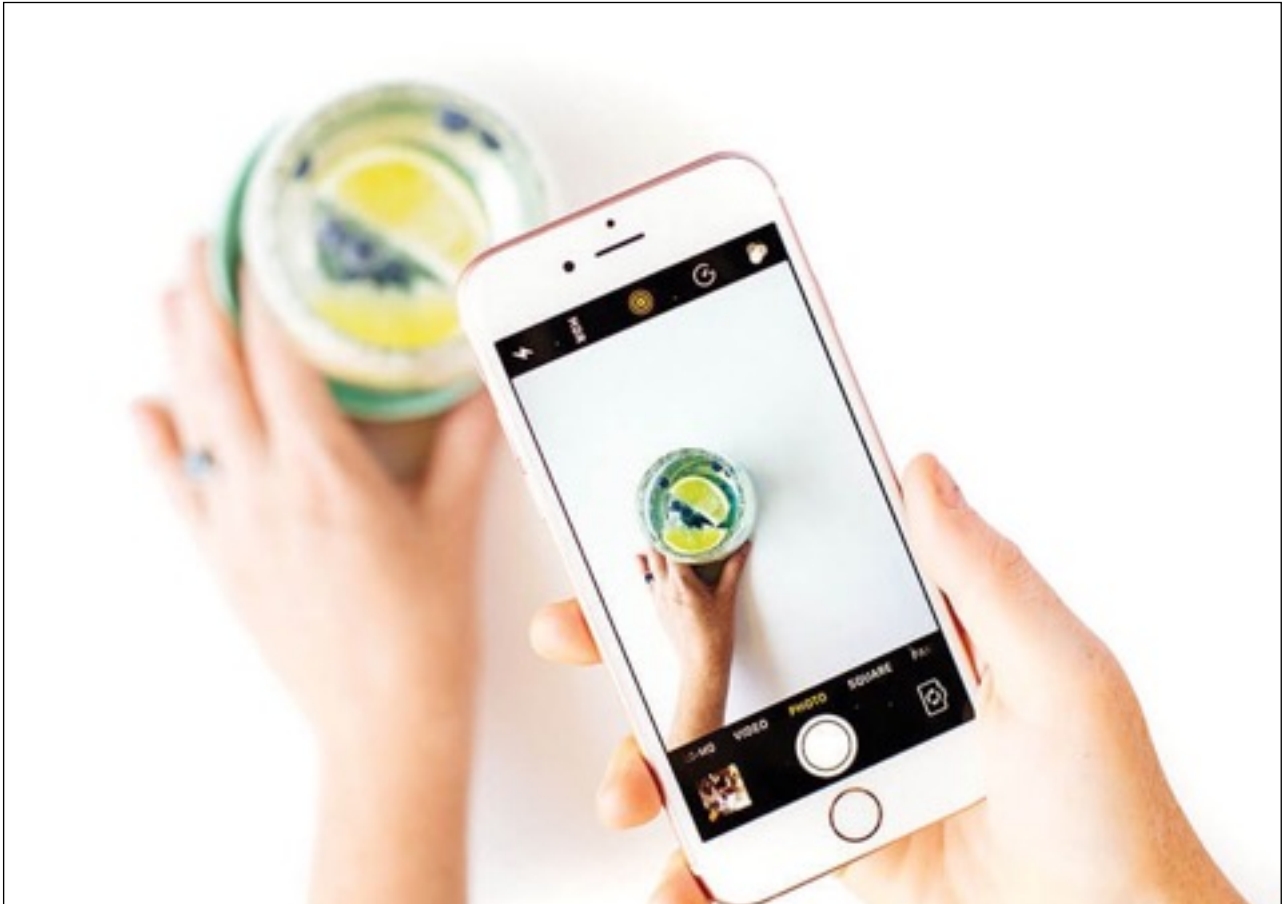
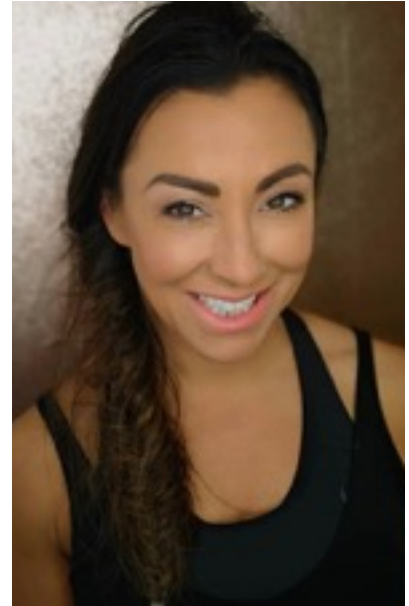

