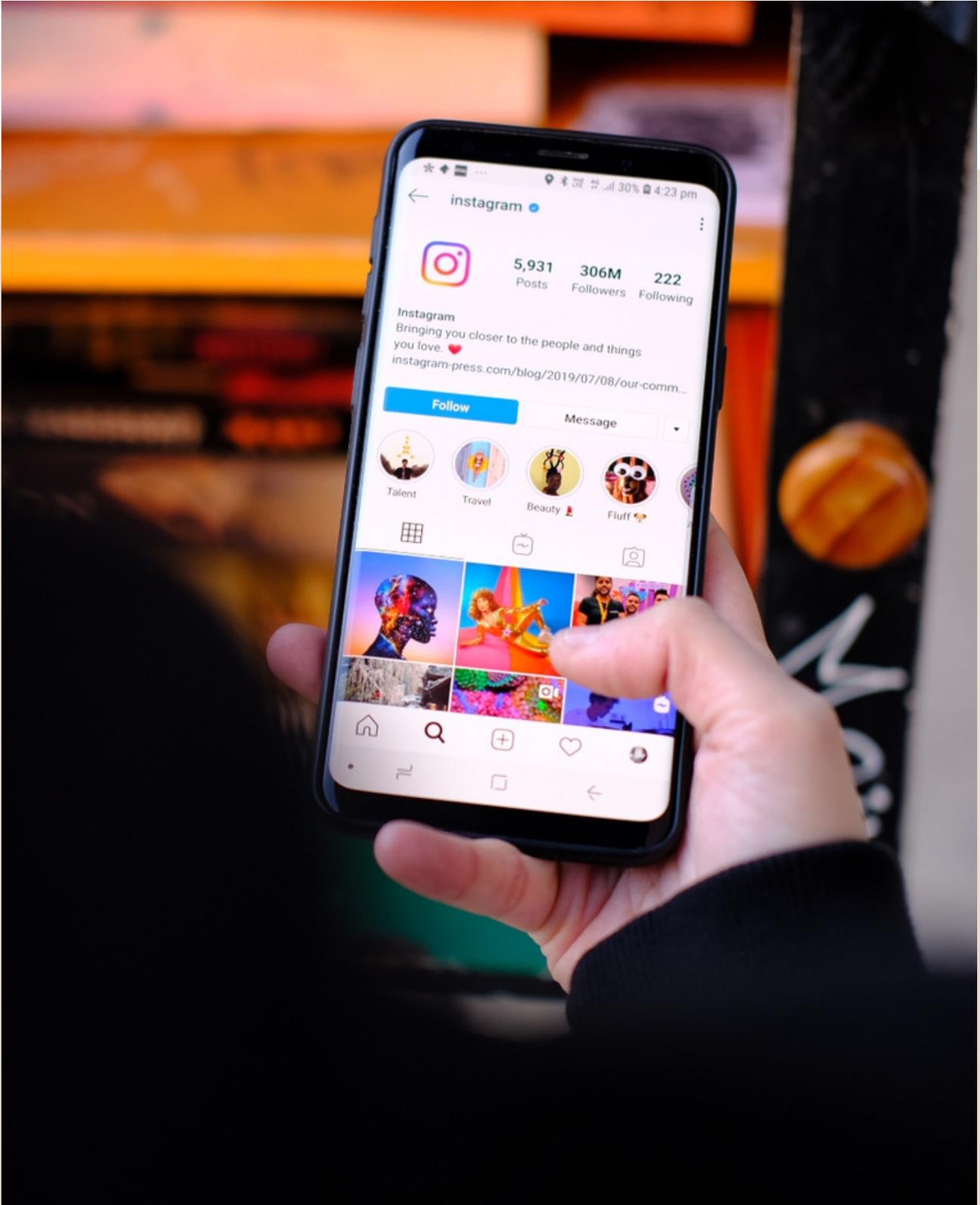


monthly action plan

ISSUE #12



LETTER FROM DAN



FEBRUARY IS HERE...A MONTH OF NEW BEGINNINGS

Welcome welcome welcome.

