

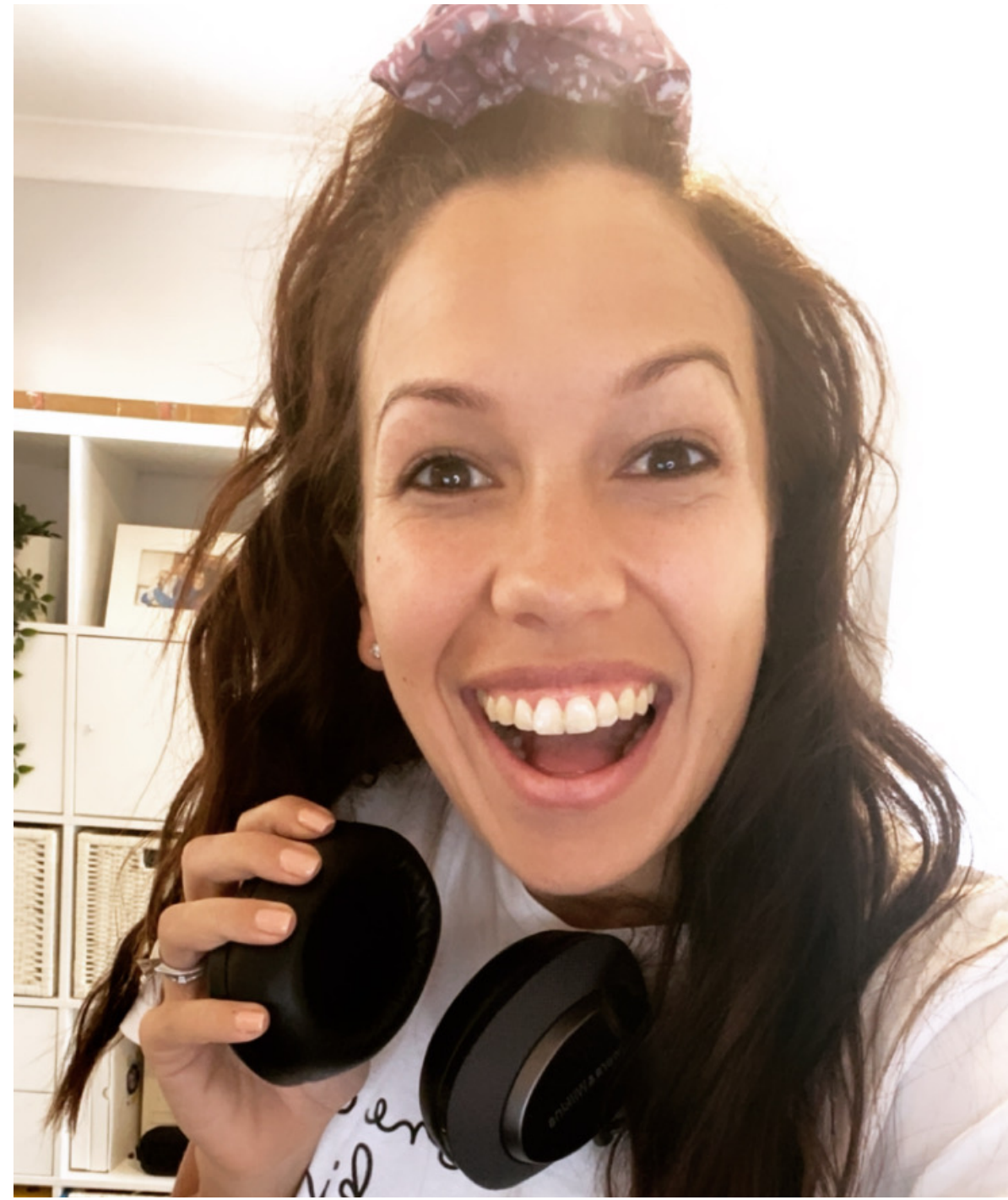


# HerBusiness Marketing