IG Training-How To Build Your Business, Get Leads And Customers From IG

Webinar with Rachel Holmes - 15 May 2019



RACHEL HOLMES

- 34 Industry years
- Set up community classes in 1987
- Nike, Fitpro, Fitcamps
- Workshops & Training
- choreographytogo.com
- The first online workouts
- Fitness Pilates, Kick Start, Brainfit
- Franchise Business
- Membership site
- Events.
- Presenter, Educator, Speaker, Author
- Mentored 100's of Fitpro's



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- Do you need more customers?
 - Are you struggling with where to start on IG?
 - Don't have a website/social media following?
 - BUT You have a STRONG work ethic and a CAN DO ATTITUDE?
 - Willing to put yourself out there to attract customers and leads?
 - Where do you start?
 - There is NO failure only learning and lessons to apply next time.
 - You DO need a mailing list? - Try Mail Chimp.

Notes

MINDSET



- What Do You Have To Get Over FAST?
- YOU.
- What other people think about you?
- Comparing yourself to others?
- What do race horses do?
- WHY..... This time is GOLDEN.
- So let's make it happen...

What is your current mindset? And how will you change this? Write below:

WHO ARE YOU?

- Let's Get Super CLEAR!
- Who are you? I create group exercise, nutrition, wellness and business courses for women.
- What Do You Do?
- Define Your Message?
- Use Instagram To GIVE People something and value.
- How can YOU Build your EMAIL list?

Don't JUST BUILD your numbers on IG - Get peeps ONTO Your email list.

Write some notes about who you are:



WHO DO YOU WANT TO HELP AND SERVE?

- Who is THIS person?
- What are they stuck with?
- What problems do they have?
- Can you SOLVE the problem?
- Get clear.
- Get obsessed - Don't worry if this will pay the bills.
- What DO you LOVE?
- Who DON'T you LOVE. I struggle with negative people/complainers/ always have an excuse why it does apply to them/

Who is your customer? Write below:



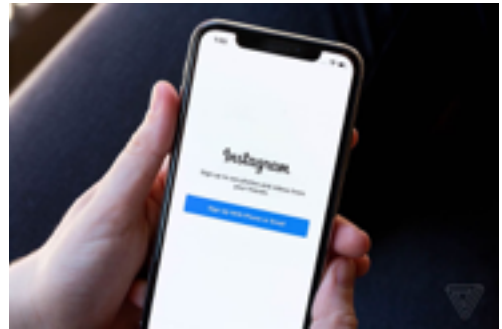
WHY IG?

- Fastest growing SOCIAL MEDIA Platform!
- Your AUDIENCE and IDEAL CUSTOMERS are ON IG.
- IG has 1 billion active users per month increased 24% since 2018.
- 32% of INTERNET Users are on IG.
- 59% of internet users 18 - 29 use IG and 33% of internet users between 30 - 49 use IG.
- IG STORIES 500 million daily active stories according to STASTISA

How do you plan to start? Write below:

IG IS 5 IN 1

- Instagram Feed
- Instagram Stories
- IGTV
- IG Highlights
- IG LIVE
- Let's break it down



Notes:



BIO

- Who are you ?
- Is it CLEAR?
- What does your bio say?
- Use emojis.
- 1 clickable click.
- Business account or NEW Creators account?
- Vertical and Square Graphics and Videos.
- Insights ARE GOLDEN.

Write down your BIO:



WHAT IS ENGAGEMENT?

- Why do you need engagement?
- It's data - you KNOW if the right people are following you and interested in what you have to say.
- That your content is RELEVANT to your audience.
- Quality NOT Quantity.
- More engagement = More visibility=More followers = More people to convert to your email list or free gift.
- *HIGH Quality doesn't not mean High Production*
- IG gives you more attention if you use all aspects of the platform and if you use the newest product - ie IGTV

Notes:



HOW DO YOU BUILD YOUR BUSINESS WITH IG?

- Take the conversation OFF IG and into your digital house.
- Email List and Landing page - If you don't have one GET One today.
- What can you give away FREE if you don't have any thing?
- Your time - 15 minute chat on fitness / nutrition / Pilates /
- Free CLASS.

What is your plan? Write below:



IG FEED

- High Quality and Valuable Information.
- Micro Blogging.
- Carousel Posts - Multiple pictures or videos - Fitness Influencers -Idea for exercises or workout routines.
- How often should you post ? 1 x a day up to 3 x a day?
- You GET discovered in the Fees.
- # maximum 30 in the post edit or try the 1st comment.
- Brainstorm - Informative, Tip, Funny, Mix up with personal/family/pets product tip or recommendation, Why SAVES are important, Tutorials, Q and A,
- People Discover YOU in the feed NOT stories.

