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# INSTAGRAM INFLUENCE

## Worksheet



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### STEP 1 - LET'S START OFF WITH IDENTIFYING WHO YOU'RE TALKING TO. AKA. YOUR NICHE.

Ask yourself 2 questions:

1. Who am I passionate about helping?
2. What area do I know most about/have personal experience in?

How do you figure out what your niche/avatar actually wants and get them to pay you for it? SIMPLE - ask them directly. Who do you already know that you can reach out to and get some market research from? An Aunt? Friend? Cousin? Girlfriend? There is a good chance you can come up with 4-5 people who are in your circle that you KNOW you can help.

Some examples of niches include:

- weight loss
- inflammation and pain management
- digestive issues
- hormone imbalances – get more specific – fertility, pms, menopause, etc.
- athletes
- specific diets, ie. Vegan, paleo, vegetarian, raw, etc.

*Lets dive in...*

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### STEP 2 - DESIGN YOUR QUESTIONS FOR YOUR MARKET RESEARCH. COMPILE A LIST OF QUESTIONS THAT WILL HELP YOU UNDERSTAND YOUR IDEAL CUSTOMER AVATAR.

#### Example Q's:

- What is the main reason why you want to eat better?
- What are you currently eating and why?
- Have you ever worked with a coach before, if not, why not? If yes, what was your experience like? What might have been missing?
- What are the obstacles getting in the way of achieving the health and body you want?

There isn't one right way to ask your questions, so get curious and open them up for a heart-to-heart. DON'T skip this step. It's important to get really clear and specific about your avatars problems. You want to get clear on their PAIN and how you can solve it.

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### STEP 3 - SELL SOMETHING.

This step isn't about selling per se, but based on your avatars wants and needs and problems, what can you sell them to fix their problem? You'd be surprised how many people try to grow their social media and email list without a product or service to sell! Spend time coming up with a package or service you can offer your ideal client avatar.

The selling part comes later. First, brain storm the ideal product or service. We're going to reverse engineer your offering and system of selling.

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### STEP 4 – ORGANIZING YOUR CONTENT INTO CATEGORIES

So you've spent time understanding and getting clear on your ideal avatar and came up with a solution to help them solve their problems. Take an overview of your client's pain points. Do you see any overarching subjects? In other words - what are 3-5 things that your paid program/solution uses to solve their problem?

Let's break this down further...

Let's say your ideal avatar is a stay at home mom of 2 kids that is overwhelmed, feels anxious, disorganized with meal prep and needs support with healthy meals for the family and is ready to reclaim her life, health and time. Your paid program or service could provide them with:

1. (Diet) A customized meal plan that consists of the family's favorite foods (made healthy of course), with an exact strategy of what to prep when and a variety of recipes to choose from.
2. (Self-care) A stress and meditation guide, helping your avatar carve out time for self-care and de-stressing
3. (Supplements) A supplement protocol outlining exactly what supplements to take when and how they will support anxiety and adrenal health
4. (Movement and Exercise) An at home workout program, one that includes the kids (or not) and helps your client re-claim their time for their health and body and get their energy back in under 30 minutes.
5. (Oils) Essential oils the entire family can use and enjoy for stress management and sleep

The point is, you have to KNOW your clients PAIN points and from here, offer the solutions to help them fix their problems.

If your stay at home feels confused with what to cook, needs recipe inspiration, and simple solutions to stress management and wants to reclaim her time and health back - do the above 5 points offer that? YES! Check, check and check ✓

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### STEP 5 - YOUR CONTENT CATEGORIES AND SOCIAL POSTS

Based on the example above now you have your 5 categories – diet, self-care, supplements, movement/exercise and essential oils.

Moving forward, whether you are writing a blog post, a social post or doing a live video, you can choose these 5 categories as your foundational content to help your avatar – the busy stay at home mom that needs structure and ease with simple health hacks!

Game changer, right?

