

# SIMPLE INSTA GROWTH



**WHAT:** With a focus on Instagram, let's optimize your social media profile and build a simplified content strategy you can keep up with consistently.

**GOAL:** Establish a powerful and consistent presence that improves brand perception and increases sales + reach.

**growth**  
GETTERS

# My Instagram Bio

WHAT IS THE PROBLEM I SOLVE?

WHO DO I SOLVE IT FOR?

WHAT'S MY CALL TO ACTION?

WHERE WILL MY CALL TO ACTION GO?

TEST OUT SOME BIO DESCRIPTIONS:

# Inspiration

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WHO DO YOU LOVE TO FOLLOW & WHY?

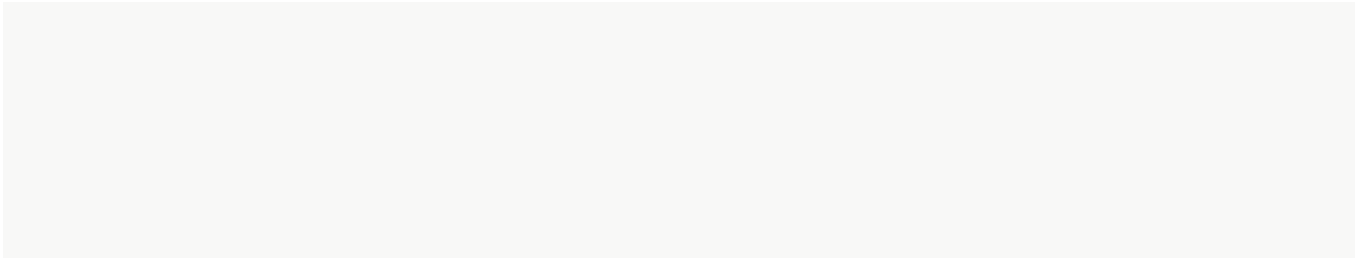
HANDLE:	WHY:
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WHAT CONTENT HAVE **YOU** SAVED?

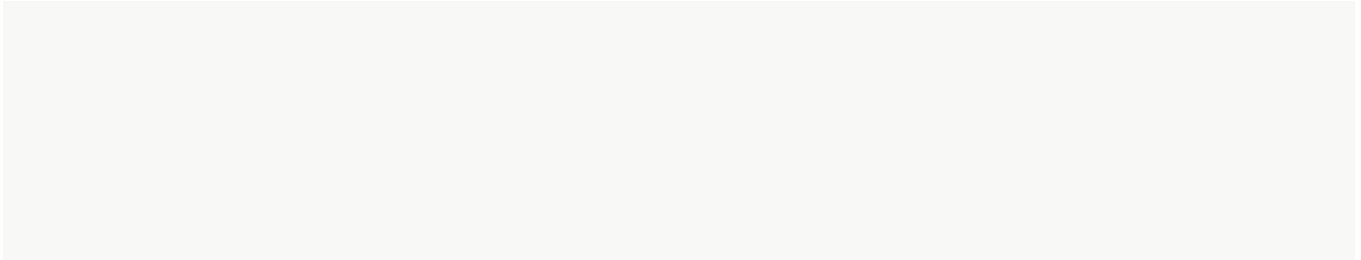
WHAT WOULD **THEY** WANT TO SAVE?