STORIES

- Fastest growing product on IG
- Life casting, seeing things through your eyes, behind the scenes, funny things, seeing you create!
- Spread out through the day
- Not too much talking head - Mix it up.
- Polls, Questions, Engagements, Graphics, Text Stories, Video Stories, Pull From Your Camera Roll, DropBox, Batch film.
- Swipe up 10k
- Deeper connection
- Be real. Be brief.
- Build Text post SLOWLY
- Curiosity Marketing.
- 5# on stories

Notes:



APPS

- Wordswag
- Typorama
- Pic Play Post
- Imovie
- Add subtitles
- Cliptomatic
- Videorama

GO LIVE

- Not many people are going LIVE.
- WHY?
- Why you should?
- Q and A.
- Stop overthinking and over preparing.
- Share a few quick tips.
- Invite a guest.

Write down who you could invite:



HIGHLIGHTS

- Circles at the top.
- Evergreen content.
- About me, What I offer, My classes, My Services,
- Create little ‘On Brand Graphics’

What ideas do you have? Write them below:



POST INTERESTING AND VALUABLE CONTENT

- Vertical video.
- Share content your target audience is looking for.
- Write in your notes with spacing and emojis, looks nice!
- Send people somewhere - the link in your bio.
- Mix up the content.
- Curated feed - it's up to you!

Brainstorm your ideas below:



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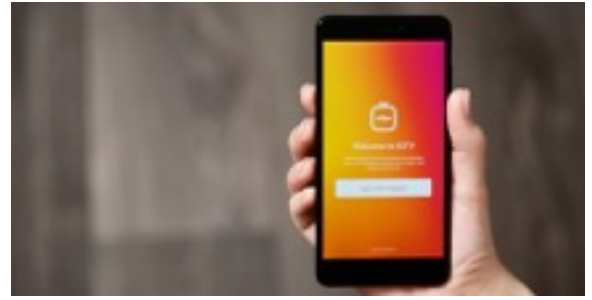
- Research 30 relevant hash tags to your business - but experiment with 5 in a post and 1 on a story that are targeted.
- Local places, venues, your name,
- How to get seen on the explore page.
- Consider a branded # #buggybeat #KSFL #Liftlean

Search and write down your relevant hashtags:



IGTV

- 2 - 10 minutes
- Vertical Video
- Film in the app using FOCUS
- Create GREAT thumbnail in the FEED
- GETTING Tons of LOVE right NOW



BATCH CREATIVE CONTENT

- Take pictures on your phone weekly in vertical.
- Use apps to create text overlay.
- BE YOU. Thats what people want to see. YOU.
- Film 50 little video clips.
- WHAT PROBLEM Are you solving and who will benefit?
- Film 1 minute Feed video and 15secs for story.

Brainstorm:



IG TIPS

- Answer every DM.
- Network with everyone in your niche in the DMS's.
- Tag other accounts and share when tagged.
- Mirror Images work so WELL.
- Smiley Face in the FEED.
- Images with lots of white, vertically cropped, bright perform GREAT NOW.

APPS FOR PHOTO EDITING

- A colour story
- VSCO
- Lightroom

TIPS

- Post easy to read
- Post consistently
- Tag your location
- IG videos get x2 the amount of engagement as still image.
- Tuesday and Thursday most popular days
- Check your insights



DAILY ROUTINE

- Facebook Posts - Post a workout or a tip.
- Go Live on main page.
- Answer all COMMENT.
- Engage with people on social media.
- Go into my groups and post, answer questions, post motivational updates, tips.
- Post IG Feed - High Quality Blog Post Type.
- Stories - Film on camera role then upload to FB stories, IG stories, FB Business Page

How will you manage this routine? What does it look like? Write below:



CREATE A DAILY PR PLAN

- Think about your target market, your audience, your ideal customer what information or tips do they need.
- Don't be salesy be informative, fun and have a laugh. Enjoy this process. Be consistent.
- What are people struggling with.... What are YOU struggling with..... Mindset, Overwhelm, Confidence, Judgment, Self Limiting Beliefs, Am I the.....
- Pilates Ideas - Exercises/Posture/Flexibility/Health/Mental Health/Overwhelm/Stress/Time Management.
- Why is your event different - Its FREE. Its Local. Its ForCome and meet me.

Write your plan:



WORK WITH ME

- Business Coaching.
- Fitness Business Academy.
- Personal Nutrition For Instructors.

See www.choreography-togo.com for more info