

# INSTAGRAM MASTER CLASS



YOUR WORKBOOK & CHEAT SHEET

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Lindsay Tompkins  
Step Into Success

# CONGRATS, BABE!

Congratulations on completing the Instagram Master Class!

In this e-book, you will find additional tips as well as check-lists to help you make the most out of the course.

If you're reading this and you haven't gone through the course yet, I suggest you go through it first. That way, you can get an overview of the course and then go back and start applying the strategies and tactics.

Remember, this course will only work if you do!

WAKE ME UP  
WHEN I'M  
FAMOUS

# MODULE 1

## Your Introduction to Instagram

In Module 1, I took you on a tour of the app and helped you find where everything is located. This module is one you will probably have to go back to a few times – and that's OK!

Your task in 1.1 is to:

- Test yourself! Go find:
- Your archived stories
- Look up hashtag #stepintosuccessin2019
- Send a DM to @\_lindsaytompkins and say "Hey girl! Completing a task in Module 1!"

BONUS: I will repost you if you send me an awesome tip for direct sellers in my stories!

In 1.2, I ask you to write out your Safety rules for IG. Put these in your phone or somewhere you can access them easily. Remind yourself to stick to them! Your safety on IG is important.

And lastly, in 1.3, I empower you to Google it! If you have a tech question or a button has changed, do a quick Google search for the answer!



# MODULE 2

## Identifying Your Insta-Brand

In Module 2, here are some questions I want you to answer about your brand:

What product or service do I sell?

What areas of my life are important to me?

Who do I want to connect more with?

Why am I interesting?

How can I make someone feel a part of a community?

What do I wish bloggers showed more of on Instagram?

Who are some of my favorite accounts?

Why am I drawn to them?



# MODULE 2

## Identifying Your Insta-Brand

What is something me and my friends always talk about?

If I could quit my job and write a book - what would my book be about?

If I stopped being so scared - who would I be?

### **Types of Accounts**

What type of account do you want your IG to resemble?

FUNNY  
TRIBE  
INSPIRATIONAL  
EDUCATIONAL  
PRODUCT  
CREATIVE



# MODULE 2

## Identifying Your Insta-Brand

### My Customer Avatar:

TIME THEY WAKE UP:

WHAT DO THEY DO FIRST?:

WHAT DO THEY EAT?:

WHAT ARE THEY RESPONSIBLE FOR?:

WHERE ARE THEY GOING?:

WHAT DO THEY DO?:

HOW LONG IS THEIR LUNCH?:

WHAT DO THEY HAVE FOR LUNCH?:

WHAT DO THEY DO IN THE AFTERNOON?:

HOW DO THEY RECHARGE?:

WHAT DO THEY DO AFTER WORK?:

WHAT DO THEY DO FOR DINNER?:

HOW DO THEY PRACTICE SELF-CARE?:

DO THEY?:

WHAT DO THEY DO IN THE EVENING?:

WHAT DO THEY WATCH/READ?:

WHEN DO THEY GO TO BED?:



# MODULE 2

## Identifying Your Insta-Brand

My Instagram Promise is:

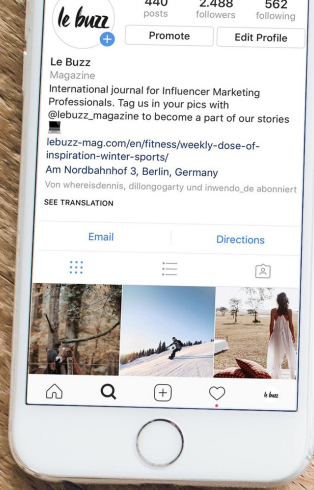


# MODULE 2

## Identifying Your Insta-Brand

Popular Hashtags My Community Uses Are:





# MODULE 3

## The Perfect Profile

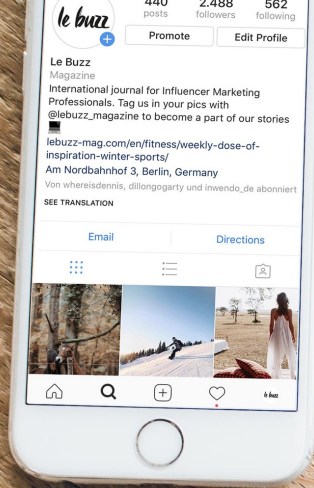
### Instagram Handle Homework:

Look up 15 accounts in your niche and write down their handles.

