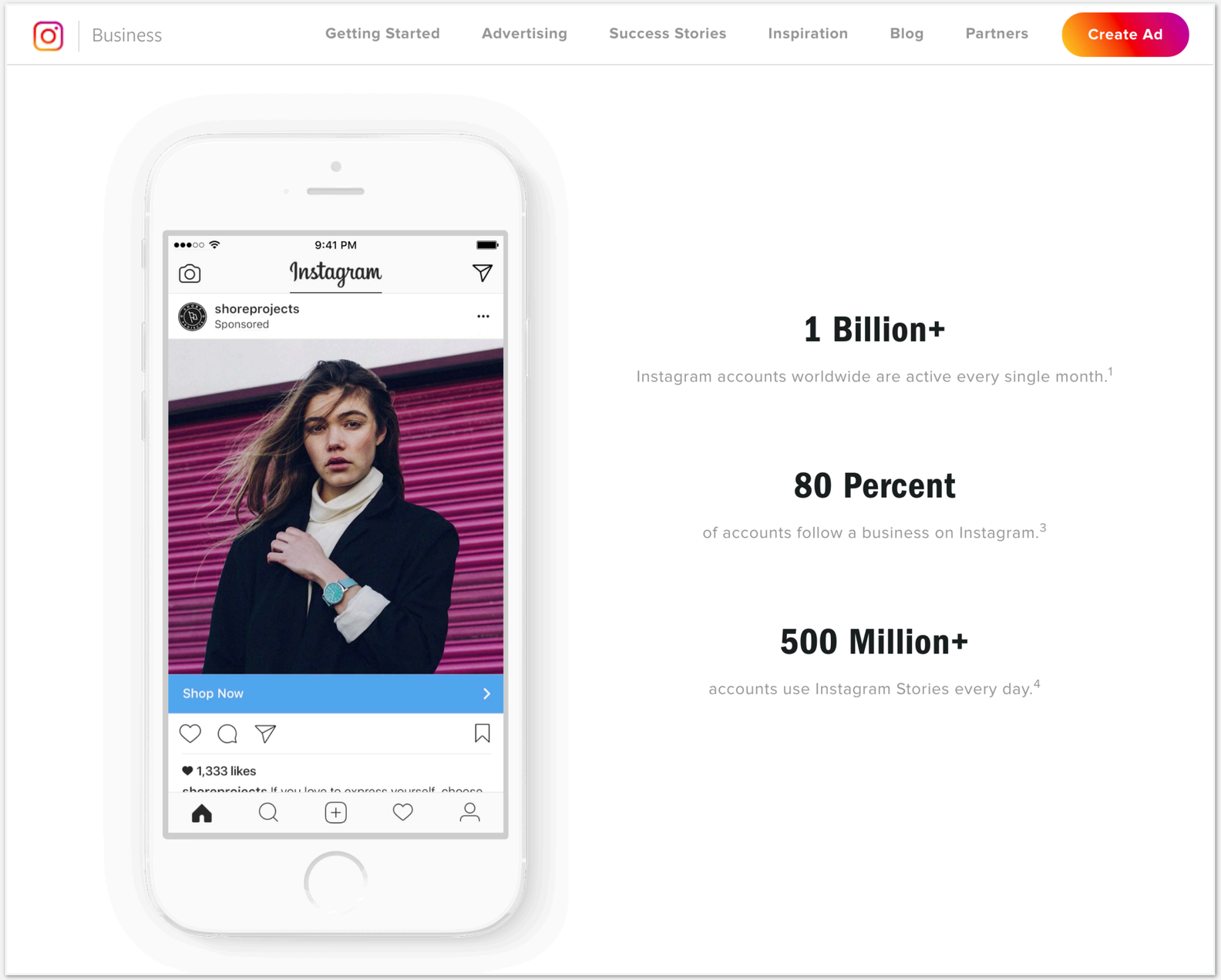
- Creating over 100 profitable online and in-person events.
- Graduating with a Master's in Organizational and Workplace Learning.
- Studying business in undergrad.
- Building an online Facebook Group of over 10,000 people.
- Publishing photography with over 90,000,000 views on Unsplash.com and 300K downloads.
- Running a profitable (full-time income) health & wellness brand in addition to our business brand.
- Hosting two online schools (one with 14,000 students and one with 10,000+ students).
- Building up an email list to over 50,000 people.
- Being featured on Fast Company and Entrepreneur's websites; speaking at conferences for Teachable, ConvertKit, and Black Enterprise.
- And most importantly, helping multiple clients start and run full-time businesses online through the use of smart signature events and epic social media content and connection principles.

What product or service are you selling? And why?

Why do you have a website?

You want people to be able to find you, understand what you do, know that it applies to them, and be able to contact you or buy from you, right?

What if you could have a website in a place where everyone is spending their time and searching for inspiration?



https://business.instagram.com/

1. Use the Second Website Framework for Your IG Makeover

So that the new people you connect with on Instagram are led back to an organized, creative, helpful space that motivates them to take the next step.

The Second Website Framework

1. Home Page

2. Primary Call to Action

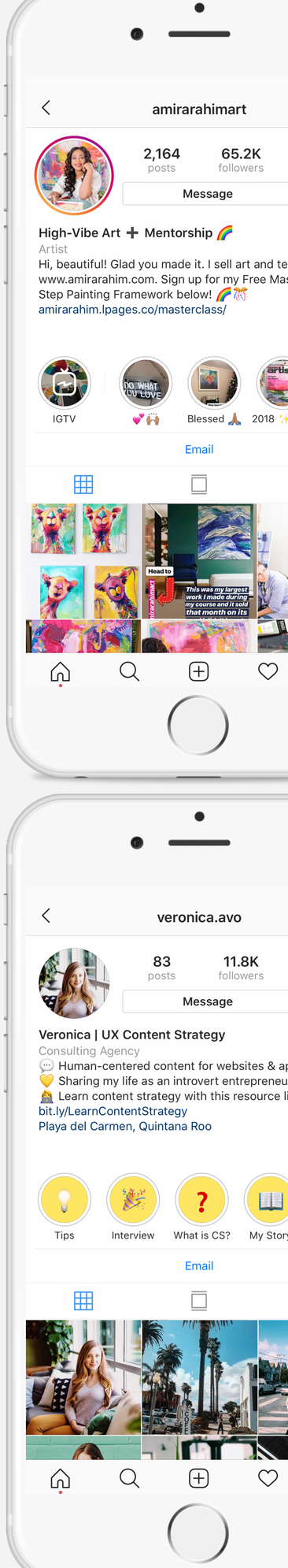
3. Static Pages

4. Blog Posts

5. Vlog Posts

6. Contact Page

7. Testimonials



The Second Website Framework

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On your website, it's called a home page, on Instagram, it's everything visible from your profile page. We'll get into how to optimize your IG "home page" on the next page.

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3. Static Pages

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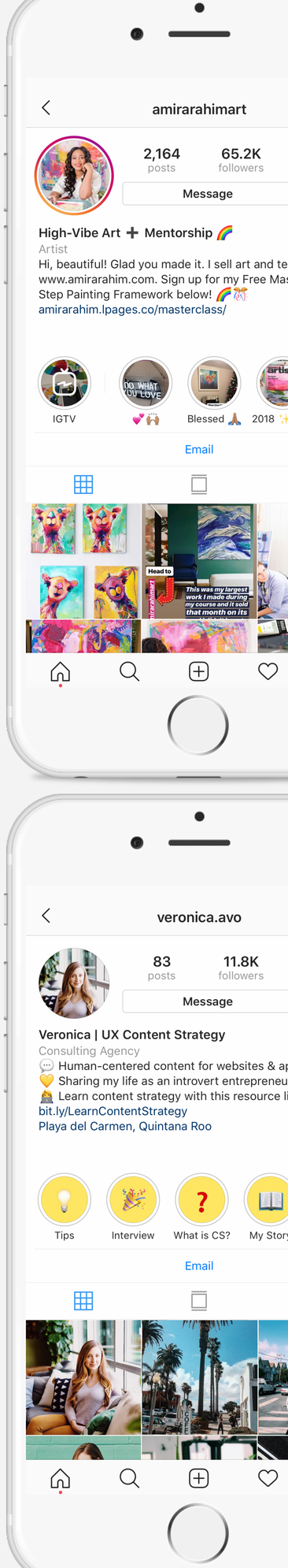
6. Contact Page

On your website you likely have a contact page that provides a contact form and your email address; on Instagram you can provide a direct link to your email, scheduler, DMs, and more.

7. Testimonials

Just as on a website (where you can share testimonials on your home page, sidebar, footer, or separate page), you can display testimonials on IG—in your Stories, Highlights, gallery, and more.



Use the Second Website Framework for Your IG Makeover

Makeover Goal One:
Your "Home Page"

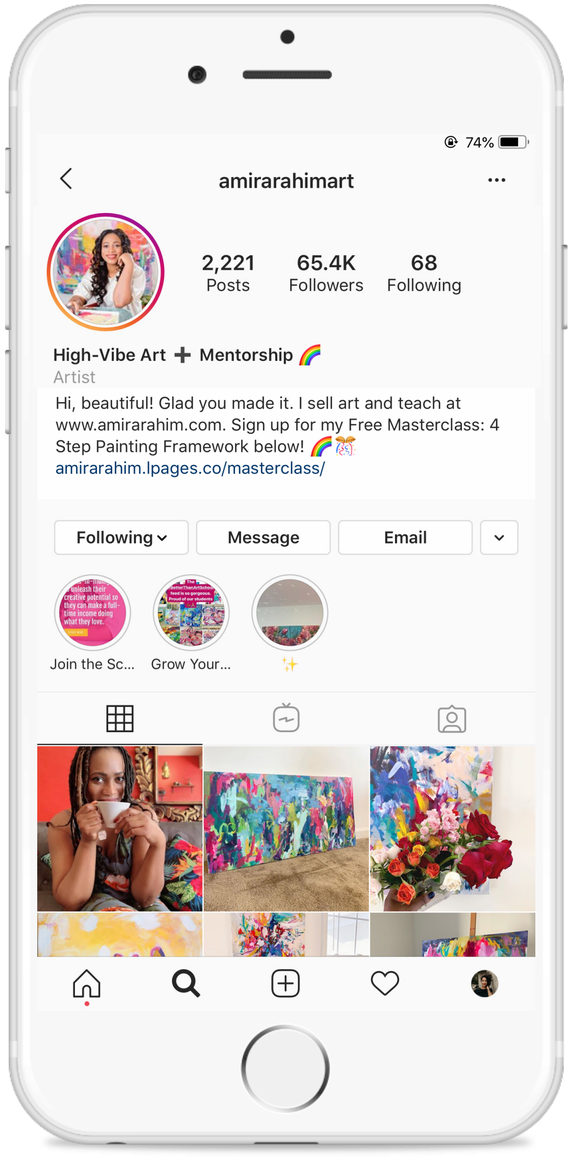
Makeover Goal #1: Your IG "Home Page"

The home page of your website helps people determine they're in the right place.

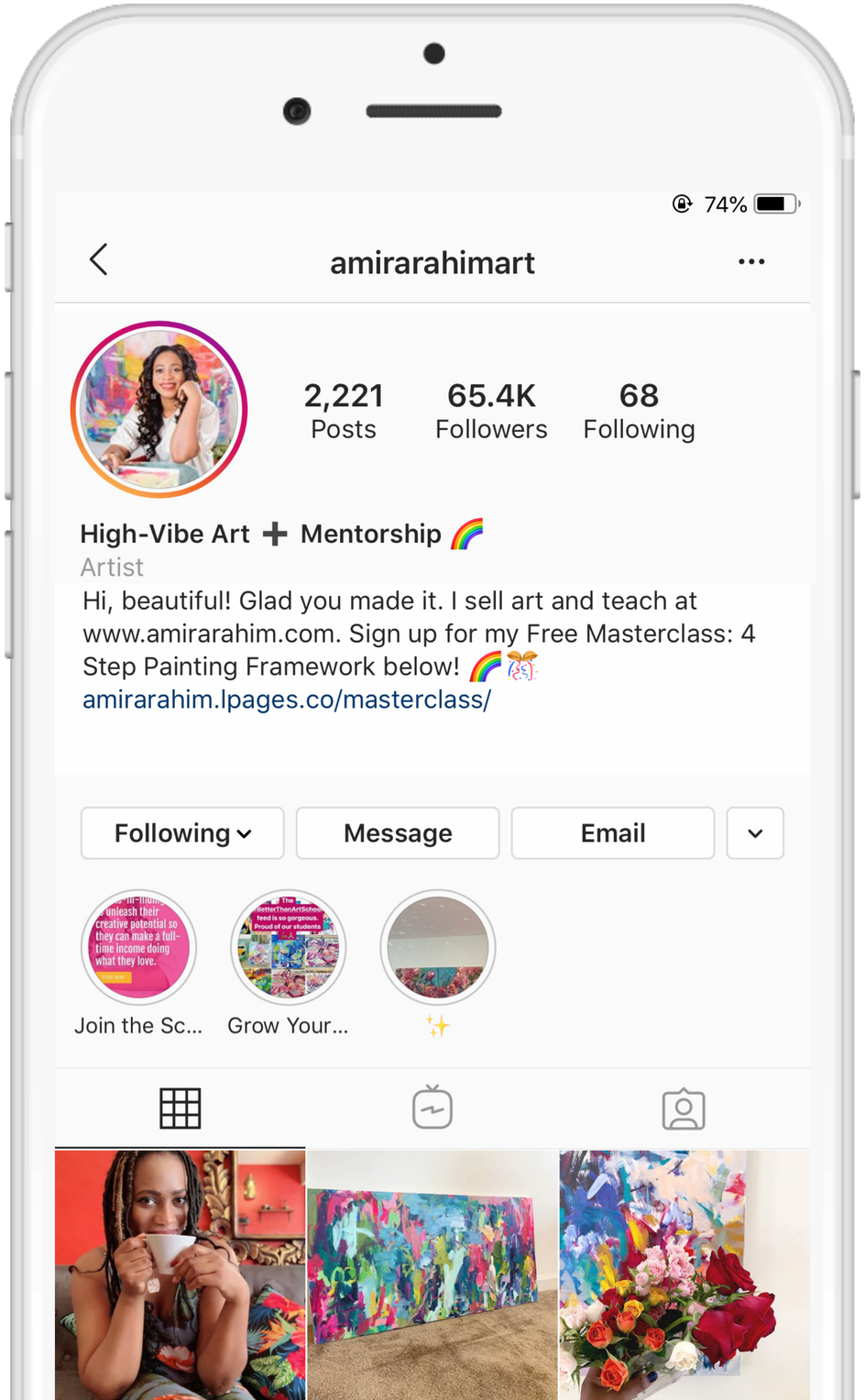
"What is this?"
"Does it apply to me?"
"Can this help me?"

. . . are questions a potential client is likely asking while on the home page of your website.

On Instagram, **everything visible from your profile page helps to answer those same questions**. Potential clients will be looking at the elements we're about to go over to make up their minds about whether or not they should follow, tune in, and engage with you.



