



*H*ow to Create Compelling IG Highlights

TO GIVE NEW VISITORS A PEAK "BEHIND THE CURTAIN" OF YOUR BUSINESS WITH A MESSAGE THAT LEAVES A LASTING IMPRESSION

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HEY, FRIEND!

I'm Liz,

Raised on sunshine and sarcasm (and a lil' bit of screamo), I'm here to turn your words up a notch with passion-fueled, personality-infused brand copy that strikes a note with the right people, so they start tuning in to your channel.

From your IG to your website, we'll create a message that builds connections + naturally converts over time.

Liz Nickson

In this guide, you'll learn...

The importance of having highlights on your Instagram profile and what to include inside each one so you can see the best results and strategically smash your highlights (instead of just posting to fill space).

Each highlight is designed to guide new visitors through the customer journey of your profile, keep them engaged and move them towards taking action in your business.

Let's get started!



BUT FIRST...

What IS the customer journey?

TL;DR: the customer journey is the process all visitors take to go from just having found you to buying front and center tickets to work with you.

Picture yourself spotting T.J. Maxx for the first time (I know, this would've been eons ago for me too).

As you walk up, notice: **What does the outside look like? How do you feel?**

Then you step inside, same thing: **What does this look like? How do you feel?**

What makes you go from “ohhh, I want to try this on” to whipping out your card and racing to the checkout line?

Think about what's available as you wait in line... Need extra goodies? No. Want? Duh.

All these little details are what make up the customer journey.



START HERE

The "Start Here" highlight serves as the gateway to your brand *angels singing*, offering an itty-bitty (but still complete) breakdown of who you are and what you offer.

It's the first point of interaction for your audience, which sets the tone for their journey through your profile.

What to include:

- ✦ A brand introduction
- ✦ A general overview of your services
- ✦ Your mission statement or purpose
- ✦ Navigation links to important pages or services
- ✦ Engagement prompts to encourage interaction

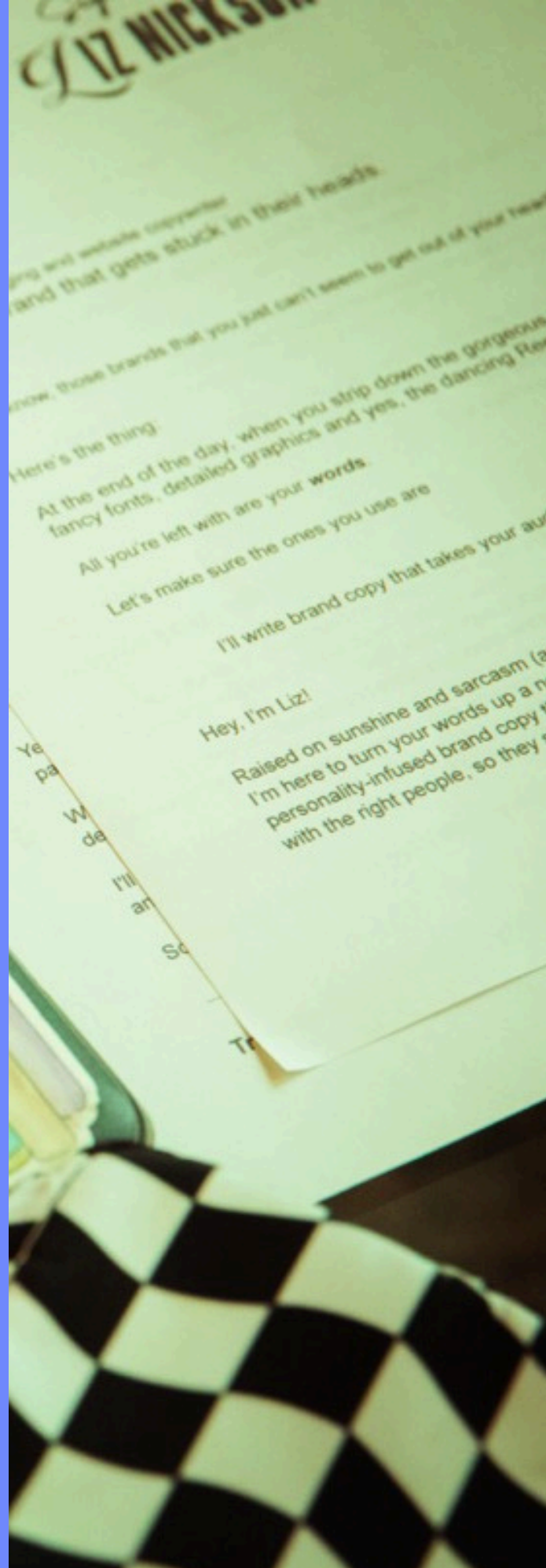
SERVICES

This highlight helps interested followers and profile visitors envision what the process of working together would look like. Think of it as a continuation of the brief mention in your 'START HERE' highlight.