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### STEP 6 - BECOMING THE MIND READER (AKA. EVEN MORE CONTENT TO POST!)

For this step, I want you to focus on the questions and objections that your ideal client will most likely ask when they are researching your program, reading about you on your website and considering before investing with you.

For example - if the meal plans you provide for your clients are paleo based, what might be the top questions your avatar will ask you?

1. What is the paleo diet?
2. What can I eat on the paleo diet?
3. How will the paleo diet support my anxiety and stress?

The better you know your target customer, the better your questions will be for moving someone from interested to paying customer.

AND NOW... you can create blog posts, videos and social posts around these questions; overcoming the objections before they even arise, making it easier for someone to move into a paid service or program of yours.

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### STEP 7 - CREATING YOUR OPT-IN AND LIST BUILDING

It's one thing to post on social media, but keep in mind, that the money is in the list. You don't own Facebook (#iwish), or other social media platforms but you do own your email list. The point is, regardless of which platform you use, you want to get people on your list so you can sell them into your program.

This step is all about getting clear on your list building strategy which will lead people into your paid program. But first, before someone pays you, you need to build the know, like and trust factor with them.

Based on your paid service/program that you created above, what can you pull out from that service to create a free offer? This free offer is what you will give to people in exchange for their email. For example, going with the paleo theme, if you offer paleo meal plans to your client, how about creating a Paleo Shopping List template with a list of your favorite products and brands and a few recipes? This gives your avatar an idea of what you do/ how you deliver it/what the quality looks like/etc.

It looks something like this...

You share a post on Instagram about the paleo diet --> in your post, you share that you have a free paleo shopping guide for people to download --> you direct people to the link in your profile to download your freebie --> prospect opts into freebie and goes through your funnel --> in this funnel you share about who you are, what you do and offer a ton of value that relates to your paid program --> over the next few weeks of sharing and building a relationship with this new prospect you now offer your paid program --> customer buys --> rinse and repeat!

It's all about reverse engineering this process. Starting with the end goal (selling your program) and then working backwards to create content that aligns with your program, your message and your client's needs.

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### STEP 8 - BRAINSTORMING IDEAS, POSTS AND CONTENT

Whether you are writing a blog post, doing a live video or posting on Instagram, spend time coming up with 10, 20 or 30 (a whole month's worth) of ideas, topics and content you'd like to share that relates to your avatar. List out your ideas below:

*Lets dive in...*

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

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### STEP 9 - HASHTAGS

On Instagram specifically, you can use up to 30 #hashtags for each of your posts. Brainstorm 10, 20, 30 hashtags you can use, that are specific to your brand/niche/avatar. Keep in mind to use a mix of hashtags that are brand specific and other popular ones that other people are already using. You don't have to use all 30, but it's suggested in the beginning when you are growing your following and community engagement. List your hashtags below:

*Lets dive in...*

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

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## STEP 10 - IMAGES

Outside of brainstorming for hashtags and content, think about the images you'd like to use that relate to your content and brand. Here are a few stock sites to check out:

UNSPLASH | <https://unsplash.com/>

PRICE: FREE

COLLECTION SIZE: THOUSANDS

SOCIAL SQUARES | <https://www.socialsquares.com/>

PRICE: \$6 US/IMAGE OR \$15+ US/MONTH

COLLECTION SIZE: 800+ PHOTOS

KATE MAX STOCK | <https://www.katemaxstock.com/>

PRICE: \$10 US/IMAGE OR \$325 US/YEAR

COLLECTION SIZE: 3,000+ PHOTOS

WELLNESS STOCK SHOP | <https://wellnesstockshop.com/>

PRICE: \$10 US/IMAGE OR \$111+ US/PLAN

COLLECTION SIZE: 6,000+ PHOTOS

DEPOSIT PHOTOS | <https://depositphotos.com/>

PRICE: VARIES BASED ON PACKAGE (\$29 MONTHLY TO \$299 YEARLY)

COLLECTION SIZE: THOUSANDS