Makeover Goal #1: Your IG “Home Page”



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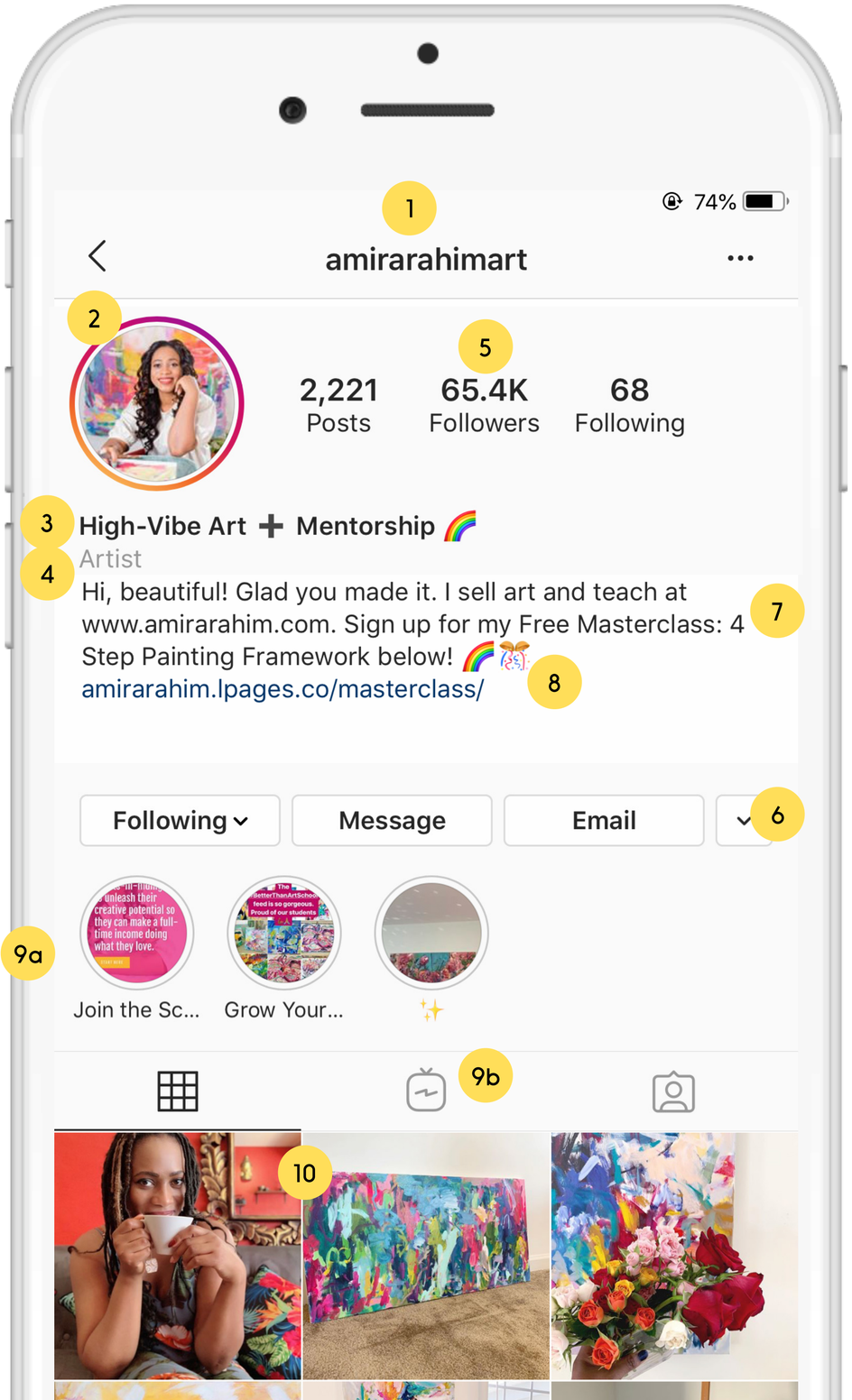


1: Your Instagram **handle** (ex: @amirarahimart)

2: Your **profile picture** (should be well lit, professional/creative, and on brand)

3: Your **Instagram name** (ex: Veronica | UX Content Strategy ***or*** High-Vibe Art + Mentorship 🌈)

4: Your **page's category** (ex: Artist ***or*** Designer ***or*** Entrepreneur)

5: Your **follower and following count** (plus your number of posts)

6: Your **contact options** (ex: email, text, scheduling software link, "Message" button)

7: Your **bio/description** (ex: "Hi beautiful! Glad you made it . . .")

8: Your **link** (ex: krissdidit.com/masterclass-registration)

9a and 9b: Your highlighted IG **Stories**, easy access to your **IGTV episodes**

10: Your **gallery** of images and videos

Use the Second Website Framework for Your IG Makeover

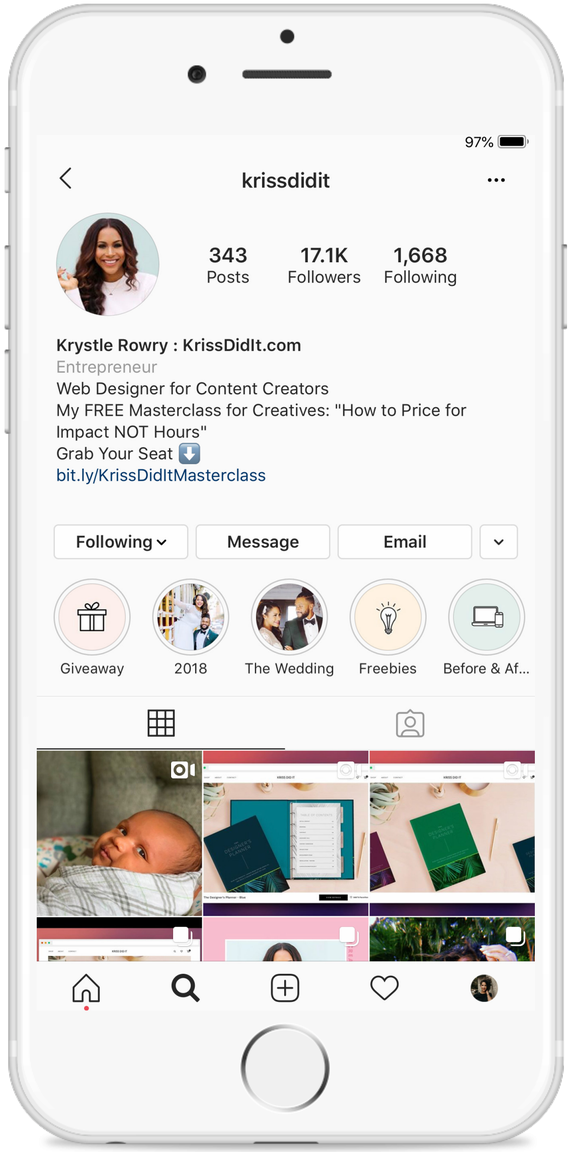
Makeover Goal Two: Your "Primary Call to Action"

Makeover Goal #2: Your Primary Call to Action

If someone has landed on your home on the web (your website), would you want them to leave before they take an action that benefits both them and you? Probably not. So, why would Instagram be any different?

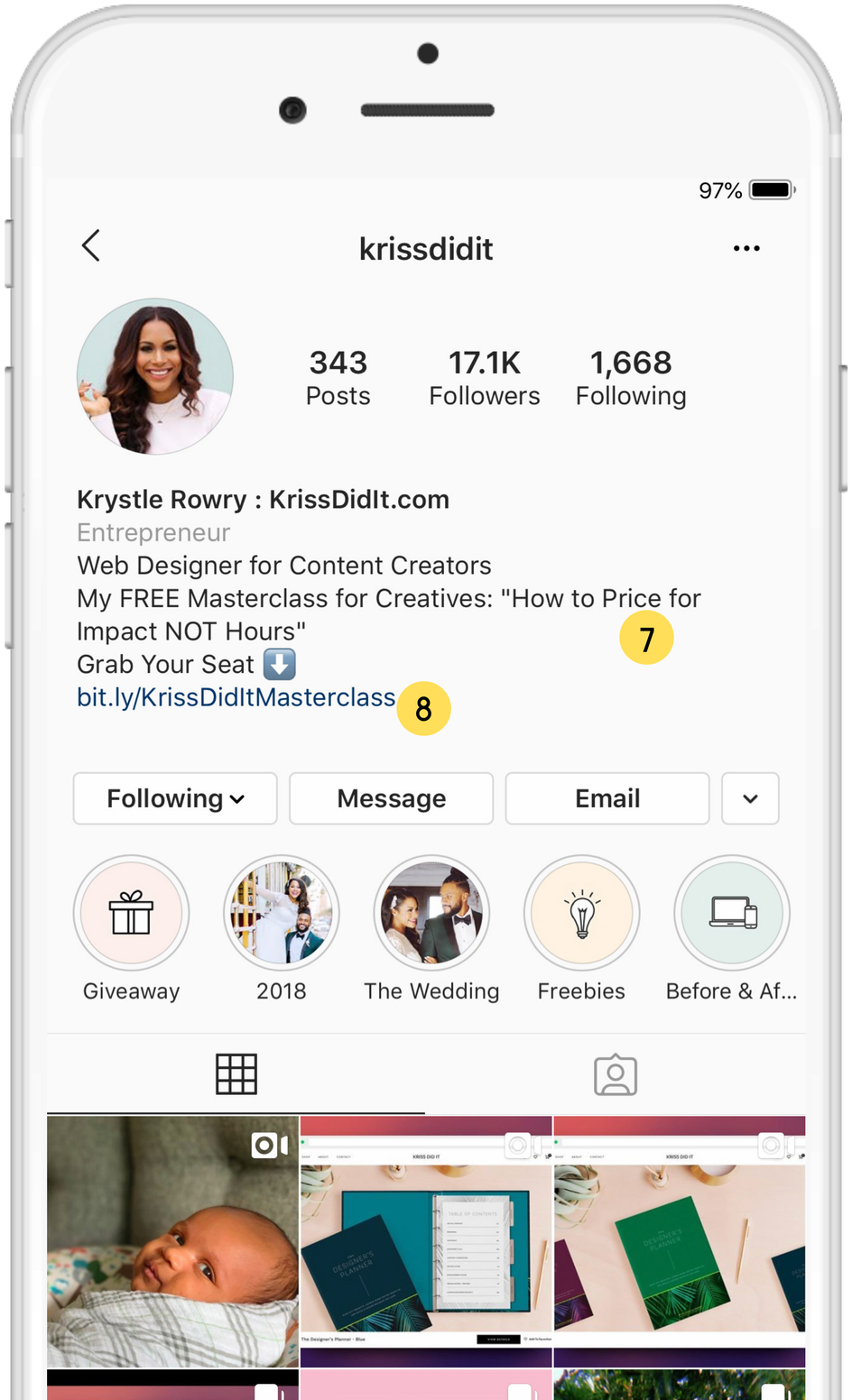
✅ You have someone's attention.
✅ That someone might be your next client.
✅ Ask them to take a key step right then and there.

And when you do this, it's important to keep one thing in mind: **Being clear is more important than being clever (or cute).**



We're not saying that your Instagram account and your call to action can't have personality, *of course*, we're simply saying that people will be **more** excited and **more** likely to click something they can tell clearly applies to them and offers them benefits, than they would to click something they really don't get . . . even if it sounds kinda cool.

Makeover Goal #2: Your Primary Call to Action



Asking for one specific action, instead of providing a stream of options, is ideal. You might be hesitant to seemingly "limit" your ideal customer to one specific action in your Instagram bio and link.

"Then I won't be able to send them to my most recent blog post, or give them the option of downloading my new workbook, or direct them to my favorite podcast episode, or . . ." 😢.

We completely get the feeling that giving the person more options (by including for example a Linktree link that lets people select from 3 - 10+ options) means they're more likely to get drawn in.

But. In reality, if someone is your ***ideal*** client, then you can **create an *ideal* "sample"** (like Krystle's masterclass—in the example on the left) that gives them the ***ideal* intro into your brand and offers them the *ideal* product or service you have waiting for them**.

Use the Second Website Framework for Your IG Makeover

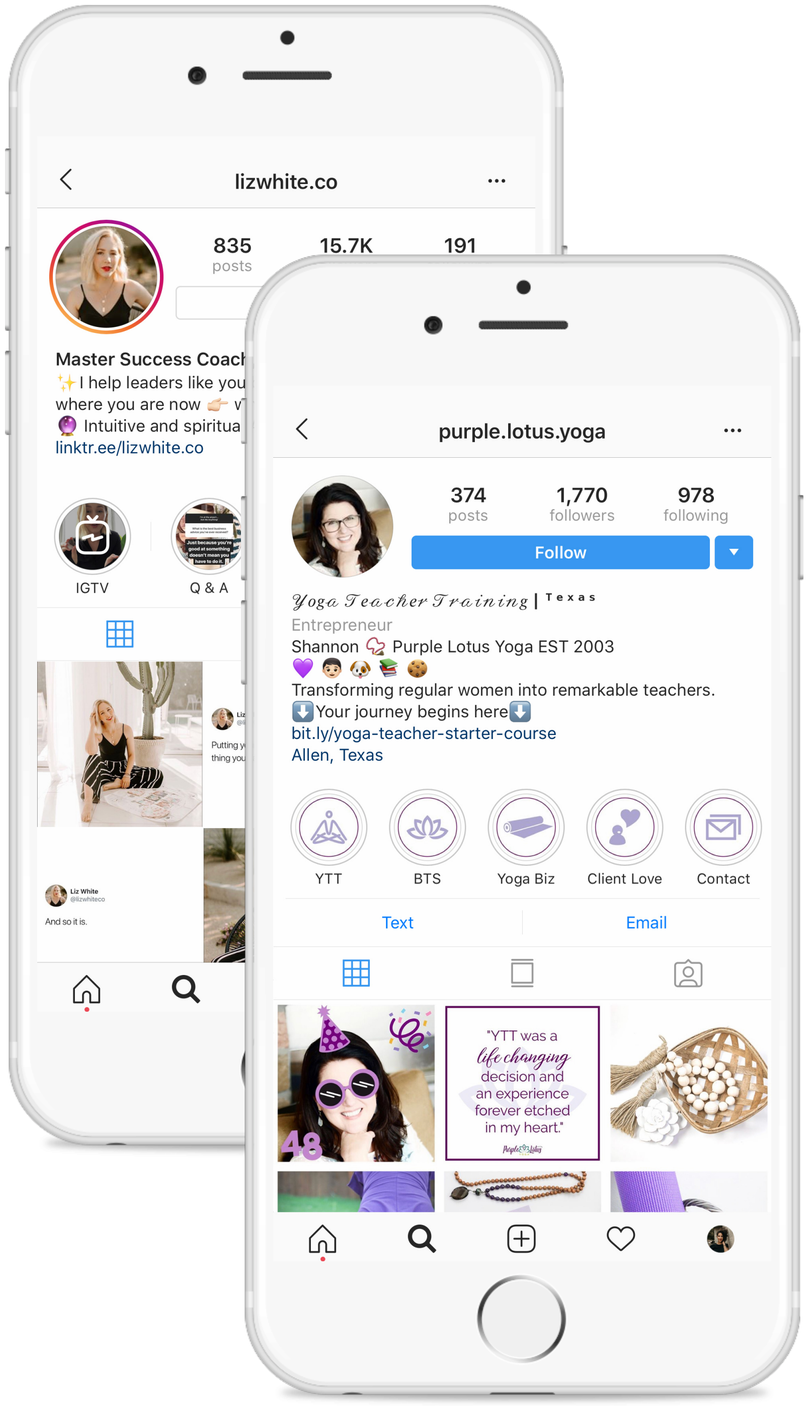
Makeover Goal Three: Your "Static Pages"