Success Mastermind

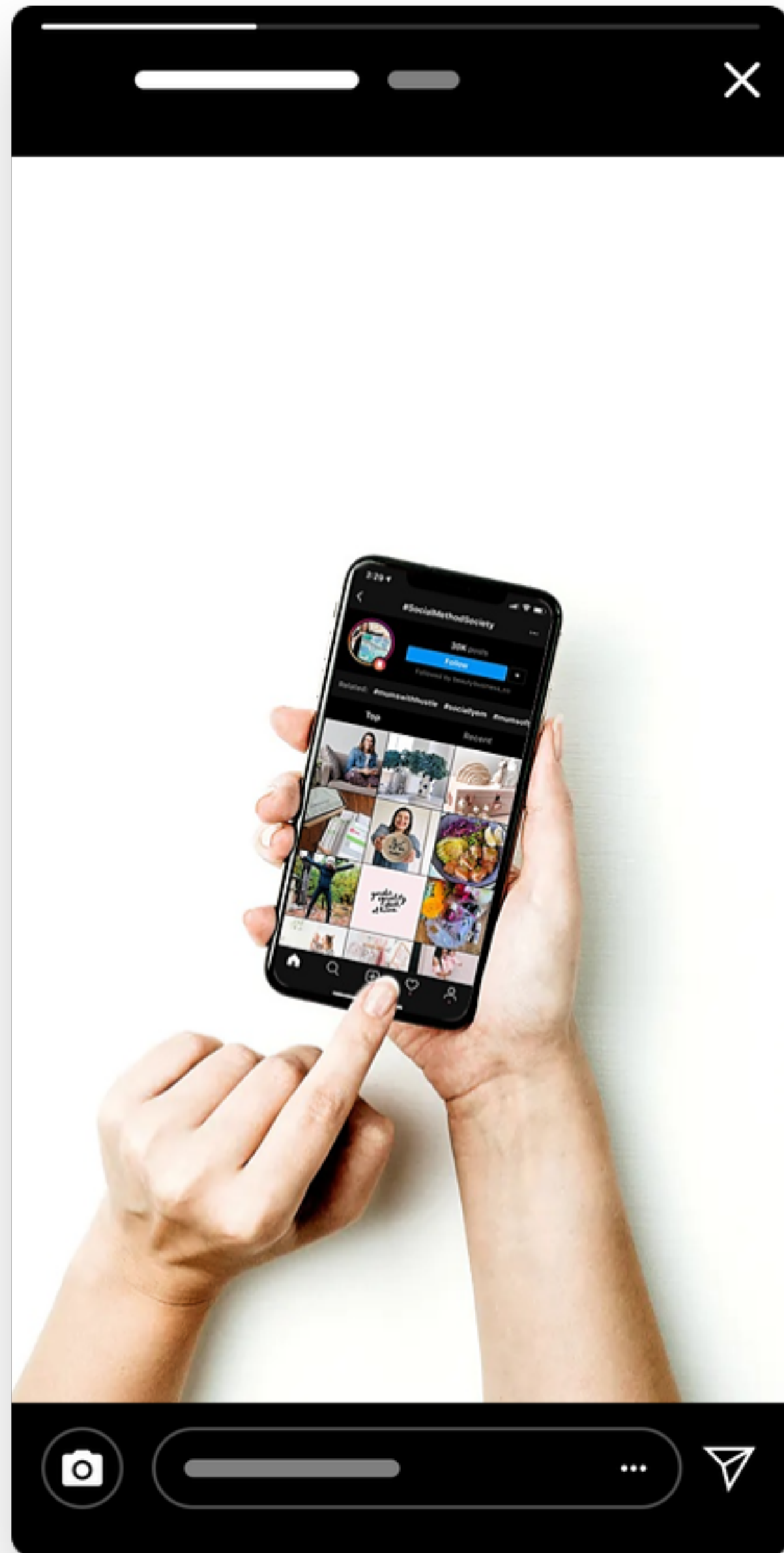




Hi!