This month we are re-opening our membership for the first time in 13 months. We wanted to do so with a bang and so this month's Action Plan is the biggest we've ever done.

We know Instagram is a huge platform for many of you. So whether you are posting stories, uploading reels, researching hashtags or adding that link in your bio. This

month we have something to help you improve your insta game to the next level.

But before we dive in to the latest and greatest strategies and resources for you. We know that there's one thing you definitely need to ensure your success on Instagram and that's a daily plan of action.

So this month, we're introducing to you our 54321 system for Instagram. We hope you enjoy!

Danny



5 DAILY STEPS TO GROW YOUR INSTAGRAM ACCOUNT

Instagram has over 800 million daily users, making it the 3rd most globally used social media site after Facebook and YouTube, and that number is climbing.

It provides a huge opportunity to connect with potential customers and clients, yet many shy away from using it because they just don't know how to effectively use it.

Well you're in the right place, in this action Plan, we are going to explain exactly what you need to do every day to grow your IG engagement and sales (in a totally authentic way).

Over the years, we've seen the good, the bad and the ugly of Instagram We've bought likes, used bots, made mistakes and lived to tell the tale..

Social media and Instagram in particular is summed up pretty well with that last paragraph.

Some of you aggressively love it, others hate it with a passion. Instagram can feel at times, very fake and icky.

A platform for beautiful images and stories, it's a challenge to know how to fit in.

Add in the, follow / unfollow process can be annoying (albeit effective), the automated bots, the drops in engagement, changes to hashtag strategy... It has the potential to be more of a pain in the ass than effective marketing tool. This is why we are introducing to you a simple system for daily activity than can be done in just 20 minutes a day.



**SIMPLE,
EFFECTIVE
AND DO-
ABLE.**



New Post



View Activity



INTRODUCING THE 54321 SYSTEM

Inspired by Mel Robbins book called 'The 5 Second Rule'.

This simple 5 step system is designed to remove your fear, allow you to take action, get results, feel inspired and fall in love with Instagram again.

This system can be used by anyone. But, we did have in mind when creating this for you:

Home Based Business Owner

Social Marketer

Direct Sales

Coaches

Consultants

Therapists

Professional Services

Network Marketer

Course Creator

Marketing Agency

And much much more.

All of these niches are by design led with a brand. You are your business and this system has been designed so it can be done by 1 person in just 20-30 minutes a day, without a marketing budget, tonnes of experience or any automation bots and tools. **Simple, effective and do-able.**



HOW MANY PEOPLE YOU SHOULD FOLLOW AT A TIME

First things first. Let's clarify how Instagram should be used.

Instagram is an engagement platform, think of it like a virtual handshake. It isn't a deep and meaningful conversation with your bestie or a romantic walk in the park.

It is meet and greet or a smile and a wink as Liz likes to say.

If your business was s a department store. Your website is the till, your funnel the aisles of products and your Instagram, is the person at the entrance who smiles and says hello as your enter the store.

Looks nice, show's off your best bits and makes people feel good as they enter your world. Traditionally on social media, a mass marketing approach has been used. Often referred to as 'churn and burn' or 'quick disqualification' it is the intention of adding anything and everything with the hope that someone will buy something from you.

Those days are gone thankfully.

Now, marketing and the growth of your business is most effective with an 'empathetic and serving' approach. Which in short means, care more about the people you network with. Rather than 'adding a follower', instead consider this as 'opening a relationship'.

It is why we encourage you to follow 5 people at a time.

To be clear, this does not mean you should only follow 5 people a day (although that is okay if you do). We recommend you to follow 5 at a time to encourage you to follow in a more strategic way.

You may want to consider before following someone;

- Are they a potential customer that aligns with your target market?
- What problem are they likely to have which you can help them to fix?
- How often do they use their social media as a place of engagement?

There are 3 ways that you can find people to follow on Instagram that we use on a daily basis. They vary in level of difficulty and accuracy. Simply, the more time you spend on finding the 'right' people the higher your conversion of sales per person. However, that takes more time, so find the balance that works for you.