Makeover Goal #3: Your IG "Static Pages"

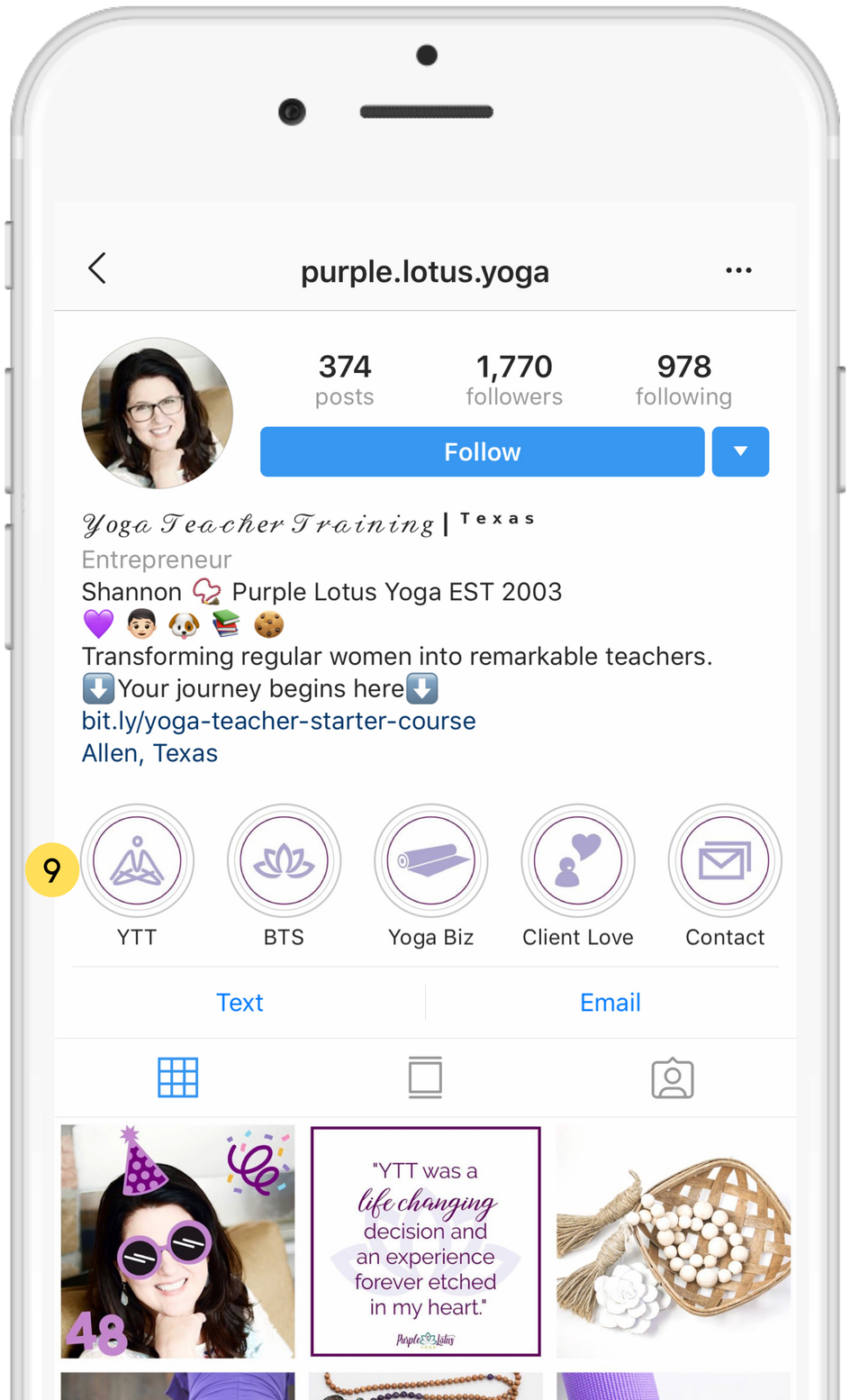
If you have something to sell that you believe is truly valuable and helpful/transformative for your customers, you wouldn't then build a website that didn't include a **services page**, or t**estimonials from past customers**, or a **way to contact you** or buy from you, right?

Right. So it's important to not do that on IG either.

What you choose to feature as **Stories Highlights on IG becomes your "menu bar" of static pages**.



Makeover Goal #3: Your IG "Static Pages"



To help you with your ultimate business goal of guiding your clients through transformation (and getting paid well to do so), it might be a good idea to create Highlights such as:

- **Client Love** (Testimonials)
- **Case Studies** *or* **Success Stories** (to highlight how clients have won with your help)
- **Top Answers** (a Q+A or FAQ area to answer people's most pressing questions)
- *Product Name Here* (a deep dive into what your product or service does for people and what it consists of)
- *Lesson Name Here* (teaching your ideal client something new can be a great way to draw them in and convince them of your skills)
- **Contact** *or* **Get in Touch**
- **Is This You** or **Start Here** (to help your potential client realize they are in the right place and that you can help them)
- **My Story** or **My Why** (to give people a picture of who you are and why you do what you do)
- **BTS** or **My Process** (showing your potential clients the "behind the scenes" of what you do, or your particular approach to helping them, can be an excellent way to showcase how different you are from your competition)

Use the Second Website Framework for Your IG Makeover

Makeover Goal Four: Your "Blog Posts"

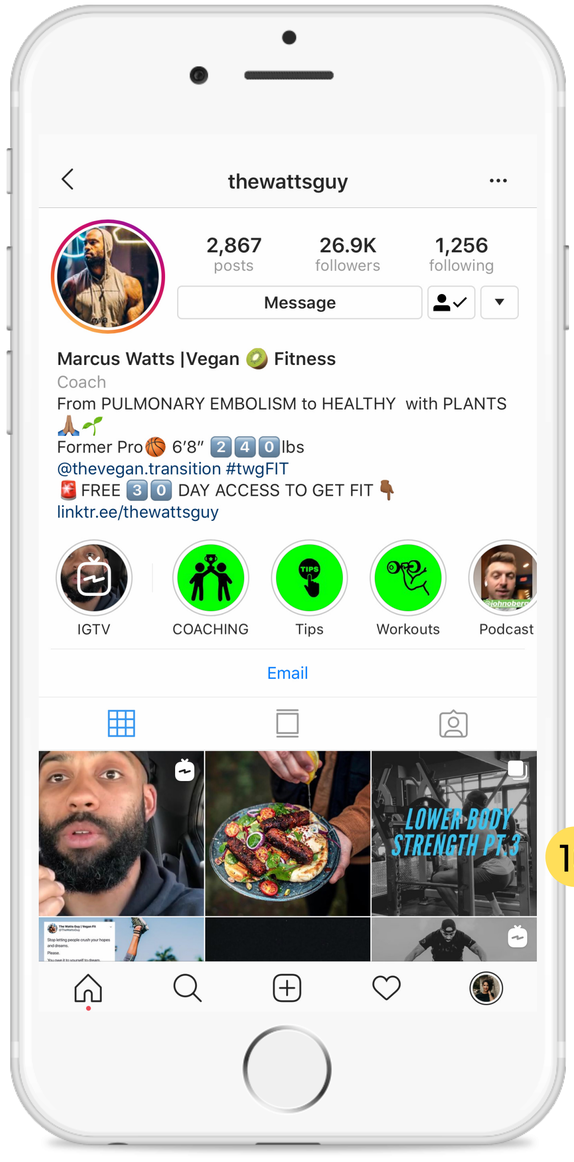
Makeover Goal #4: Your IG "Blog Posts"

We'll go over a 5-step process to create "smart themes" for your content shortly.

But also, consider:

- If I'm coaching, should I include a clear image or video of myself at least 1 in every 9 posts?
- If I sell products, should my product (or my product in use) be in 1 of every 6 posts?
- If I'm a teacher or consultant, should there be a clear graphic inviting people to an event or lesson of mine at least 1 in every 6 posts? Or 9 posts?

What will send the clearest and most helpful message?



10

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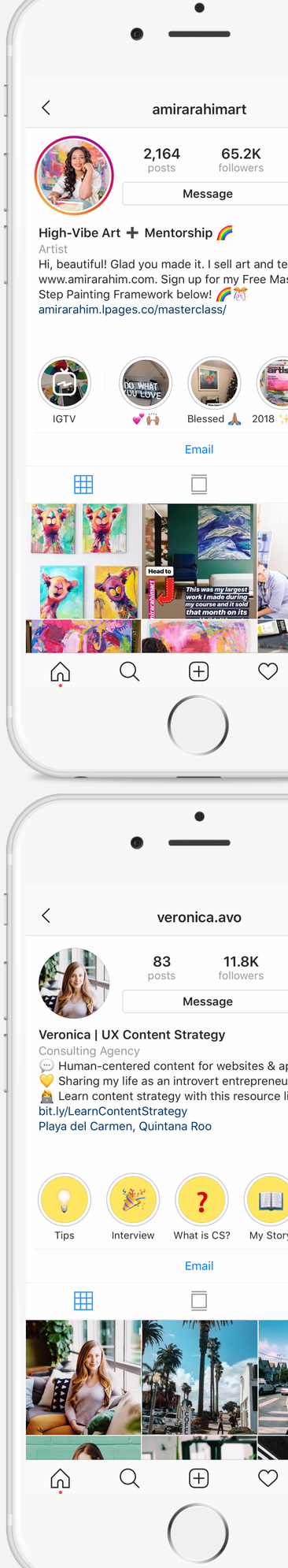
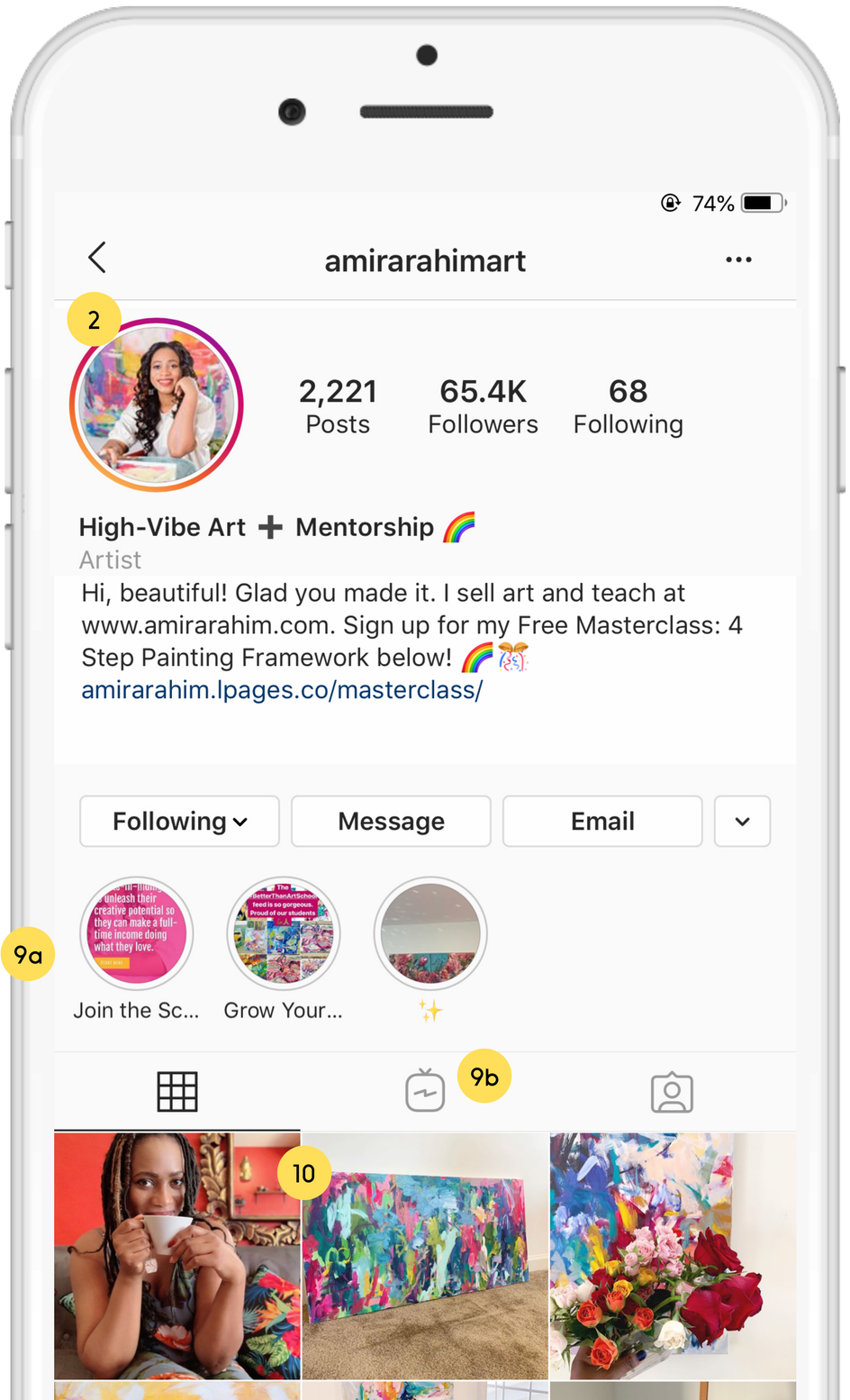


Use the Second Website Framework for Your IG Makeover

Makeover Goal Five: Your "Vlog Posts"

Makeover Goal #5: Your IG “Vlog Posts”



As you decide what videos you want to post in your IG gallery, and in other places such as IGTV, IG Live, or as Stories, use the 5-step process for “smart themes” we’ll show you shortly. But also think, will your video be a:

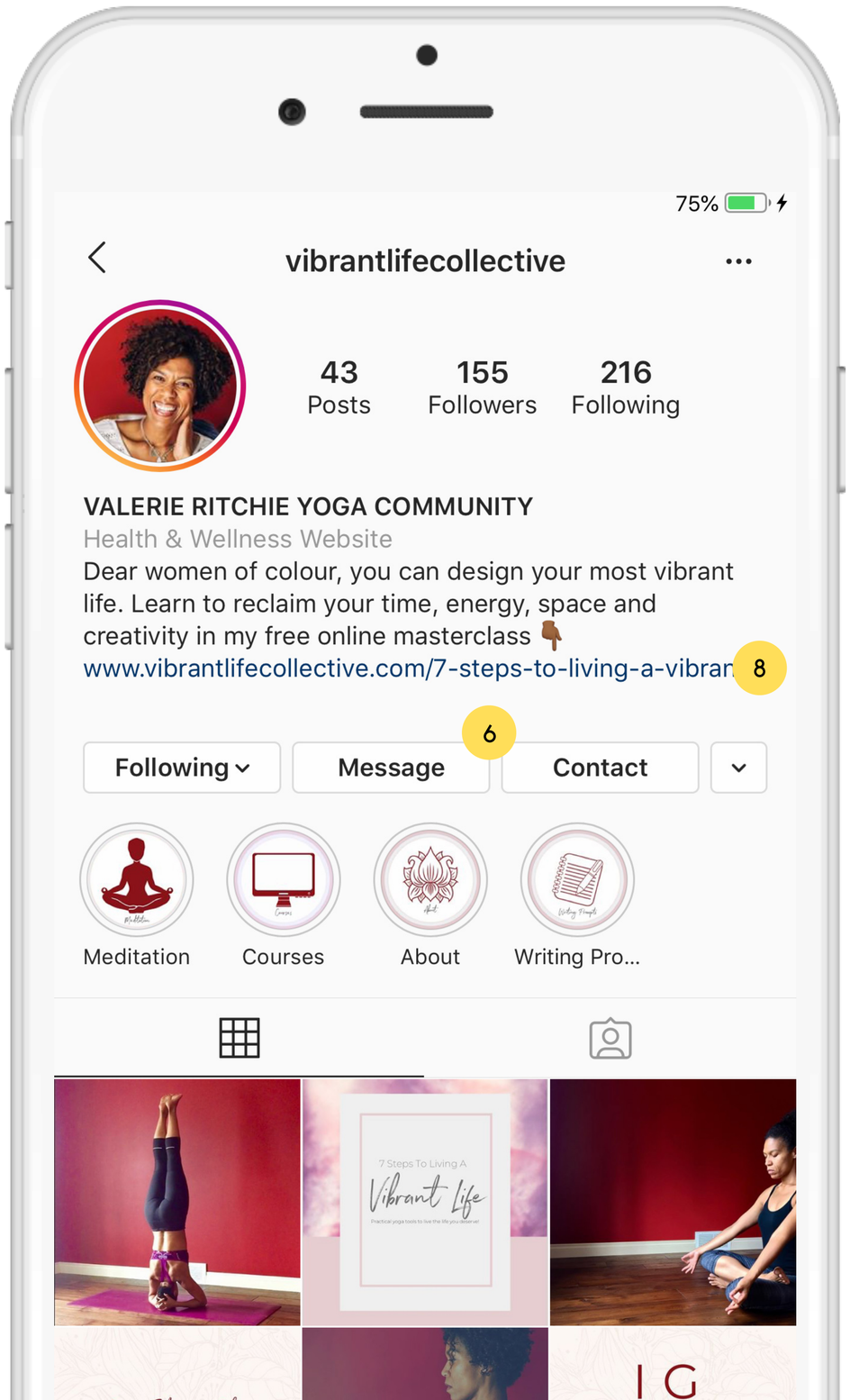
- Tutorial/walkthrough?
- Case study?
- Lesson?
- Behind the scenes (BTS) video?
- Before & after share?
- Testimonial?
- Portfolio piece?
- Story (in a more traditional sense—because all of the above will have story elements)?
- Motivational video designed to encourage people to take a specific action?

Videos can go in your gallery (#10 in the image), can be IGTV episodes (#9b), part of your Stories highlights (#9a), or part of your Stories in general (#2).

Use the Second Website Framework for Your IG Makeover

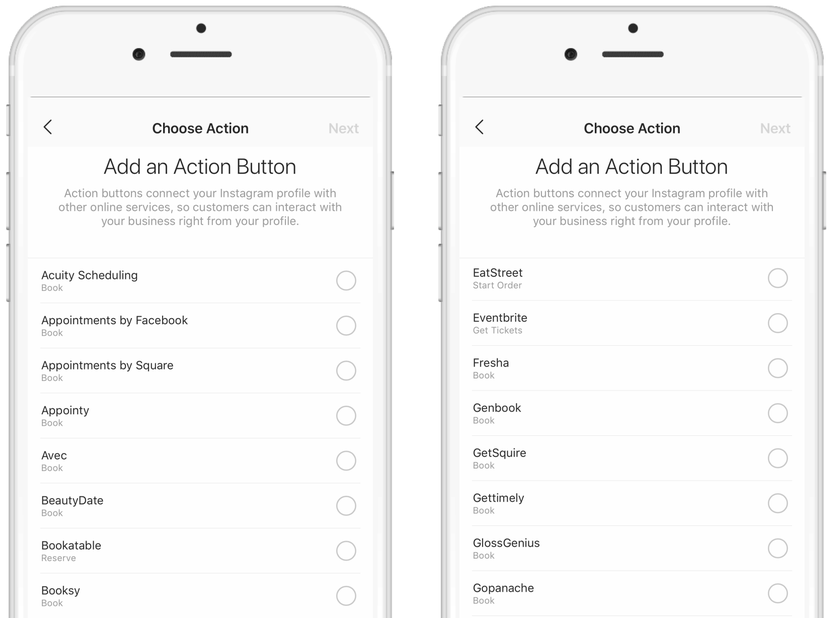
Makeover Goal Six: Your "Contact Page"

Makeover Goal #6: Your IG "Contact Page"

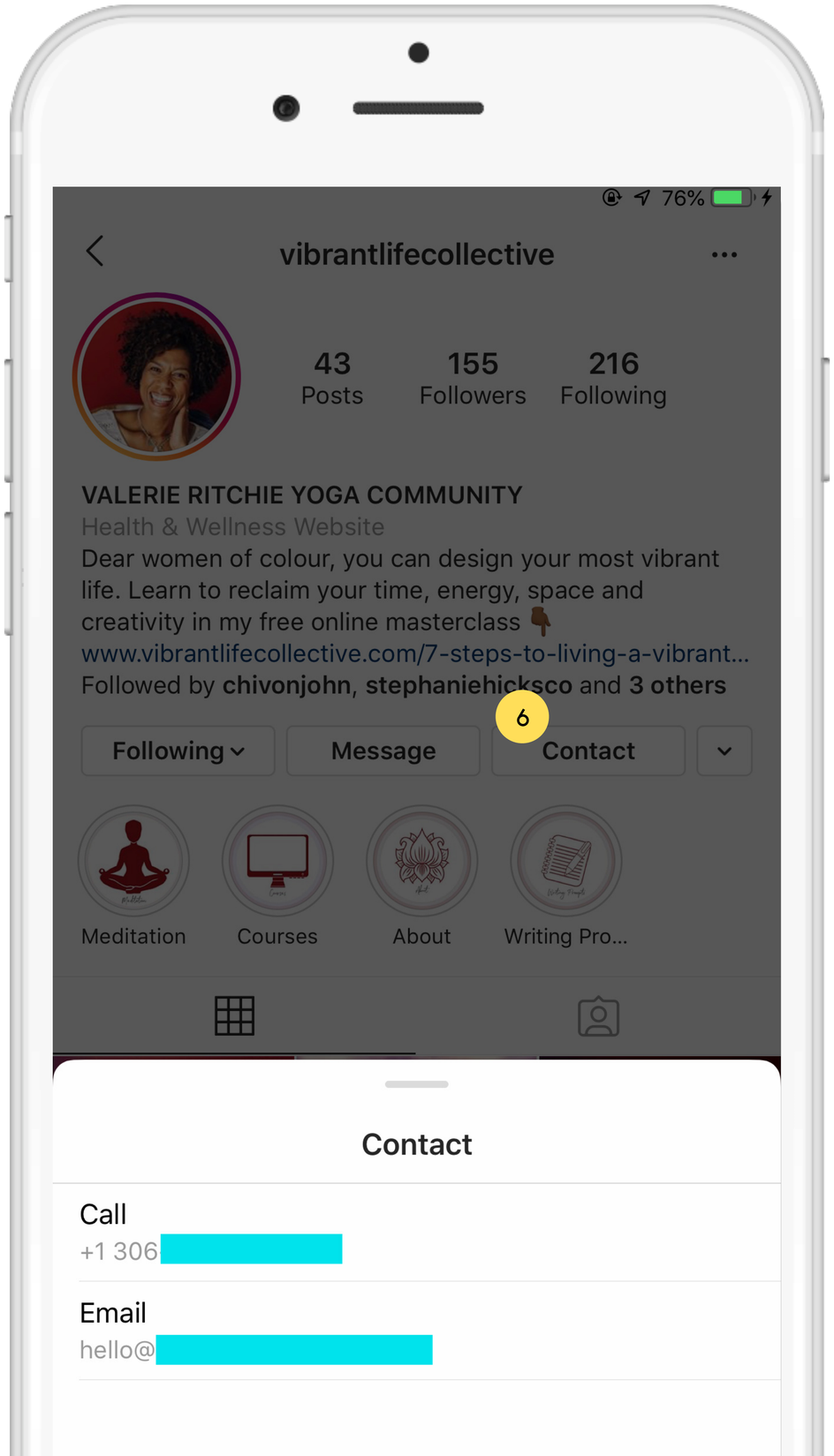


Not only will potential clients be encouraged to contact you by the "Message" button on your profile if they follow you (#6 in the image on the left), but you can make a clear ask/offer in your bio and link as well.

You can also open up Instagram and hit the **"Edit Profile"** button then head to **"Contact Options"** . . . this is where you can add/change your email address, phone number, and address (if you have a physical location of your business that you want people to show up to), plus, it's where you should be able to **"Add an Action Button"** ⬇️ such as **"Book"** for an Acuity appointment or **"Get Tickets"** if you have an event.



Makeover Goal #6: Your IG “Contact Page”



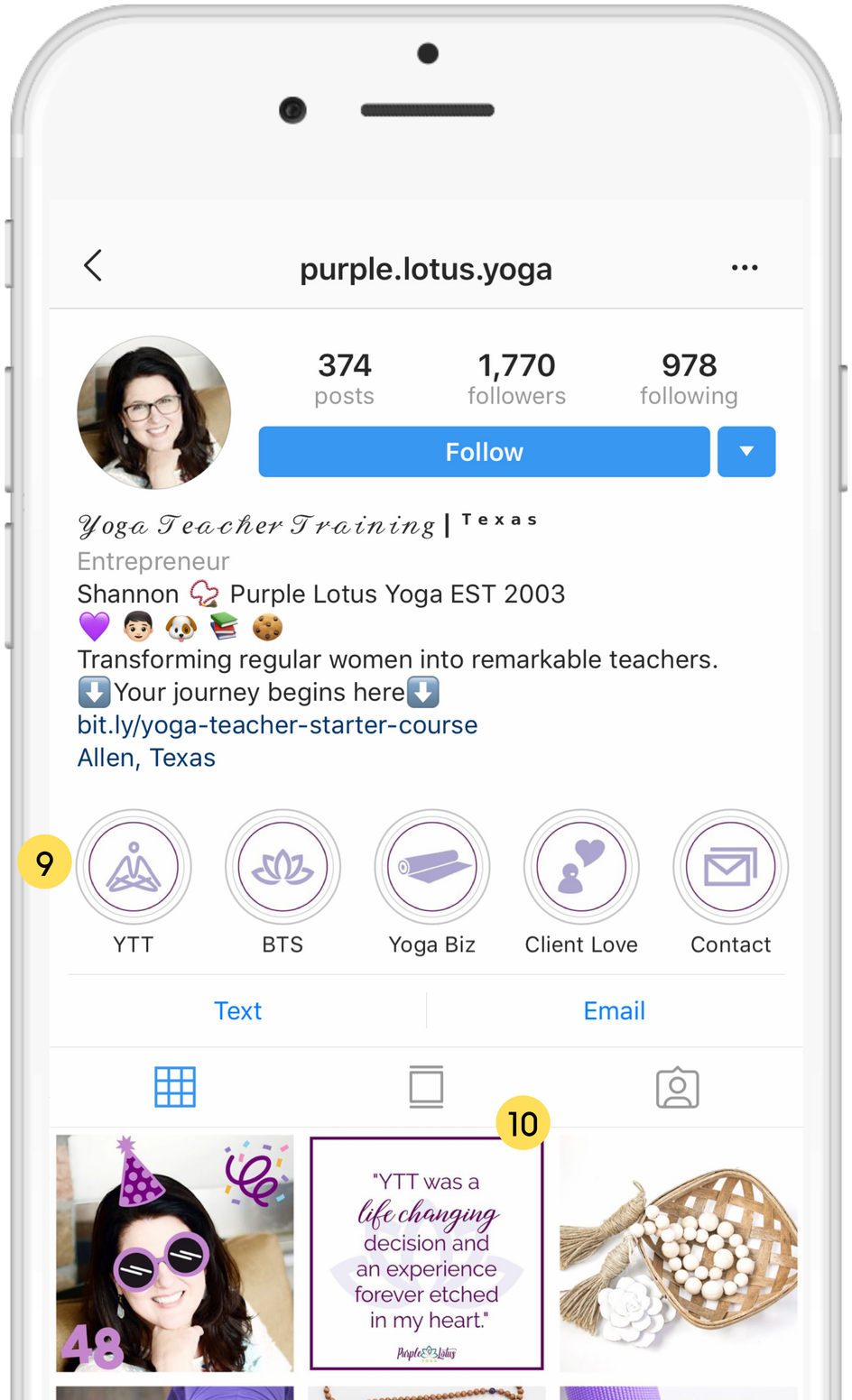
When someone hits your contact button, the options you’ve added will appear.

↙️

Use the Second Website Framework for Your IG Makeover

Makeover Goal Seven: Your "Testimonials"

Makeover Goal #7: Your Testimonials



Since you have something to offer people that you know is truly helpful and/or transformative, why not highlight the success/ happiness of other customers (always with permission of course), so that new ideal potential customers have increased confidence that you can help them?

You can include "Client Love" or "Case Studies" (or even "Success Stories" or "Testimonials" or "Client Wins") in your:

- **IG Stories**
- **Highlights (as in: your main menu of "static pages")**
- **IGTV episodes**
- **IG Lives or co-hosted Lives (why not invite your client on for an interview?)**
- **Gallery videos**
- **Gallery images**
- **Gallery multi-swipe images and video**

Think about it: It's the same thing people do on websites. They put testimonials everywhere so new potential customers can't miss them . . . they share testimonials on their home page, sidebar, footer, or even as a whole separate page called "Testimonials" or something of that nature.