# WHAT'S COMING UP

- ▶ Overview of Instagram
- ▶ Set up for success
- ▶ Stories





# HERE ARE THE *Facts*

**90%**

Of accounts  
follow a business  
on Instagram

**200M**

USERS

Visit at least  
one business  
profile a day

**1/3**

Most viewed IG  
Stories are from  
businesses

**70%**

USERS

Turn to IG for  
product  
discovery

**50%**

Of Australian  
businesses don't  
have a website







# WAYS TO MARKET YOUR BUSINESS ON **INSTAGRAM**

- ☑ Posts
- ☑ Instagram Stories
- ☑ Instagram Live
- ☑ IGTV
- ☑ Reels





*Let's*  
**TAKE  
ACTION**

# INSTAGRAM MARKETING **ACTION STEPS**

- ☑ Create yourself a **Business or Creator Profile**
- ☑ **Create a bio** that speaks directly to your ideal customer avatar





# OPTIMISE YOUR BIO

& FIND YOUR TRIBE

Hustle





#TRUTH



YOUR BIO NEEDS TO BE SET UP  
SO THAT YOU'RE **ATTRACTING**  
AND **REPELLING** THE RIGHT  
KINDS OF PEOPLE





# Example from Mums With Hustle

12:53 ↗



mumswithhustle ▾



**1,945**  
Posts

**42.1K**  
Followers

**3,149**  
Following

**Tracy Harris** 💕 Instagram Mentor

Helping Mums grow businesses since 2015

🎙️ Australia's Top Podcast for Mums in Business

💻 Online Membership + 🥂 🧠 💕 Inner Circle

Mastermind

[mumswithhustle.com/blog/market-your-brand-or-p...](https://mumswithhustle.com/blog/market-your-brand-or-p...)



**1,512**  
posts

**28.5K**  
followers

**3,060**  
following

Promotions

Edit Profile

**Instagram + Biz Mentor**

Entrepreneur

Next-level mentor for Mums

GROW & SCALE your business on Instagram 📈

Academy|Course 👧👧 💻

LISTEN #MWHPodcast 📌

Social Method Society (next intake Nov) 📌

[www.mumswithhustle.com/](https://www.mumswithhustle.com/)

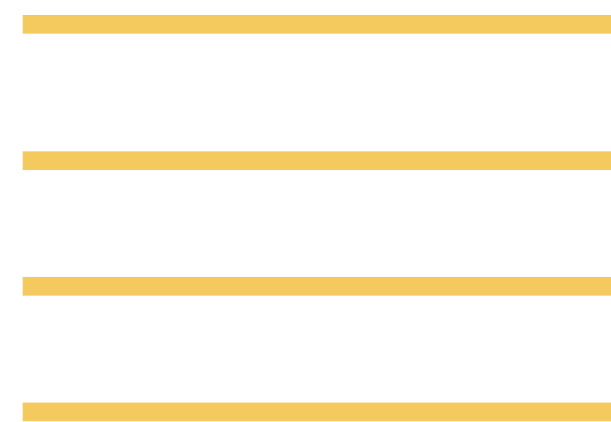




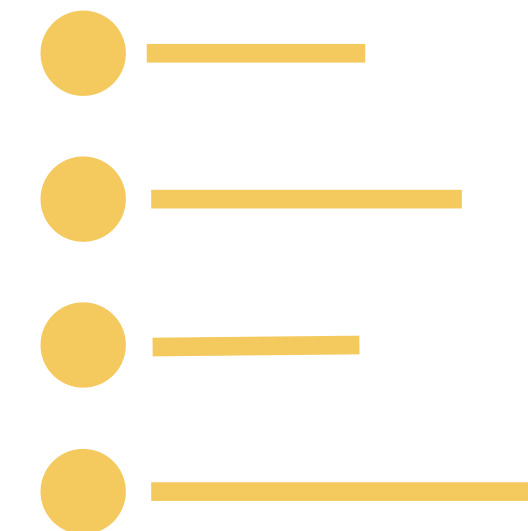
# BIO BREAKDOWN

There are a couple of ways to set up your bio:

Paragraph



Dot point



The main thing is that you clearly communicate your  
**PURPOSE, PASSION** and **PERSONALITY**





# WHAT MAKES A **BIO THAT CONVERTS**

- 1 Who you are
- 2 What you do
- 3 Why they need to follow you
- 4 Call to action