Review your other social media accounts - Do you have a brand you are already currently using?

Choose whether your handle should be your brand or your name

Claim other handles that are similar to yours!



# MODULE 3

## The Perfect Profile

### Instagram Bio Exercise

NAME:

WHAT CATEGORY IS YOUR PAGE:

WHAT IS YOUR PRODUCT:

WHAT ARE YOU KNOWN FOR:

WHAT ASPECT OF YOUR PERSONAL LIFE DO YOU WANT TO SHARE:

WHAT CAN PEOPLE LEARN FROM YOUR PAGE:

WHAT IS YOUR FOLLOWER MOST INTERESTED IN:

WHAT IS THE BIGGEST SHAME YOUR FOLLOWER CARRIES:

WHAT CAN YOU OFFER THEM:

REVISIT YOUR INSTAGRAM PROMISE:

WHAT IS THE FREEBIE YOU ARE OFFERING:

WHERE ARE YOU GOING TO LEAD THEM:

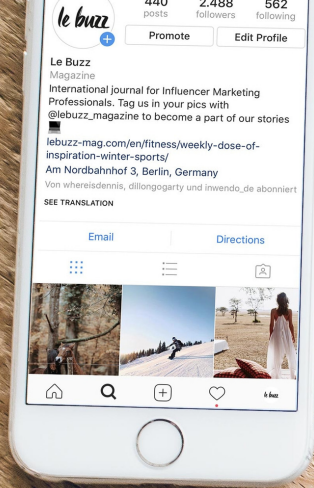
WHERE DO YOU LIVE:

ARE THERE ANY OTHER PAGES THAT MAKE YOURS MORE VALUABLE:

ARE THERE ANY HASHA

TIP: BIO IS LIMITED TO 150 CHARACTERS

TIP: TO SPACE OUT HOW YOU WANT, WRITE YOUR BIO IN NOTES APP FIRST



# MODULE 3

## The Perfect Profile

### Brainstorming My Highlights

#### Module 3 Homework

Username

Re-write your bio

Set up your highlights

Set up either linktree or Link in Bio



# MODULE 4

## Creating Content

### My Content Guidelines

Color:

Border:

Crop:

Presets:

Filters:

Subject Matter:

Quotes:

Products:

Selfies:

Security:



# MODULE 4

## Creating Content

### My Favorite Editing Apps

Lightroom (to use presets and edit)

Presets (Chic Presets)

FaceTune (smooth face)

Afterlight (edit exposure and contrast)

HUJI (90s retro)

Snapseed (edit photos)

Layout (for collages)

A Design Kit (for stickers)

Prequel (filters)

Wordswag (graphics)

Unfold (stories)

Whitagram (border)



# MODULE 5

## Stories, IGTV, Instagram Live - Oh My!

**Marketing Ideas for Stories**

**Day in the Life**

**Questions & Polls**

**Behind the Scenes**

**Business Opportunity**

**Accountability**

**Vulnerable Moments**



# MODULE 6

## Find Your Followers

### Hiring an Instagram Host

[JennifersDesign.co](http://JennifersDesign.co)

Use PROMO CODE on packages: LindsayTpromo for ONE week free!

**Mining for Followers: Hashtags I want to follow and look through for new connections**



# MODULE 6

## Find Your Followers

Instagram Accounts I want to message about being a part of a pod:

Ideas for a Giveaway:

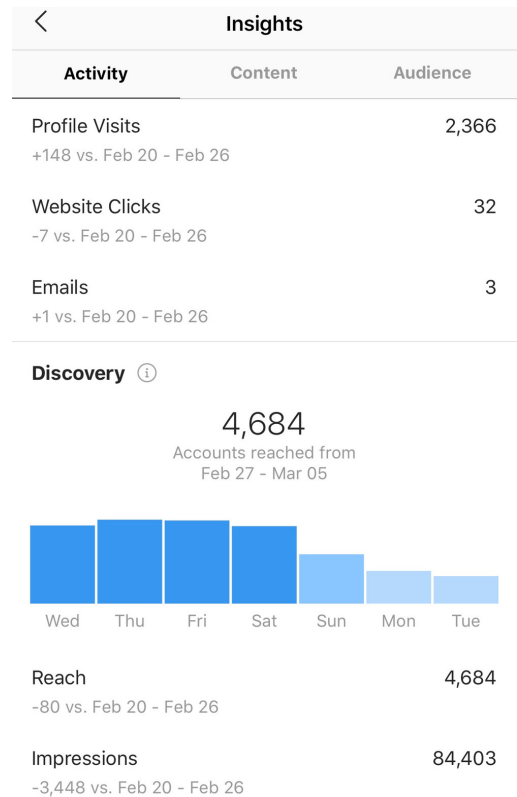




# ANALYZE + MEASURE

## Paying Attention to Your Insights

Use Insights to pay attention to how many profile visits you have, how many people are clicking the link in your bio, as well as how many people you have been reaching that week. Pick one a day a week where you look at your Insights and track them somewhere like in an excel file. You cannot look back into your Insights on Instagram so be sure to track.

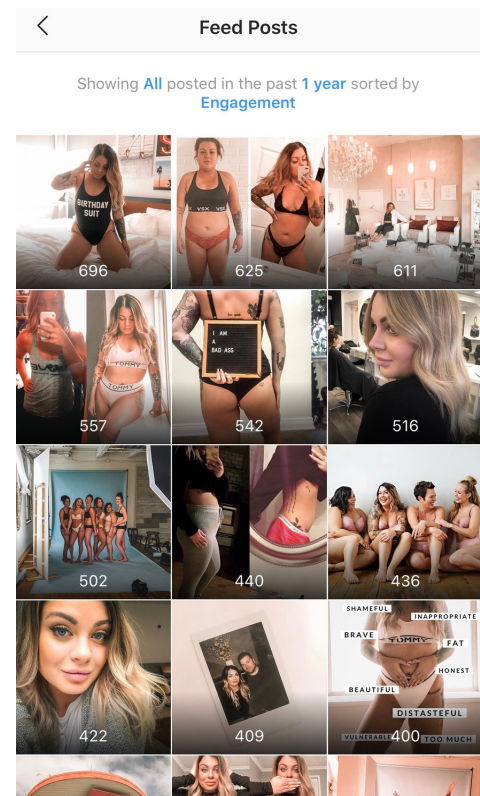




# ANALYZE + MEASURE

## Paying Attention to Your Insights

When you are creating content, you also want to pay attention to your feed posts and note which of your photos have received the most amount of engagement. See a pattern? Great! Create more posts like them. Be sure to review which posts have the lowest engagement as well, and brainstorm how you could have made them better.



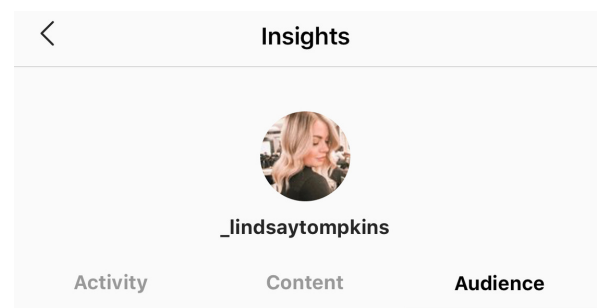


# ANALYZE + MEASURE

## Paying Attention to Your Insights

Also use the audience tab to find out more about your followers. You can find out things like where they are from, how old they are and what their gender is.

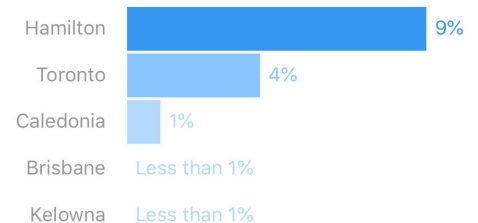
Remember, the more you know about your followers, the better content you can create for them!



6,694 followers  
+209 vs. Feb 20 - Feb 26

### Top Locations ⓘ

Cities Countries





# QUESTIONS?

**Have questions you want answered by me? Want me to review your bio, check out your highlights or give you feedback on your posts?**

**Then be sure to join our elite membership for only \$10/month at [www.directsellingnow.biz](http://www.directsellingnow.biz) and get your questions answered!**