When you've implemented step 1, it's time to move on to step 2

ADD VALUE TO INFLUENCER PROFILES IN YOUR NICHE

You've probably heard before that people buy from people they know, like and trust. But, how do you actually get your audience who are strangers to know, like and trust you?

The simplest way is to add value to your market. Specifically, helping them to overcome their particular problem. When you do this consistently, it helps you to become an authority figure.

Now of course, it's not as simple as 'post value every day' and eventually you will become a millionaire. I don't need to explain that to you. You need to find your voice, tell your story, understand the pain points of your target market etc... I could go on.

But all of that stuff takes time.

And if there's a quicker way to get to where you wanna go, why not take it, right? You can build your authority faster by associating yourself with people of influence. In fact, this is so powerful, I really shouldn't be giving away this secret for free. It's literally earned us hundreds of thousands of pounds in revenue.

So make the most of what I am about to tell you and never forget to use step 2 daily.

First of all, you need to highlight who are the influential people you want to be associated with. Personally, I find smaller influencers best here as there are less people competing with you and they are super appreciative that you are both supporting them and making them look better.

It's a win-win for you both.

We recommend that you add value to 4 influencer posts per day.

The great thing is, within a few weeks, when you pick a niche and add value consistently to a range of 20-30 profiles, you quickly build your own authority (which is great) and create a bank of content you can repurpose quickly.

Let me give you an example.

ADD VALUE TO INFLUENCER PROFILES IN YOUR NICHE

A few years ago, I wanted to be a speaker at well known coaches Social Media Summit. Although I was not a huge fan of their 'old school' approach to building a business, it's fair to say he is one of the most recognised coaches / speakers in the world and so the association would be of benefit to my business.

So, I began consistently adding value to his posts. If he shared a value based post, I added value to support it.

If he shared a personal post, I added a personal story.

If he celebrated, I cheered him on.

Now bare in mind, he had no idea who I was. I had never spoke to him, met him or been to an event of his. To him, I was a nobody. Yet, inside 6 days, of doing this (along with one other strategy I'll share later) he sent me a private message inviting me to speak at his event.

Not only that, but the activity itself grew our follower account by several hundred people and converted in to paying customers as a direct relation to this.

So how does it work?

First of all, identify 30 influencers in your target market's niche. Choose 10 micro influencers (account under 10,000 followers). Choose 10 mid influencers (account under 100,000 followers). Finally, choose 10 celebrity influencers.

This gives you a nice spread range of influencers. Similar to the approach you should follow for your hashtags.

Here is an example of people you may wish to follow.

If you are a Network Marketer and you sell skincare and makeup. Your celebrity influencer could be Kim Kardashian. She often talks about makeup. You could add value to her post to explain how to apply makeup like her.

Your mid influencer could be a well known YouTuber ... And your micro influencer a local makeup artist Just think of it like this... local, national and international.

One more thing, You should not 'sell' in the comments of these profiles. It is super spammy and will lead to your being blocked by these accounts. Instead, add value, explain the why, what or how of a thing and intend to attract / engage the right people to your world.

START REGULAR CONVERSATIONS

This one may seem simple, but so many people are still ignoring their DMs and comments on their feed. Or worse - turning off commenting completely!

Instagram's roots are in community building, and that shouldn't change. No matter how big your account becomes, make sure you spend time listening too and responding to both positive and negative feedback.

Responding to DMs on Instagram Direct isn't just a matter of being polite, it's about growing your business as well!

It might seem like a small thing to you, but responding to a DM can mean a lot to your followers! And there's really no better way to build a connection with your audience than by actively engaging with them.

With that being said, it can be a good idea to create Quick Replies for some of the more common DMs you receive. For example, if you get a lot of people DM'ing you to compliment your posts, creating a quick reply to say thanks can save you a ton of time.

Recently, a number of our clients have started using the Manychat messenger bot to reply to @ tags, comment threads and DM replies as a way to quicken the engagement process and reduce friction from initial contact to optin.

And conversations don't just need to be about sales.