## PRODUCT




**98**  
Posts

**841**  
Followers

**1,240**  
Following

**em & me**  
Shopping & Retail  
👋 Hi  
👭 We are sisters - Danah & Cara  
💎 Bespoke Handcrafted Jewellery  
🌱 Designed By Us - Natural Materials  
★ NEW COLLECTION next week  
[www.emandmeshop.com](http://www.emandmeshop.com)  
Roma, Queensland



**389**  
Posts

**11.1 k**  
Followers

**531**  
Following

**Leanne | Lime And Mortar**  
Product/Service  
💚 Let's Talk Stickers, Planners + Home Inspo 💚  
• Tags: [#limeandmortar](#) + [#limemail](#)  
• Worldwide shipping from Perth, Australia 🇦🇺  
Shop Here:  
[www.limeandmortar.com](http://www.limeandmortar.com)

## COURSE/MEMBERSHIP



**1,299**  
Posts

**16.3K**  
Followers

**2,561**  
Following

**Shari Lyon - Hypnobirthing**  
🎙 Nurture Hub Podcast Host  
🌱 Hypnobirthing Courses Online  
📍 Gold Coast Face to Face Classes  
👉 Click Below for our latest NurtureHub Podcast Episode  
[belly2birth.com.au/instagram](http://belly2birth.com.au/instagram)



**819**  
Posts

**685**  
Followers

**514**  
Following

**Kamri Hill - Stylist**  
■ Giving the gift of confidence through style. 👗  
■ Outfit Tips & Practical Style Advice  
■ Style Community THE GUIDE  
New FREEBIE 👉  
[www.kamrihill.com/theguide](http://www.kamrihill.com/theguide)  
Sydney, Australia

## SERVICE



**369**  
Posts

**410**  
Followers

**287**  
Following

**Erica | Women's Counsellor**  
Mental Health Service  
💖 Helping women heal and grow...  
💪 Survivor | 🧸 Mum | ✨ OPTIMIST!  
📝 Writer | 🎙 #domesticviolence  
📖 Blog • BOOK NOW • 👉  
[linktr.ee/SheCounselling](http://linktr.ee/SheCounselling)  
Mittagong, New South Wales



**22**  
Posts

**236**  
Followers

**394**  
Following

**Danica 🙋 Virtual Assistant**  
Product/Service  
🌱 Hi, I'm Danica. Virtual Assistant  
🌱 Here to help you in your business.  
🌱 Hints and Tips to get your socials savvy.  
🌱 WEBSITE COMING SOON 🌱





# BUILD YOUR BIO ACTIVITY

#LetsGetIntolt



MINIS WITH  
*Hustle*





# #ItsSharingTime

## Bio Self Assessment

BIO	Y	N	F
Does your Bio clearly and succinctly communicate:			
Who you are	<input checked="" type="radio"/>	<input type="radio"/>	
What you do	<input type="radio"/>	<input checked="" type="radio"/>	1
What you offer	<input type="radio"/>	<input checked="" type="radio"/>	1
Does it speak to your target audience?	<input type="radio"/>	<input checked="" type="radio"/>	1
Is it clear to them WHY they should follow you? e.g. the type of content you share and why they should follow you?	<input type="radio"/>	<input checked="" type="radio"/>	1
Is there a clear CTA?	<input checked="" type="radio"/>	<input type="radio"/>	1
Is there personality in your bio (the same voice as your captions)?	<input checked="" type="radio"/>	<input type="radio"/>	
Is your "Name" reflective of what you do? (e.g. This field is searchable so if you are a life coach, consider putting that there as well as your name)	<input checked="" type="radio"/>	<input type="radio"/>	
Do you have a hashtag campaign (if yes, is it in your bio)?	<input type="radio"/>	<input type="radio"/>	2
Are you utilising the Highlights feature to your maximum ability?	<input checked="" type="radio"/>	<input type="radio"/>	
Have you included your best point of contact?	<input checked="" type="radio"/>	<input type="radio"/>	
Have you set up a clickable link to your latest content/offer/online space?	<input checked="" type="radio"/>	<input type="radio"/>	3
Contact/Email button (Business accounts only)	<input checked="" type="radio"/>	<input type="radio"/>	