# **My Purpose in Posting**

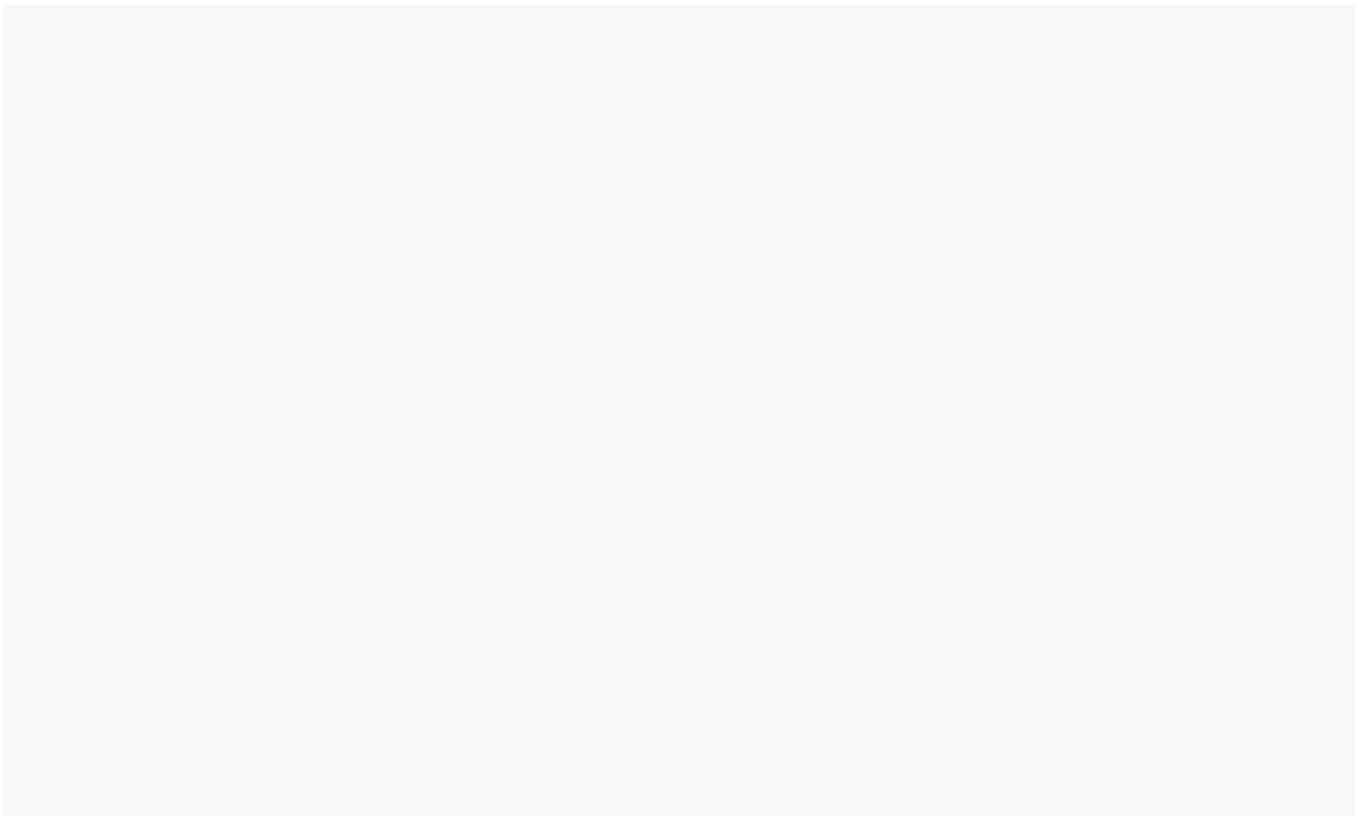
WHAT IS MY SERVICE-CENTERED PURPOSE IN POSTING?



WHAT IS MY GROWTH-CENTERED PURPOSE IN POSTING?



WHAT IS MY MAIN MESSAGE AND HOW WILL I SHARE IT?



# Topics & Keywords

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**Topic 1:**


**Topic 2:**


**Topic 3:**


**Topic 4:**


# HASHTAGS





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**Hashtag List:**


**Hashtag List:**


**Banned Hashtags (Don't Use)**


# GROWTH TRACKER

Month	Social Media			
				
JAN				
FEB				
MAR				
APR				
MAY				
JUN				
JUL				
AUG				
SEP				
OCT				
NOV				
DEC				
TOTAL ANNUAL GROWTH:				

Growth Goal:

Consistency Goal:

**NOTES**

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Growth Goal:

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**NOTES**



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# Planning & Creating Reels

## *Your 4-Step Guide to Batching Reels*

01

### **Step 1: Carve out 30 minutes and plan Reels content:**

- Choose trending songs
- Plan topic/point of view for song
- Anything extra you'll need to do

02

### **Step 2: Create Reels in Batches.**

To start, set the goal to batch 3 Reels. As you get better, you'll be able to get more and more done in one sitting. Start simple, and remember Kelli's advice to give yourself permission to start sloppy.

03

### **Step 3: Finish and Save Drafts**

- Add your copy and hashtags
- Take a picture or grab a screen cover for your cover photo
- Schedule/plan when you're going to post

04

### **Step 4: Post Your Reels**

This can be the scary part, but it's time to share your Reels. Aim to be consistent, but don't go crazy. Don't set a goal of 2 Reels a day if you've never posted a Reel. Small steps consistently will always win over big goals never finished.

# Resources



## Hashtag Help

[hashtaglayer.com](https://hashtaglayer.com)

## Find Banned Hashtags

IQ Hashtags: [app.iqhashtags.com](https://app.iqhashtags.com)

## Presets for Lightroom:

[lightandairyphotog.com](https://lightandairyphotog.com) (but there are so many!)

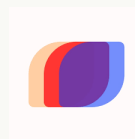
## Presets for Video (w/ F24 App):

[lightandairyphotog.com/shop-presets](https://lightandairyphotog.com/shop-presets)

## Fun Profile Photo App:

Pixelcut

## Apps



**F24**  
video editing



**Lightroom**  
Photo Editing



**Tailwind**  
Scheduling



**Planoly**  
Scheduling