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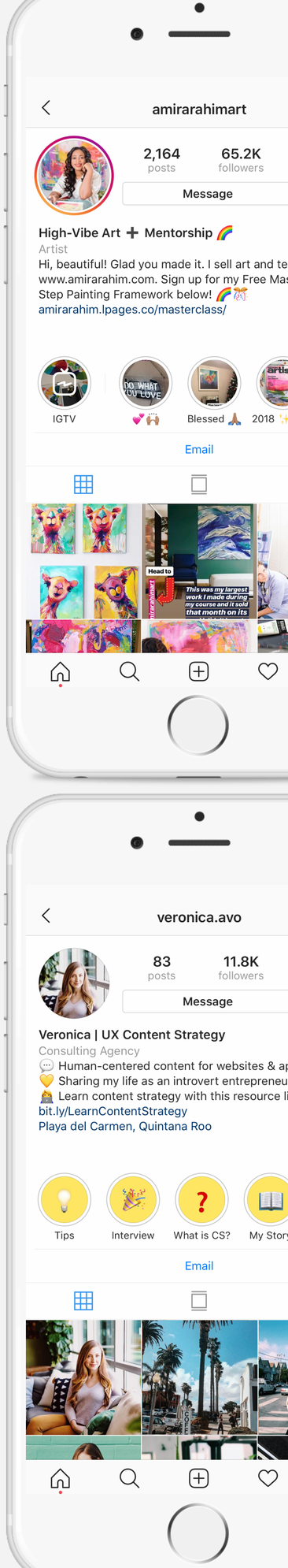

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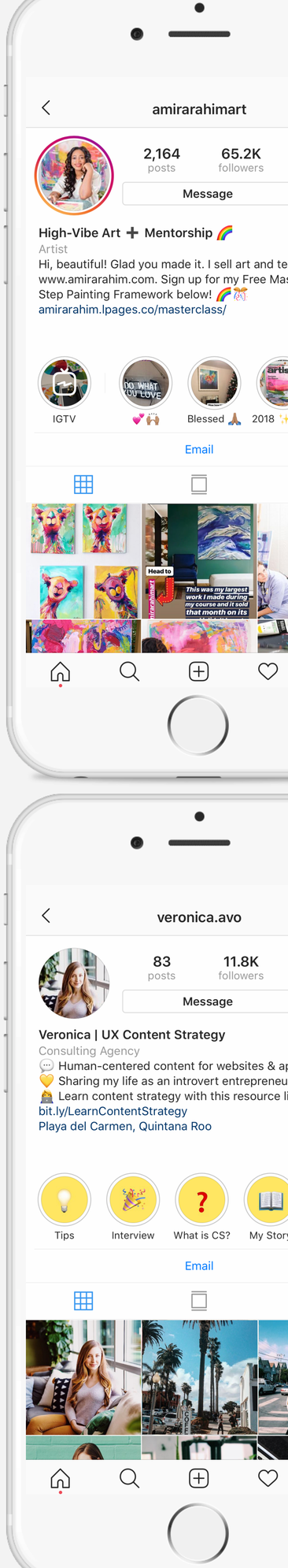

Project: Do Your Makeover and Mark Each Item Off Once It's Complete

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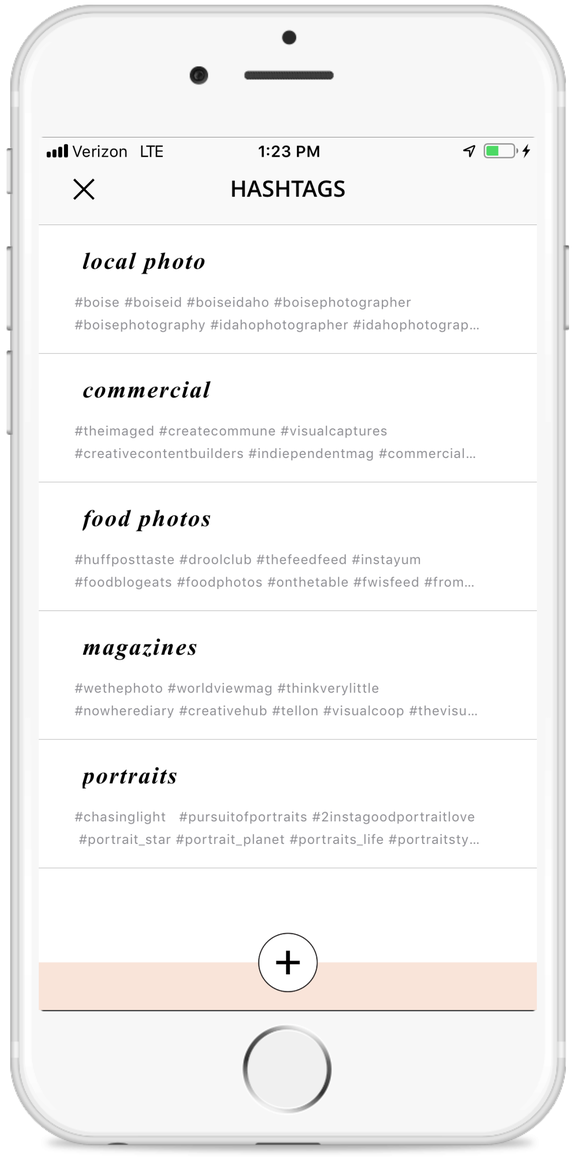
2. Research Hashtags the Smart Way and Craft Your Plan

So you don't waste any of your valuable time, or limited space on the IG platform, sharing or searching for hashtags that don't help you.

The Best Way to Find the Hashtags You'll Use and Follow

Hashtags are a way of finding the right people and getting found. You can put them into two main categories: hashtags **you'll use on your own content** and the hashtags **you'll use to find your ideal clients and handshake accounts**.

Hashtags are essentially keywords in a form of social media SEO, describing what type of content people are searching for and posting. Not only are hashtags a great way to find the right people in your specific niche, but they also allow Instagram to show your content to users who don't already follow you by making your content searchable.

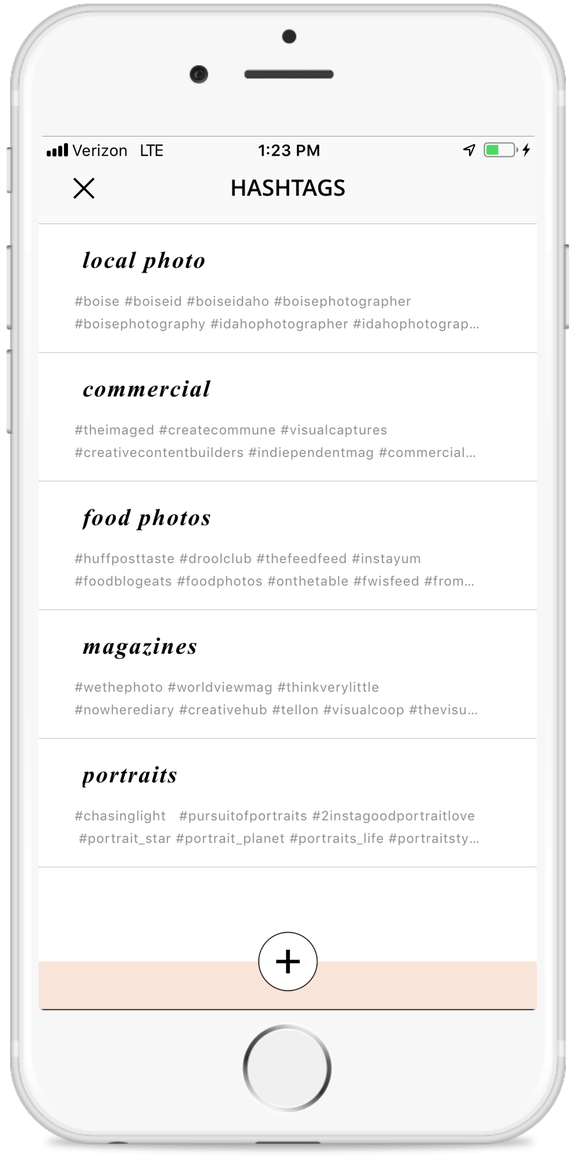


👆🏻 Hint: You can save sets of hashtags to reuse in software such as Planoly and Plann

The Best Way to Find the Hashtags You'll Use and Follow

As you start your hashtag research, look for these types of categories:

- **Self-description:** Hashtags that might describe what you do, such as #HolisticHealthCoach, #yogateacherlife, or #branddesigner
- **Events:** Conferences, sporting events, and shows usually have their own hashtag such as #altsummit or #slowbusinessadventure
- **Content type:** If you regularly post about co-working, you'll use hashtags associated with co-working such as #coworkinglife
- **Organizations/Influencers:** You can use the hashtags and/or names as hashtags of people you admire. Businesses, social movements, podcasts (and more) often have their own hashtags and by using a company's specific hashtag, you have the opportunity of getting on their radar).



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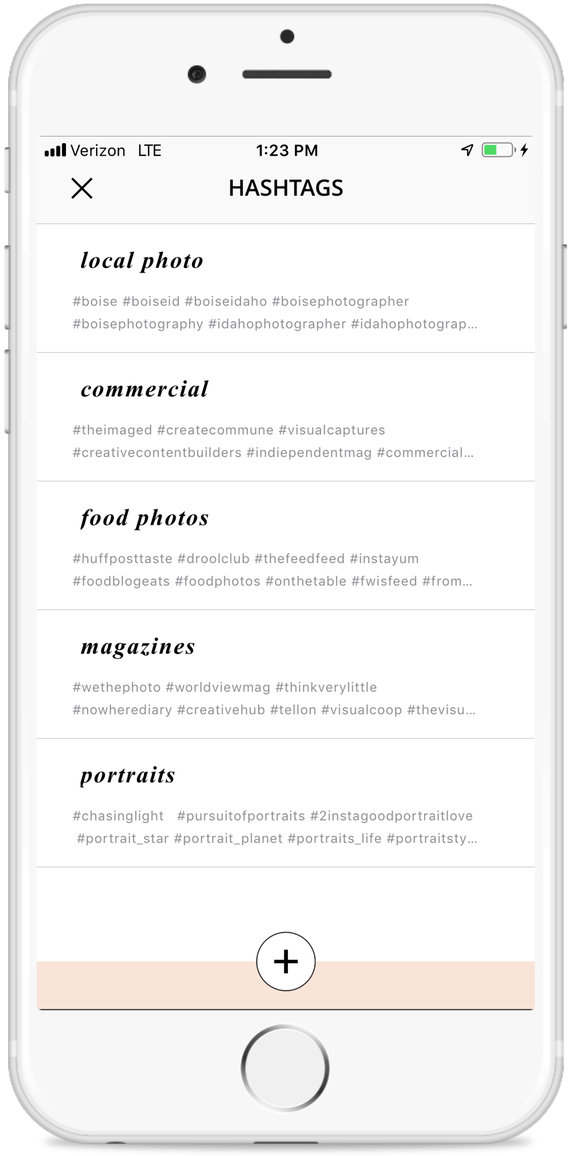
The Best Way to Find the Hashtags You'll Use and Follow

As you start your hashtag research, look for these types of categories:

- **Your competitors:** Take a look at what hashtags your successful competitors are using
- **Location-based:** You can use your location or the location of your audience
- **Trending topics:** This could include news events, viral content, seasonal content or a large scale Instagram challenge hashtag
- **Publications/websites:** Such as #yogajournal or #thrivemags
- **Temporary/time sensitive hashtags:** When a hashtag gets very large or if an event recurs annually, a spin-off hashtag often develops such as #altsummit2019
- **Your ideal clients:** What hashtags are your ideal clients using on their own photos?



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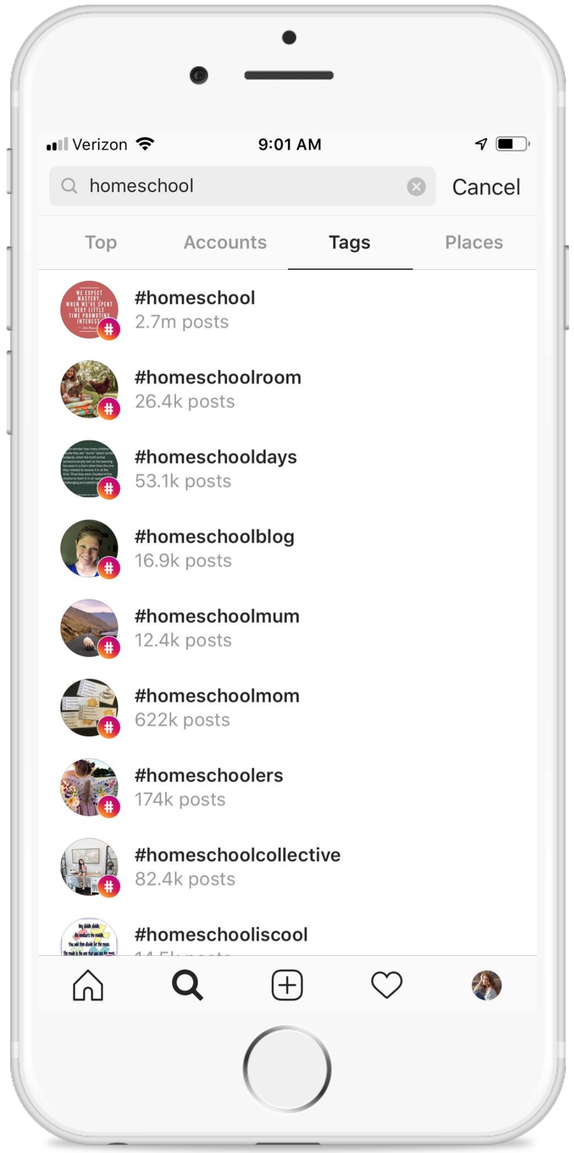
The Best Way to Find the Hashtags You'll Use and Follow

Use a combination of lower and higher volume hashtags.

When you search a hashtag, Instagram will display how many times that particular hashtag has been used on Instagram posts. You can think of these in terms of volume (small, medium and large).

You can start researching from within the Instagram mobile app or on the desktop version. Once you start typing in a word, Instagram will autofill suggestions for you and show how popular those hashtags are.