The goal is to build off your services highlight with actionable steps. You'll share the deets on how a follower can go from curious clicker to devoted fangirl.

What to include:

- ✦ A breakdown of your services
- ✦ Who each offer is for
- ✦ The benefits of your offers
- ✦ Testimonials + client love
- ✦ Next steps (Clear CTA)
 - + Book a call? Head to your site?





OPTIONAL: TIPS & TRICKS

The quickest way to build trust with new profile visitors is to give them some kind of value right off the bat.

This could be sharing the #1 secret in your industry or dropping your free resources they can download.

As this is an optional highlight, there's nothing you **have** to include, but a great start is a round-up of some of your best educational posts where new visitors can learn from you.

How-to's, hacks, or other similar content is a great starting place.



Optional: Fun

The goal of this highlight is to connect with your new visitors on a personal level.

Give them a glimpse of YOU: your lifestyle, what you like to do for fun, hobbies, or anything else that would help you relate to them so you can start building that relationship and attracting others who live in a similar fashion.

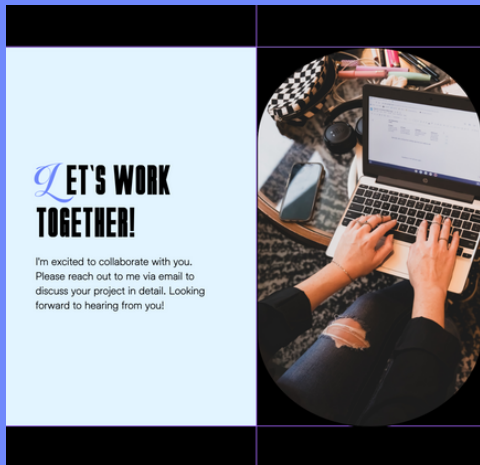
This is also a great time to add in engagement boosting elements like stickers, polls, or other metrics to keep the new visitor engaged.


Me in the wild!

General Tips To Keep In Mind

- ✦ Avoid using emojis in the highlight names and keep them short so they don't get cut off.
- ✦ Keep the highlight titles clear and ultra specific so your new visitors can easily understand.
- ✦ While there's no limit to the number of highlights you can have, keep the most important ones stuck to the front (they're automatically updated based on the most recently added to).
- ✦ Be sure to show your face often! This helps with brand recognition and building trust with your audience.
- ✦ Try to keep your highlights from becoming TOO long as this can overwhelm the new visitors.
- ✦ Show the real-world side of your business by adding in personality pieces.
- ✦ It doesn't matter how old the highlight is - if it's effective, keep it around!

BONUS: PINNED POSTS



DURING A SALES PUSH

1. How to work with me and your services
2. An intro post with a picture of you
3. The offer that's going on right now
OR a powerful recent client win or testimonial



NON-ACTIVE SALES PUSH

1. An intro post to you/ the brand
2. One promoting your email list or free resource
3. Course or digital product promo for passive sales
4. OR your top-viewed/ engaged post

 Like this freebie!

CHECKLIST

- START: Introduction to you/ brand
- START: Overview of services
- START: Your mission and who you help
- START: Navigation links if applicable
- SERVICES: Breakdown of how you can help
- SERVICES: Focus on benefits, not features
- SERVICES: Client love & testimonials
- SERVICES: Next steps to take in the customer journey
- OPTIONAL: Tips & tricks or value you can share
- OPTIONAL: Fun, lifestyle content to relate & connect with your new visitors

THE END!

LOOKING FOR MORE SUPPORT?

Here's how else I can help you rock your messaging...

OFFER 1

Brand Copy VIP *Intensive*

One week of strategizing and reframing your brand message. Whether you have a launch coming up or need fresh copy that speaks at an ultimate level, I'll help craft copy that moves you towards your goals (and saves you tons of time).

Choose from 24 DFY social captions OR 1 long-form Sales Page

[LEARN MORE HERE](#)

OFFER 2

The Website Copy *Album*

Up to 4 pages of research-backed, personality-driven copy that showcases your skills, moves up the Google charts and is a #1 hit with your visitors. This is perfect for the creatives who need an expert to write their web copy or haven't updated their copy in 2+ years.

Add-on pages available

[LEARN MORE HERE](#)