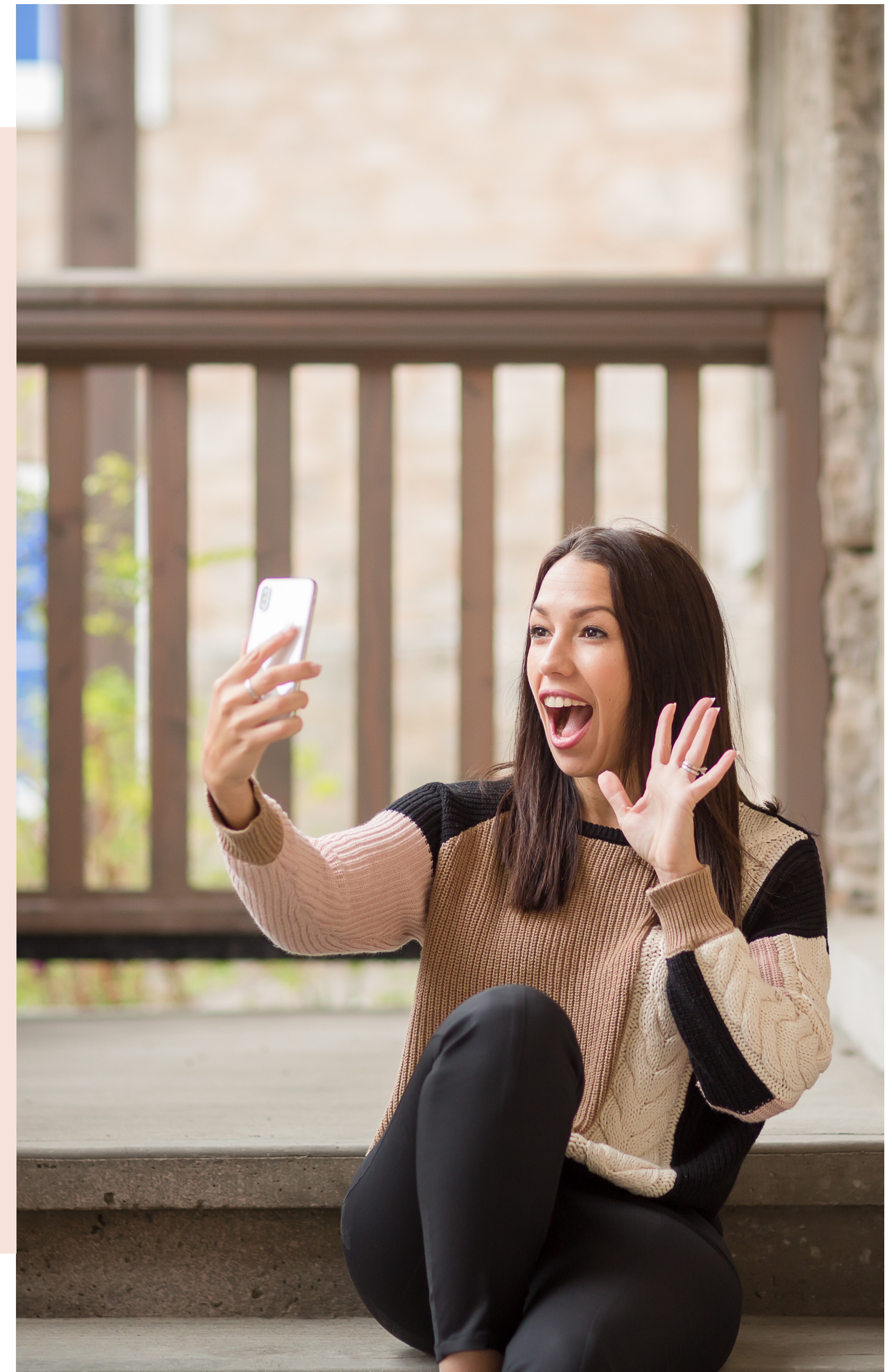


# INSTAGRAM STORIES

**15 second video clips** that string together to **tell a “story”**. You can share video, images, text and access a bunch of fun filters and **features such as**