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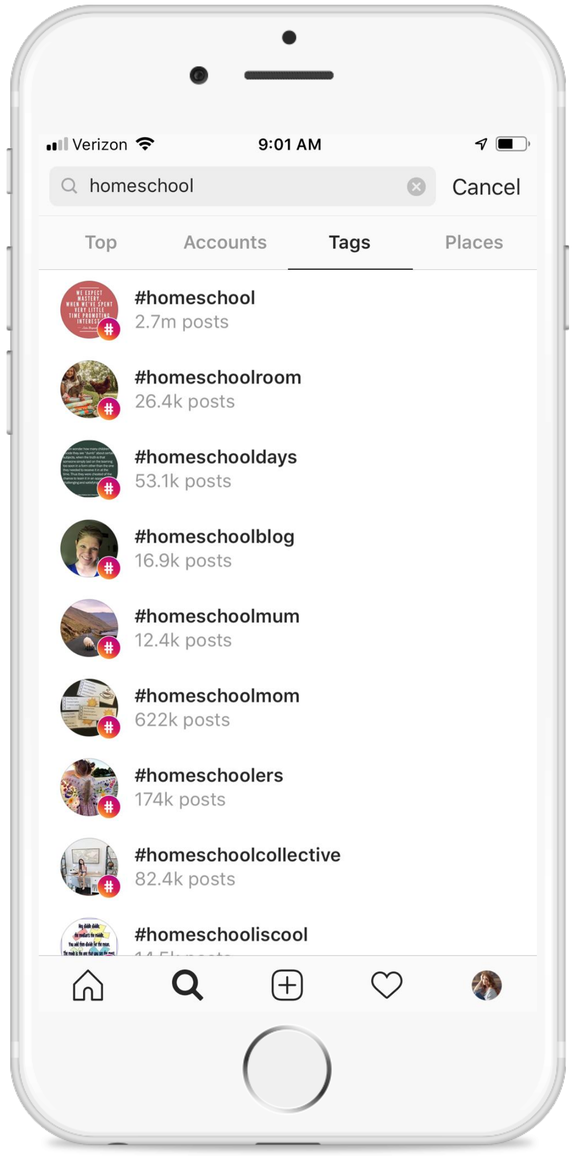
The Best Way to Find the Hashtags You'll Use and Follow

Research and test.

If you are starting with a small account or from scratch, we recommend using a greater number of micro, small, and medium hashtags which we'll explain in a bit.

Why? You're more likely to be seen by people specifically searching for those targeted hashtags. If you only use very large/x-large hashtags, your content may be lost in a sea of posts. Keep in mind that "x-large" hashtags (used over several million times) may also attract spam comments and low-quality followers (such as bots or follow/unfollow users).



👆 Hint: You can save sets of hashtags to reuse in software such as Planoly and Plann

What hashtags might Fedora use in her posts?

As in: Which hashtags does she think her ideal clients are searching for or exposed to?

B2C (Health and Wellness)

Fedora hosts online challenges/courses and makes affiliate income. She **helps people live "plant forward" lives**: diet, supplements, non-toxic body/beauty products, etc.

Micro
< 20K

#nontoxiccleaner (1k)
#veganswaps (1k)
#phenomallyvegan (1k)
#nontoxicmom (1k)
#nontoxicdeodorant (1k)
#nontoxicfamily(1k)
#nontoxiccosmetics (5k)
#gethealthyagain (5k)
#plantbasedwholefood (5k)
#plantforward (11.3k)
#vegansummer (14.3k)
#detoxchallenge (15k)
#cookingwithessentialoils (18.4k)
#nontoxiccleaning (18.5k)
#nontoxiclifestyle (19.2k)

Small
20K - 200K

#wholefoodplantbaseddiet (21.4k)
#eolife (22.3k)
#nontoxicproducts (24.5k)
#vegansupplements (28.2k)
#nontoxiclife (29k)
#wholefooddiet (29k)
#detoxyourlife (30.4k)
#livehealthier (33.2k)
#essentialoillife (33.3k)
#gethealthynow (35.8k)
#plantbasedmom (38.9k)
#lifestylenotdiet (45.4k)
#veganish (45.6k)
#healthyswaps (47.1k)
#whatveganseat (56.7k)
#detoxyourbody (69.4k)
#healthierliving (71.1k)
#cleanfoodshare (73k)
#letsgethealthy (77.5k)
#detoxifying (78.3k)
#nontoxichome (89.8k)
#planteater (117k)
#plantbasedeating (154k)
#eatyourcolors (181k)
#detoxification (183k)
#nontoxicskincare (208k)

Medium
200K - 500K

#plantbasedpower (231k)
#plantbasedvegan (238k)
#detoxing (256k)
#wholefoodplantbased (293k)
#immunesystem (294k)
#veganbowl (295k)
#nontoxicliving (341k)
#organiclifestyle (341k)
#detoxify (346k)
#buddhabowl (413k)
#crunchymama (431k)
#veganblogger (525k)

Large
500K - 2M

#whatsonmyplate (569k)
#nontoxicbeauty (660k)
#nourishyourbody (660k)
#eatplants (693k)
#eatgoodfeelgood (882k)
#fuelyourbody (1.2m)
#nontoxic (1.4m)
#plantpowered (2.2m)
#chronicillness (2.3m)

X-Large
2M+

#veganeats (2.6m)
#gethealthy (2.7m)
#vegans (2.8m)
#eatrealfood (2.8m)
#plantbaseddiet (2.9m)
#realfood (7m)
#essentialoils (7.2m)

What hashtags might Theo search for on IG?

As in: Which hashtags does he think his ideal clients are using?

B2B (Digital Nomad)

Theo sells digital courses, a membership community, and PDF guides to **help people become digital nomads** and live/work in various locations throughout the world.

Micro
< 20K

#internationaltravellermag (6,374)
#expatproblems (13.3k)
#expatwife (14.1k)
#expatcommunity (4,067)

Small
20K - 200K

#movingabroad (23.2k)
#coworkingcommunity (26.5k)
#freelancelifestyle (27k)
#expatlifestyle (32.9k)
#americanabroad (34.9k)
#expatslife (37k)
#visittheworld (41.1k)
#expatexplore (42.8k)
#thetraveltribe (46k)
#remoteworker (48k)
#expatblogger (49.4k)
#workremotely (50.7k)
#workingabroad (60.8k)
#digitalnomadlifestyle (62k)
#expatfamily (70.5k)
#selfemployedlife (75k)
#remoteworking (81k)
#traveltoexplore (90.7k)
#goabroad (90.9k)
#fulltimetravel (125k)
#lifeabroad (150k)
#lifeabroad (149k)
#getlostnow (162k)
#workabroad (169k)
#freedomlifestyle (182k)
#yearabroad (185k)

Medium
200K - 500K

#freelancers (219k)
#digitalnomadlife (234k)
#expats (242k)
#theglobalwanderer (258k)
#fodorsonthego (#269k)
#nomadiclife (371k)
#locationindependent (382k)
#travelpreneur (341k)
#livingabroad (384k)
#wework (404k)
#remotework (432k)

Large
500K - 2M

#globetrotting (509k)
#globetrotters (554k)
#livetotravel (560k)
#workandtravel (1m)
#vanlifediaries (1m)
#nomadlife (1.1m)
#expat (1.1m)
#travelandleisure (1.2m)
#travelnoire (1.3m)
#laptoplifestyle (1.5m)

X-Large
2M+

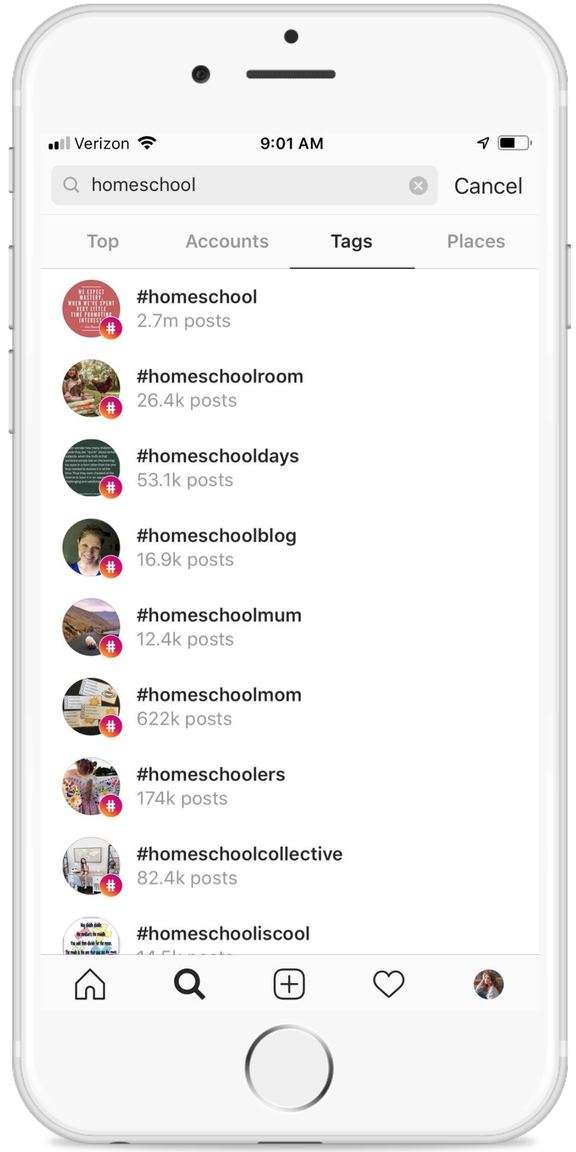
#digitalnomad (2.5m)
#travelgoals (2.9m)
#travelguide (3.2m)

The Best Way to Find the Hashtags You'll Use and Follow

Ideas:

- Use several different sets of hashtags and rotate through them, based on your image and caption content.
- You can store these in a Google spreadsheet, Evernote document, or a notes app that can sync between your computer and your phone. You can also use Planoly, Later, or Plann (among other tools) to store sets of hashtags and automatically add them to your captions. Or, you can store hashtag sets in your phone, so you can easily copy and paste them into your captions.

Test questions to ask after 30 days of use: Did I show up in the Discovery section for any of these hashtags? Which set got me the most engagement? Which set seemed to get comments from new people?



👆🏻 Hint: You can save sets of hashtags to reuse in software such as Planoly and Plann

beta *and beyond's*

Instagram

As a Second (and Maybe Even "Better") Website

+

@byReginaTV *@alliecoffeeandpassport*

3. Identify and Organize Your Manual Engagement Handshake Accounts

So you will know how to find your potential clients on Instagram.

Let's Grow Your Account (With the Right People)

Before we go all Hulk-style growth on your Instagram account, there's something important we have to talk about. *See.* There's this thing called the Oprah test. Okay, I just made it up, but still. Think of a major influencer who has TV/social/etc. influence . . . someone who if they mentioned you, a ton of people would flood to your Instagram account, website, or podcast (whatever was mentioned or linked).

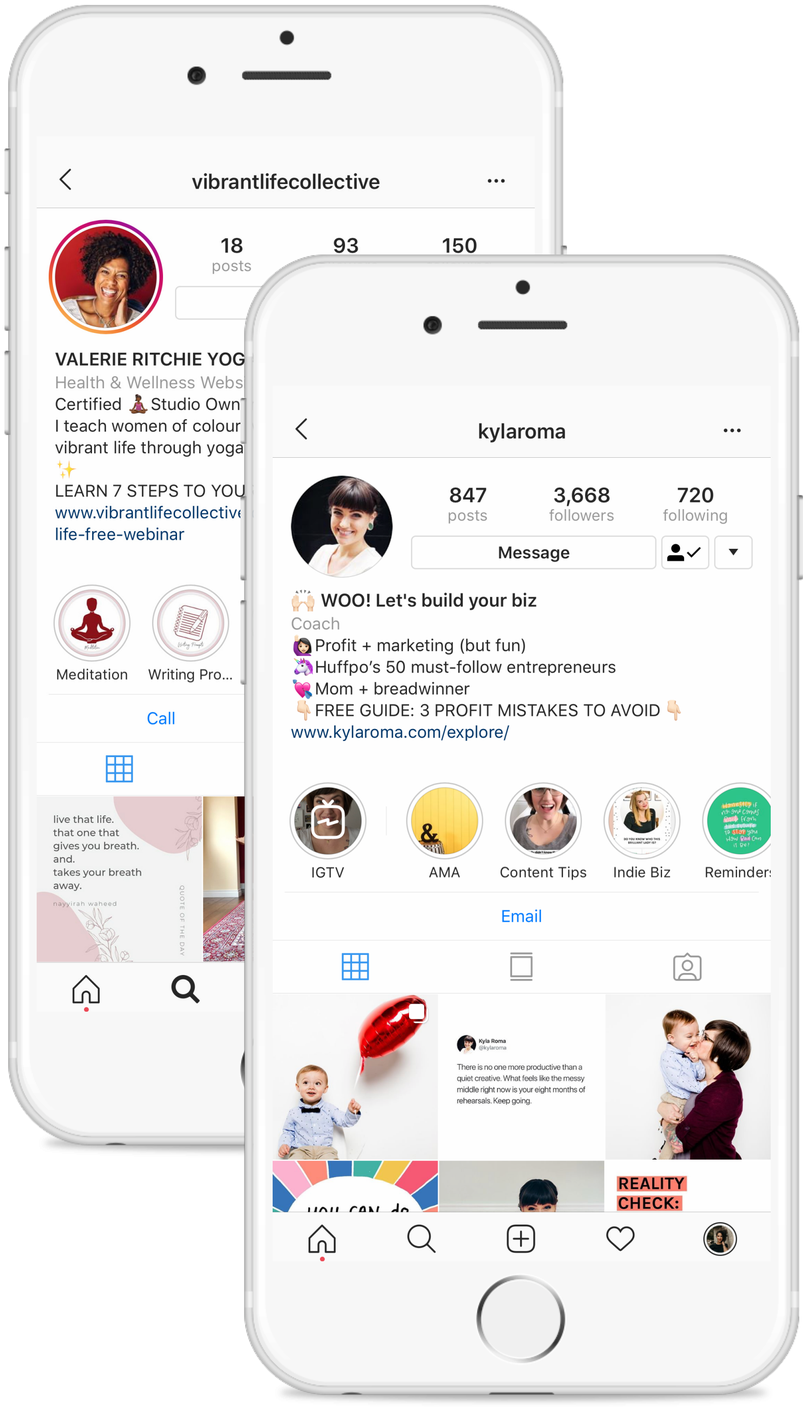
Are you ready for Oprah to mention you? All the systems (and non-embarrassing visuals 👀) would need to be in place so that you could take advantage of all the new exposure, right?

And even if your whole entire business isn't ready for Oprah, think at least of doing this:

- Having a helpful and appealing "sample" (lead magnet, opt-in, etc.) up so that potential clients don't find your IG account and discover . . . nothing.
- Making sure people receive communication from you (as expected) after they hand over their email address and/or money to you.

And if you're thinking: Yeah, but I don't think Oprah is going to mention me tomorrow, so does this really matter? It doesn't have to be Oprah . . . many influencers with a smaller (but meaningful) reach may find you early on in your business and be discouraged from sharing your content because your profile/business simply seems not ready.

On the other hand, we have a brilliant client who only had her Instagram account up and running for a few weeks (and had less than 100 followers), but put the "2nd Website Framework" in place and made awesome visuals after watching the lessons inside Gram Like a Brand . . . and lined up guest blog post and co-teaching opportunities with influencers in the health and wellness niche, all through engaging on Instagram. Using the very strategies in this section 👀.



👆🏽 These accounts pass the "Oprah test"

Step 1: Find 15 - 30 Active Handshake Accounts

To explain **handshake accounts**, let's use an example.

Let’s pretend you’re like Georgie (from our Gram Like a Brand cast of characters) and that you have a business-to-consumer (B2C) business that helps homeschool (and other) parents integrate more painting, drawing, and art into their curriculum.

You sell a DWY solution where you consult with the parent(s) over the course of a month (online) plus ship the client art materials to use with their children. You also sell a DIY version of this product with no consulting. The parents can purchase your recommended tools then play your pre-recorded lessons for their kids.