They could be used to collaborate with other business owners, to say thanks to a client or perhaps start a new friendship with a new business bestie.

KEEP YOUR PROFILE SHOWING IN THE STORIES

Think of your IG wall like a glossy magazine. It should be your best stuff. Visually great, a balance between lifestyle and business. Value and fun. With captions that inspire, motivate and lead your audience to your product or service.

Stories are different. The idea behind Instagram Stories was a simple one. The intention was to allow people to share “moments” of their day quickly and easily. These could be in the form of a series of photos or videos. Then everything that you put together for your Story would become a slideshow on Instagram.

The best thing about them? Instagram Stories are Discoverable. This means that people who don't follow you can see your posts too!

Your stories last for 24hrs, however it's not only those who follow you who will see them, in fact, they're discoverable so in the same way you might see accounts you're not used to in your stories feed, other users will see yours!

A great opportunity to create new raving fans!

You can add hashtags to your stories and add tags to other IG users. Both are great ways to be seen by more people.

By showing people ‘what you're working on’, and giving them ‘sneak peaks’ of what's happening behind the scenes shots gives a sense of exclusivity too. Everyone loves to feel like they're special – and you're also creating a bit of hype behind what you're working on.

There's no ‘Best Time To Post’ because they're visible for 24hrs only!

We'd recommend using Instagram Stories at least twice a day, at a good 10- 12 hours apart (which also gives you a break from Social Media), so that you've always got something in the stories newsfeed within any 24hr timeframe.

One final thing... You can download / save your stories too.

Once you've created and posted your Instagram Stories, you can download individual posts, or even WHOLE stories if you want to use them again for another piece of content (for example, another social media platform like Facebook).

POST CONTENT EVERY SINGLE DAY

Why is Instagram so popular? Because it's all about visual content!

It's no surprise that most humans are visually-oriented, and 90% of information transmitted to our brain is visual. Images grab attention and cause emotions, so people can spend countless hours scrolling their Instagram feeds.

How can it help you? Posting on Instagram can bring you engagement you need. And the best way to hook your followers is to post visual content regularly. Simply, the better it looks, the better your engagement is.

However, you don't have to over post as your followers may think you're spamming them. But, you can't afford to miss publishing as they may forget about you. Thus, the key to success is to keep a balance. Based on our experience, we believe you should post anywhere between 1 to 2 times a day.

Your daily content could be a post to your grid or a reel.

Reels take longer to create, but generate more engagement. Posts are quicker, but less engaged. The key is to find the sweet spot for you based on your time / results.

If you post daily, it's more likely you will be noticed by your followers. Obviously, you may run out of ideas if you post often, but you can always find creative ideas from us.

One final thing... Success doesn't come from what you do occasionally, it comes from what you do consistently and I want to help you to achieve this.

Just imagine...Having so much engagement on your social media posts you need to hire a VA just to keep up. Being able to write inspiring content that has your dream prospects reaching out to you directly. Working with your very own in-house team of writers and designers helping to produce your content. Spending less hours working in your business and still achieving more to be able to do what you want, when you want and with who you want.

Here's the thing... You know just as I do, Instagram offers an incredible opportunity to normal people, just like you and I, to build an incredible online business from just a mobile phone. Right now, I bet you could think of 2 or 3 people you follow who you'd love to be 'just like'... A charismatic influencer, who writes great content every day, with a hugely engaged audience and what seems like hundreds of new people buying their products or joining their company every month.

And you think "I could never do that. I don't know what to say or write, I'm not funny, I've no idea how to create nice images, no one cares what I say and I'm too busy anyway..."

“

**FOCUS ON
WHAT'S
POSSIBLE**

WE ARE HERE TO HELP

Well, that wraps up our 54321 system for Instagram. Next, your action step is to get your list of 30 influencers, consider what you want to lead your prospect / customers towards and plan your content.

Remember, if you fail to play, you plan to fail.

Also, make sure to check out the downloads in this month's MAP. We've included lots of goodies, including Hashtag Strategy guide, insta mockup templates, carousel templates, Reel checklist and an introduction to messenger bots with ManyChat.

Danny