So, let's say you realize that a lot of the parents who would be interested in your solution/offer are on Instagram, sharing their lives, checking in with friends, and getting unique homeschool/project ideas.

You're going to want a way to find your homeschool parents on IG easily so that you can start to engage them and maybe get them to sign up for your free sample (a.k.a. lead magnet) and purchase your products/services.

This 👆🏽 is where **handshake accounts** come in.

Handshake accounts are accounts that you identify as ones your ideal future customers follow.

They are probably not only following these **handshake accounts**, but they're also liking the images/videos of these accounts, commenting, and watching their stories.

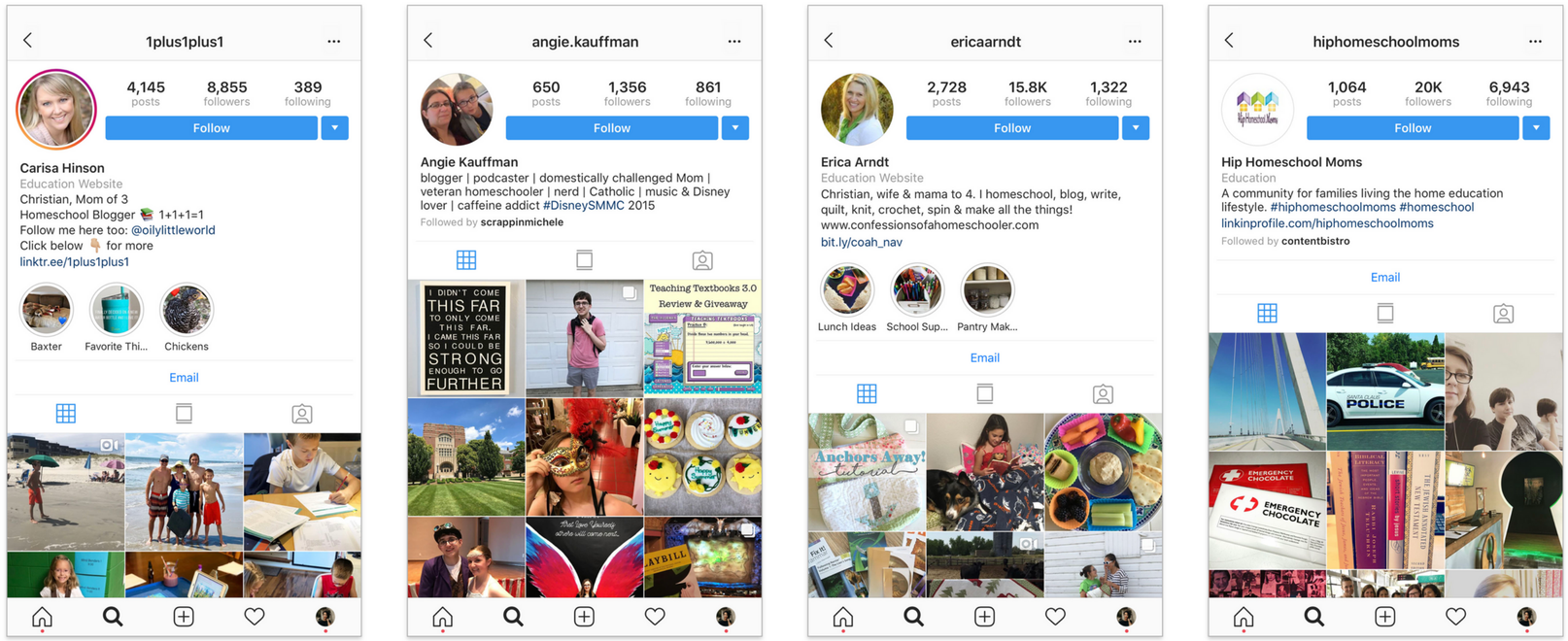
These **handshake accounts** are a place where you will find your potential clients in the comments section of almost every single photo or video. Meaning: If you visit your **handshake accounts**, tap on the images, read the comments, and start clicking over to the profiles of the people commenting, you'll be able to meet new people, do some virtual "handshakes" . . . and be in conversation with your ideal customers.

Step 1: Find 15 - 30 Active Handshake Accounts

Imagine being at an in-person networking event where a person has on a bright t-shirt that says **"I'm a HOMESCHOOL INFLUENCER."** And on the back it reads **"Hint: The people who come up and talk to me at this event are probably homeschoolers, so if you want to reach them, I'm a good person to stand around."**

This would be extremely weird and all, but you would definitely know which people to spend time talking with at this event, because they're near this particular person, right? Instagram can work in the same way for you—without requiring you to leave your home and stand around awkwardly at an event full of strangers.

Below is who you might follow as your **handshake accounts** if you have a business like Georgie's.



In a matter of 5 minutes I searched "top homeschool blogs" on Google, found a list of 100 blogs and started visiting them to see if they had active Instagram accounts. I'm showing just a few above. This is a niche I know nothing about but can identify 15 - 30 "handshake accounts" within a matter of minutes. Imagine what you can do for a niche you **do** know about (since you're creating/growing a business in it).

Note: The 15 - 30 **handshake accounts** you find don't have to talk about what you talk about or be a competing brand, they just need to have your ideal clients/customers as followers who engage.

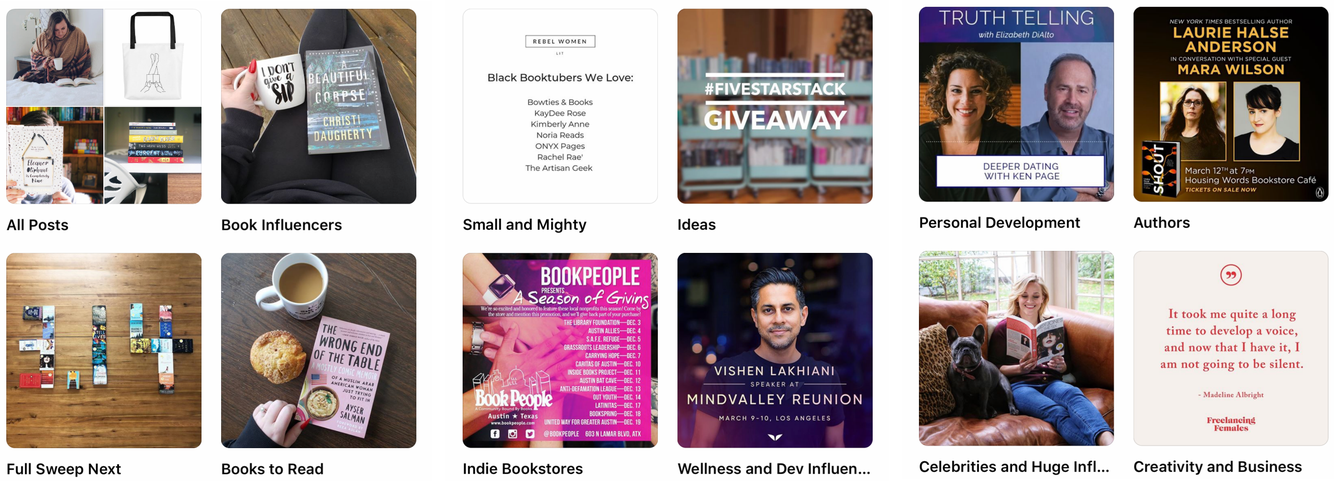
Step 2: Organize Your Handshake Accounts

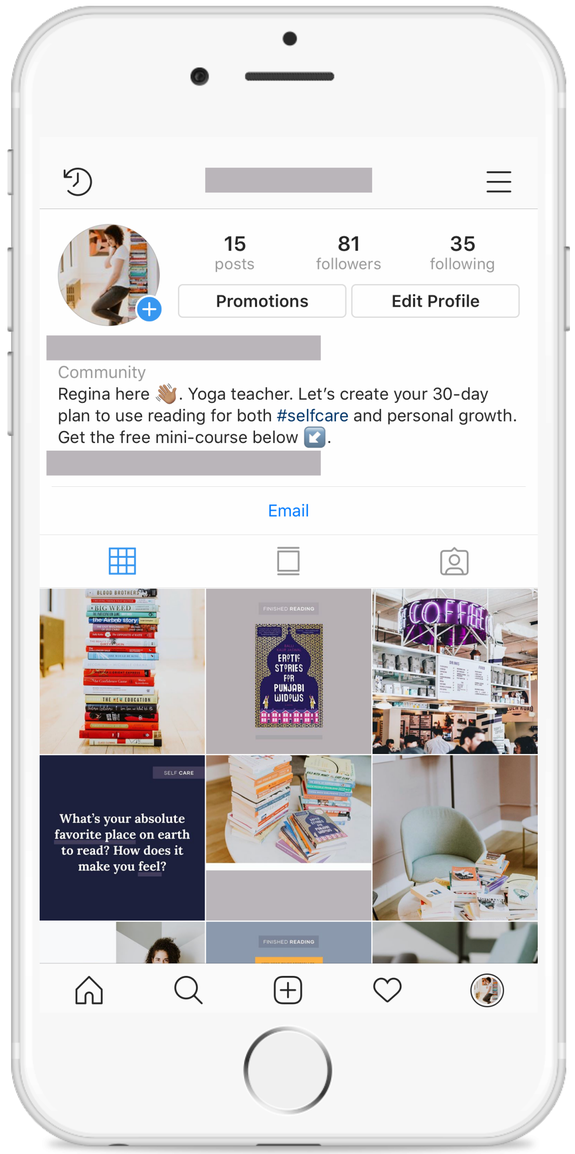
Once you've identified your 15 - 30 active handshake accounts (as in: the "influencers" and brands your ideal customers follow), then it's time to do two things:

1. Decide on your best strategy for keeping track of your handshake accounts so that you can frequently check in on them and practice Step 3 (on the next page). You could use a spreadsheet or you could swipe our "saved posts" method shown below.
2. Subscribe to updates for the handshake accounts where you want to interact with (or collaborate with) the handshake account owner themselves, not just their followers. Tap the 3 dots next to their handle while visiting their profile—you'll be able to subscribe to updates and/or Stories (and get notified when they post).

In order to grow a new personal development brand (part book club, part social club) from scratch, I used the **exact methods** in this section of Gram Like a Brand. In order to keep track of the handshake accounts that I wanted to visit most often (because they had the most interesting and awesome ideal customers following them), I "saved" posts from each account on IG in a special folder.

Want to use this method? While viewing any image/video post on IG, you can tap the small ribbon icon in the bottom right corner to "save" it—an option will then pop up that allows you to add the post to a specific collection.





Step 3: Use the Handshake Method Daily

If you just do one thing on Instagram, do this.

Now that you've identified and sorted 15 - 30 handshake accounts that your ideal customers/clients follow and interact with, it's time to connect with your potential customers.

You will repeat the following over and over:

- Go to handshake account #1.
- Go to a recent photo or video they posted at least 1 - 3 hours ago. (We're looking for something that has at least 5+ comments on it.)
- Tap on the name of one of the commenters to visit their profile; stick around if they have a public IG. Side note: If their IG account is set to private, you should still be able to "like" and respond to their comment on the original handshake account's post.
- Do a quick scan of the person's public IG account to see what they say in their bio and the types of pictures they post.
- If you feel this person is a potential client or someone you can help with your materials, like two of their pictures and comment on one picture (genuinely, please).
- Optionally: Start following the person if you really like their content.
- Optionally: Save one of their pics to a "collection" on IG of potential client connections you want to come back to and engage with more. You don't have to do this for everyone, just for people you really want to connect with who may not start following you or signing up for your free resources after just this initial contact.

Leaving actual comments that mean something to people and starting real conversations is the way to create true connections/fans.

Think about it: If someone posted a particular photo or video on a public Instagram account, they clearly like something about it and want feedback, at least on some level. Discover those things they probably wanted to highlight and then compliment those things. Engage with them. Ask a question. Be human.

Step 3: Use the Handshake Method Daily

Due to the overuse of bots, the Instagram audience doesn’t appreciate likes as much as comments or short/spammy comments as much as well-thought-out-clearly-said-by-a-human comments. Likes still matter, but we don’t recommend simply “liking” without commenting and taking it to the next level to show that you’re a real, engaged person.

What's the point of all this?

With the handshake method, you're not only interacting with your intended customers, but you're finding the most engaged/talkative ones (since they were commenting on your handshake accounts to begin with). You're finding the people most likely to love what you have to offer and to engage and be vocal about what they like/want.

Hint: To make commenting easier, you can use the voice dictation shortcut on your phone—if applicable (it’s the microphone icon on the keyboard)—so you can leave high quality comments in less time. Just make sure to double check them for accuracy before you hit “send."

When this person (the potential client you found on one of your handshake account’s posts) sees that you've liked two of their photos and commented on a photo, they will likely go read what you said, perhaps reply to you, **and then hopefully head to check out your profile**—especially if your profile photo and name are clear.

As you take the steps above to interact on Instagram, you'll hopefully begin to notice a slow (then faster) trickle of people who click on your profile (since you've popped up in their notifications), start following you, and start heading back to your **one clear link in your bio** to sign up for your related freebie. This is how I grew my account and this is how our clients (who implement and use the method) grow their accounts and start to collaborate with and/or sell to the right people for them.

The key with this method (and with almost any other "thing" you can do for free or pay for), is that you decide to be consistent and purposeful with it at least for a little while. 15 - 30 minutes each day for two months will likely do wonders. You can continue beyond that of course, and it's highly recommended you do if the methods work in attracting qualified "prospects" to your brand.

4. What to Post: Break Down Your Knowledge into "Smart Themes"

So your content doesn't lose focus, jump around, or fail to meet your business needs.

How to Choose Smart Themes for Your Content in 5 Steps

The thought of filling out your **editorial calendar with 90 days of content** has always seemed like an ideal, desirable action to take for your business, right?

It takes care of a lot of social media work in one batch and theoretically makes you feel very productive. But. **There's a secret reason it never really fulfilled your business needs even if you were able to plan out a full 90 days:**

You were probably wearing so many hats and working so fast that you didn't have time to make sure all your content aligned strategically with the actions you wanted your ideal client to be taking—both for their own benefit and for yours. **Basically, the content rarely helped with income and sometimes even lacked the impact you intended.**

We're fixing that today. We will go over the process and skill of planning content based on smart themes, then **you'll be able to use it again and again**—*on more than just Instagram.*

Option 1	Option 2
1. Identify the **ideal action** you want your ideal client to take.	1. Select a **convo card** from your pre-defined prompts.
2. Pull from your pre-developed **engaging content buckets**.	2. Pull from your pre-developed **engaging content buckets**.
3. Select the **motivational catalyst**.	3. Select the **motivational catalyst**.
4. Choose the best **style** for what you want to share.	4. Choose the best **style** for what you want to share.
5. Decide on the best **format** and platform for the content.	5. Decide on the best **format** and platform for the content.

Fill in Your Smart Themes and Editorial Calendar

Step 1

1A. Identify the **ideal action** you want your ideal client to take.
-or-
1B. Select a **convo card** from your pre-defined prompts.

2. Pull from your pre-developed **engaging content buckets**.

3. Select the **motivational catalyst**.

4. Choose the best **style** for what you want to share.

5. Decide on the best **format** and platform for the content.

Option 1A: Ideal Action

Do you want your ideal customer to:

- Register for an upcoming event?
- Sign up for a free opt-in/resource you created?
- Respond to you so you can engage them in conversation or learn from them?
- Respond to you so you can pitch them something?
- "Like" your content so they'll have a recent interaction with you on Instagram that allows you to target them with ads?
- Save your post on Instagram so they can refer back to it again easily?
- Remember your post because the content was so meaningful?
- Take care of a quick task that will help them with their goals (in the industry/field your brand is in)?
- Purchase a "no-brainer" product from you?
- Purchase a product or service from you that requires a small to medium investment?
- View your sales page for a more premium offer?
- Get on a 1:1 call with you so you can offer them the product or service you think will help them most?
- Get on a 1:1 call with you so you can collect data and do research to better understand the people you want to help?
- Fill out a quiz/assessment that will give them ideas and insights into how best to reach their goals?
- Fill out an application that will help you determine if they're in a good place for your deeper offer?
- Something else? _____

Step 1

1A. Identify the **ideal action** you want your ideal client to take.
-or-
1B. Select a **convo card** from your pre-defined prompts.

2. Pull from your pre-developed **engaging content buckets**.

3. Select the **motivational catalyst**.

4. Choose the best **style** for what you want to share.

5. Decide on the best **format** and platform for the content.

Option 1B: Convo Card

Here are some prompts to consider and add to:

- Is there anything special going on today in the news/community?
- Have you watched any funny/meaningful movies, shows, commercials, or other videos?
- Did you learn something interesting and relevant to your ideal client through a personal interaction recently?
- Did you learn something interesting and relevant to your ideal client through a book or podcast recently?
- Have you had an annoying/delightful experience recently that makes a good talking point?
- Have your values been challenged lately?
- What are you currently obsessed with?
- What has been a long-term obsession of yours that you love to talk about?
- What do you spend way too much money on (ex: coffee, plants, etc.)?
- What's something weird you like (ex: art with giraffes on it)?
- What's something you splurge on and why?
- What's a surprising source of inspiration for you?
- Ditto all the questions above (where possible) but for your client.
- If your client was in town and you were going to meet up with them personally, where would you take them and why? Side note: Can you get pictures of this place?

Step 2: Content Buckets

1A. Identify the **ideal action** you want your ideal client to take.
-or-
1B. Select a **convo card** from your pre-defined prompts.

2. Pull from your pre-developed **engaging content buckets**.

3. Select the **motivational catalyst**.

4. Choose the best **style** for what you want to share.

5. Decide on the best **format** and platform for the content.

You're going to fill up 3 virtual "buckets" with multiple talking points that fit very specific categories (to keep your content meaningful and strategic):

1. Them
2. You and Your Solution
3. "No Argument Here"

We'll explain these (during the Gram Like a Brand training) and illustrate with an example on the next page.

Step 3: Motivational Catalyst

1A. Identify the **ideal action** you want your ideal client to take.
-or-
1B. Select a **convo card** from your pre-defined prompts.

2. Pull from your pre-developed **engaging content buckets**.

3. Select the **motivational catalyst**.

4. Choose the best **style** for what you want to share.

5. Decide on the best **format** and platform for the content.

Most people will be motivated by one or more of the catalyst categories below:

Pre-Work

(Prep)

- Form steps into a challenge
- Give your audience some quick wins
- Help increase their self-efficacy
- Give (or sell) that which helps the person get ready for your deeper offers

Pain Points

(Problems)

- Appeal to them using what they already know is off
- Help them define the things they sense are wrong
- Use emotional scheduling
- Show the pain point and relief of pain

Possibilities

(Potential)

- Highlight before + afters
- Challenge their assumptions or methods
- Share portfolio pieces
- Share case studies
- Show them success stories

Permission

("I see you.")

- Acknowledge their accomplishments and help them identify/define what they want
- Give them space/permission to feel what they're already feeling (but perhaps not sharing with others), and then show them how they can create more momentum

Step 4: Content Style

1A. Identify the **ideal action** you want your ideal client to take.
-or-
1B. Select a **convo card** from your pre-defined prompts.

2. Pull from your pre-developed **engaging content buckets**.

3. Select the **motivational catalyst**.

4. Choose the best **style** for what you want to share.

5. Decide on the best **format** and platform for the content.

Here are some common "styles" to consider:

- Testimonial
- Tutorial/walkthrough
- Lesson
- Behind the scenes (BTS)
- Before & after
- Portfolio piece
- Case study
- Story (in a more traditional sense—because all of the above will have story elements)

Can you think of other styles? Don't worry. You'll have space to record your ideas in just a few pages.

Fill in Your Smart Themes and Editorial Calendar

Step 5: Format and Platform

1A. Identify the **ideal action** you want your ideal client to take.
-or-
1B. Select a **convo card** from your pre-defined prompts.

2. Pull from your pre-developed **engaging content buckets**.

3. Select the **motivational catalyst**.

4. Choose the best **style** for what you want to share.

5. Decide on the best **format** and platform for the content.

Once you've got Steps 1 - 4 covered, it's time to decide the format and the internal platform/place within the larger platform (IG) you will share your content. Consider, is your content best:

- As a video?
- As a photo?
- As a graphic?
- As a mix of videos and graphics? Graphics and photos? Videos and photos? All 3?

Then consider, is your content best:

- On IGTV?
- As an IG Live?
- In IG Stories?
- As a gallery post?
- In a DM to specific people?
- As an ad that shows to people who've taken specific actions with you on IG?
- In your Highlights (a.k.a. your menu of "static pages")?

Okay, now let's put all these steps together and make them even more clear with an example.

So, to create strategic and engaging content, you will:

1A. Identify the **ideal action** you want your ideal client to take.

-or-

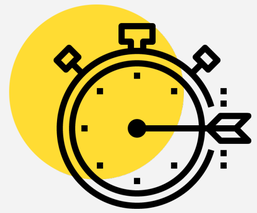
1B. Pull from one of your previously decided on **convo cards.**

2. Select a relevant talking point from your pre-filled **engaging content buckets**.

3. Choose the **motivational catalyst** you think will be most influential for this post/time/ request.

4. Decide on the best **style** for what you want to share.

5. Match all of the above to the best **format** and platform for the content.



5. Customize Your Daily 30-Minute Plan

So that what you do on the platform every single day moves you from milestone to milestone and feels rewarding, exciting, and meaningful.

#gramlikeabrand

What is **your customized approach** to using IG?

Over the next two pages, check out the common tasks you might complete on IG , so that you can organize them into what you'll do quarterly, monthly, weekly, and daily 🙌🏽.

Maintenance

- **Unfollow** accounts who no longer post relevant content
- **Archive** your posts and stories that no longer apply or fit with your aesthetic or offers
- **Remove** irrelevant accounts from your **Collections**
- **Evaluate** what's working and not working for your content and captions
- **Research** new and trending hashtags; update your hashtag sets
- **Update your IG bio and link** as necessary
- **Analyze your Stories Highlights** for anything you might want to archive or add
- **View your IG analytics (called "Insights")** to understand more about your audience and about the content that is and is not working

Content Creation/Curation

- **Create content** similar to what's performing well for you
- Test out **new types of content**
- Share content from each of your "**content buckets"** and use **emotional scheduling**
- **Share high-quality content** (created by people/brands you'd like to work with) to your gallery and Stories, and/or cite their IG posts and non-IG work in your captions
- Look for client/customer/audience/**other posts and stories where people share you or your work**, so that you can potentially re-share (for social proof and testimonials); note: even if they share on other platforms, get permission to re-share on IG
- **Batch create Stories and gallery posts** that align with your brand goals then load them to your scheduling software
- **Refer back to and update your video plan**; select the IG Lives, IGTV episodes, and Stories/gallery videos you will create next and prep your talking points/slides for them
- **Record and post** (or record and schedule) your video content
- Update your "content buckets" and **refresh/review all the other steps of the "Smart Themes" exercise** (ex: motivational catalysts, convo cards, etc.)

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Initiation of Contact

- Engage **with the people who interact with your handshake accounts**—try: likes, comments, and responses to their Stories
- **Engage directly with your handshake accounts**: DMs, suggestions to move off platform, responses to their Stories
- **Follow** relevant accounts
- Add accounts to **Collections** to organize them
- **Engage with people using the hashtags you identified** that your potential customers might use

Run and Monitor Ads

- **Set up audiences** in FB Ads Manager
- **Update bio and link** to prep for ad traffic
- **Run ad(s)** to lead traffic through your short stack sales funnel
- **Evaluate** ad performance and cost per new lead/sale

Ongoing Outreach and Relationship Building

- **Engage with your established contacts**; think: DMs to check in periodically, invitations to move off platform (and have a deeper convo), or comments on their content
- **Engage with past customers;** think: DMs to check in on progress and reconnect, or, comments on their content
- **Check DM Inbox** for messages and respond to each non-spam message
- **Respond** to each non-spam comment
- **Head to the profiles of new followers** (when feasible) and decide what (if any) further action you want to take to connect with them; think: follow them back, DM them, like some of their content, comment on their content, reply to their Stories, etc.

Thank you for joining us.

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+

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beta *and beyond*

Project: Fill in Hashtags Specific to Your Brand, Niche, and Ideal Clients

Micro
< 20K

Small
20K - 200K

Medium
200K - 500K

Large
500K - 2M

X-Large
2M+

👆 Try to record at least 10 ideal hashtags for the Micro section, 25 for Small, 25 for Medium, 15 for Large, and 5 XL.

Project: Fill in Your Smart Hashtags Sets

Get Found (on Your Content) | Combine hashtags (from Micro to Large) to create your sets.

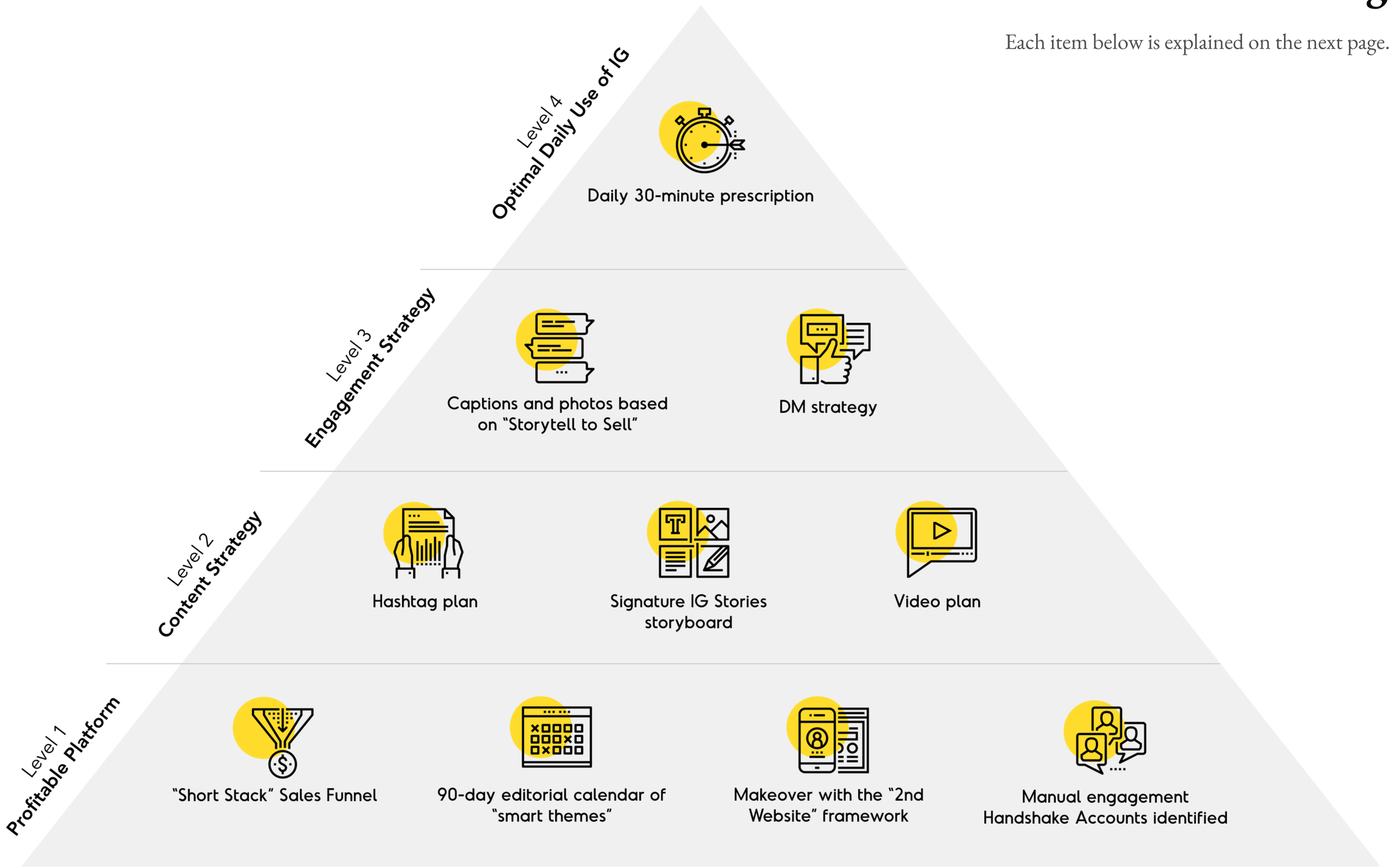
Set 1	Set 2	Set 3	Set 4

Find (Your Customers/Collabos) | Network by searching for these hashtags.

Ideal Client	Influencers	Brands/Products	Events

The Hierarchy of Profitable Gramming

Each item below is explained on the next page.



The Keys to Profitable Gramming

Which are, coincidentally, what you'll be creating/doing during Gram Like a Brand.

A **"Short Stack" Sales Funnel** fully mapped out so that you know how to **get more sales of your high *and* low price offers**

90 days of your editorial calendar completely filled out **based on "smart themes"**

An **essential makeover of your Instagram account** based on the popular and **profitable "IG as a 2nd Website" framework**

Your manual engagement **Handshake Accounts** identified and sorted, so that you have a **shortcut to your ideal audience members on Instagram**

Smart **hashtag research** specific to you completed and added to a spreadsheet (hint: this is nothing like the tired, old advice other people give about hashtags)

Your **signature IG Stories storyboard** and style in place and used at least once

A custom **IG video plan** outlined and your minimum viable studio set up (or planned)

9+ Storytell to Sell captions and content loaded into your scheduling software (meaning: your content will be engaging and will help inspire action)

A practical (and actually fun) engagement strategy for **DMs** identified and in practice

A customized (truly specific to you and your goals) **plan for how you'll use your 30 minutes per workday** on Instagram

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