- ✓ Polls
- ✓ Question Stickers
- ✓ Timers
- ✓ Quiz
- ✓ Hashtag Stickers
- ✓ Music

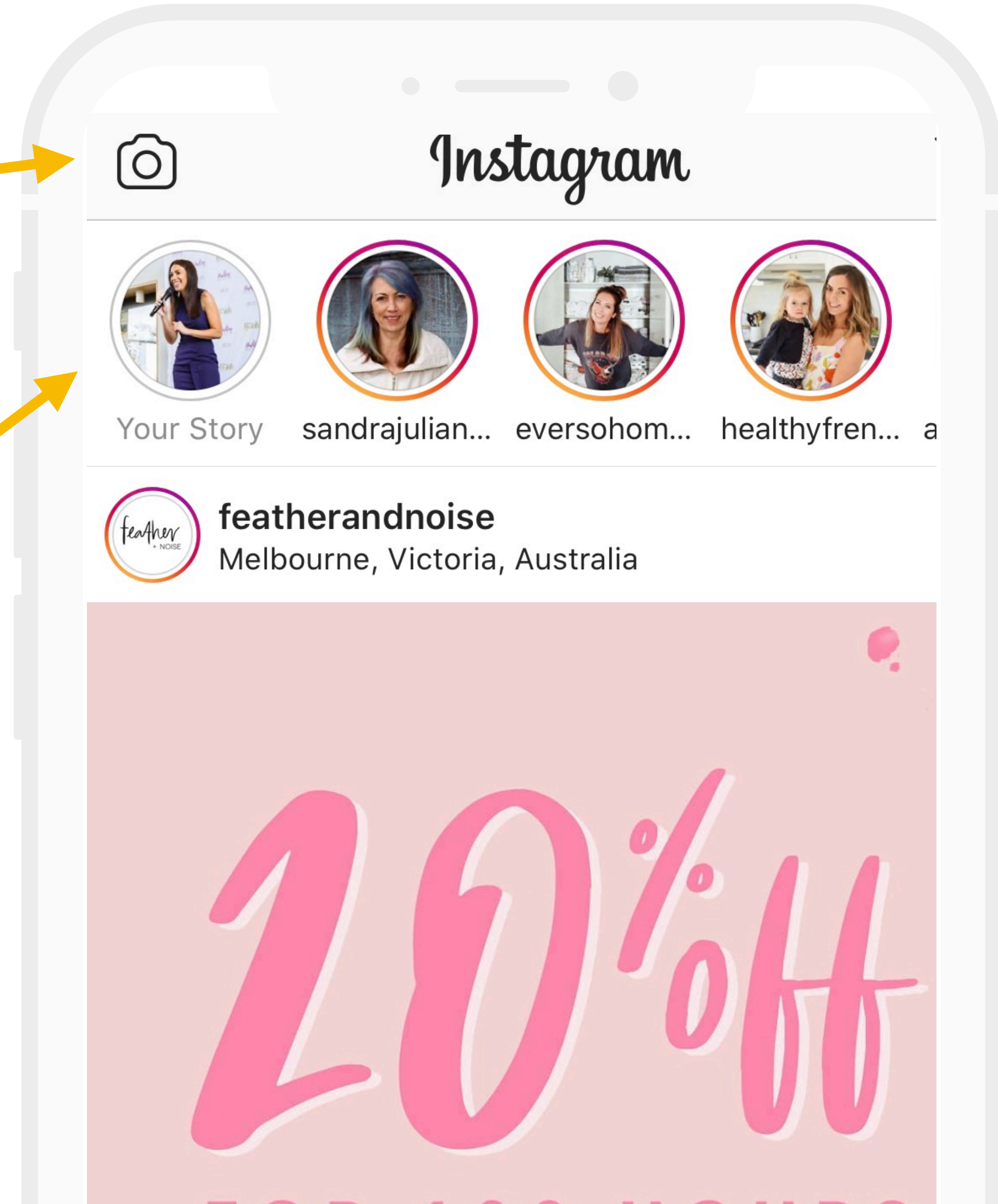
At the moment, Instagram allows you to continuously record for four clips (one minute).





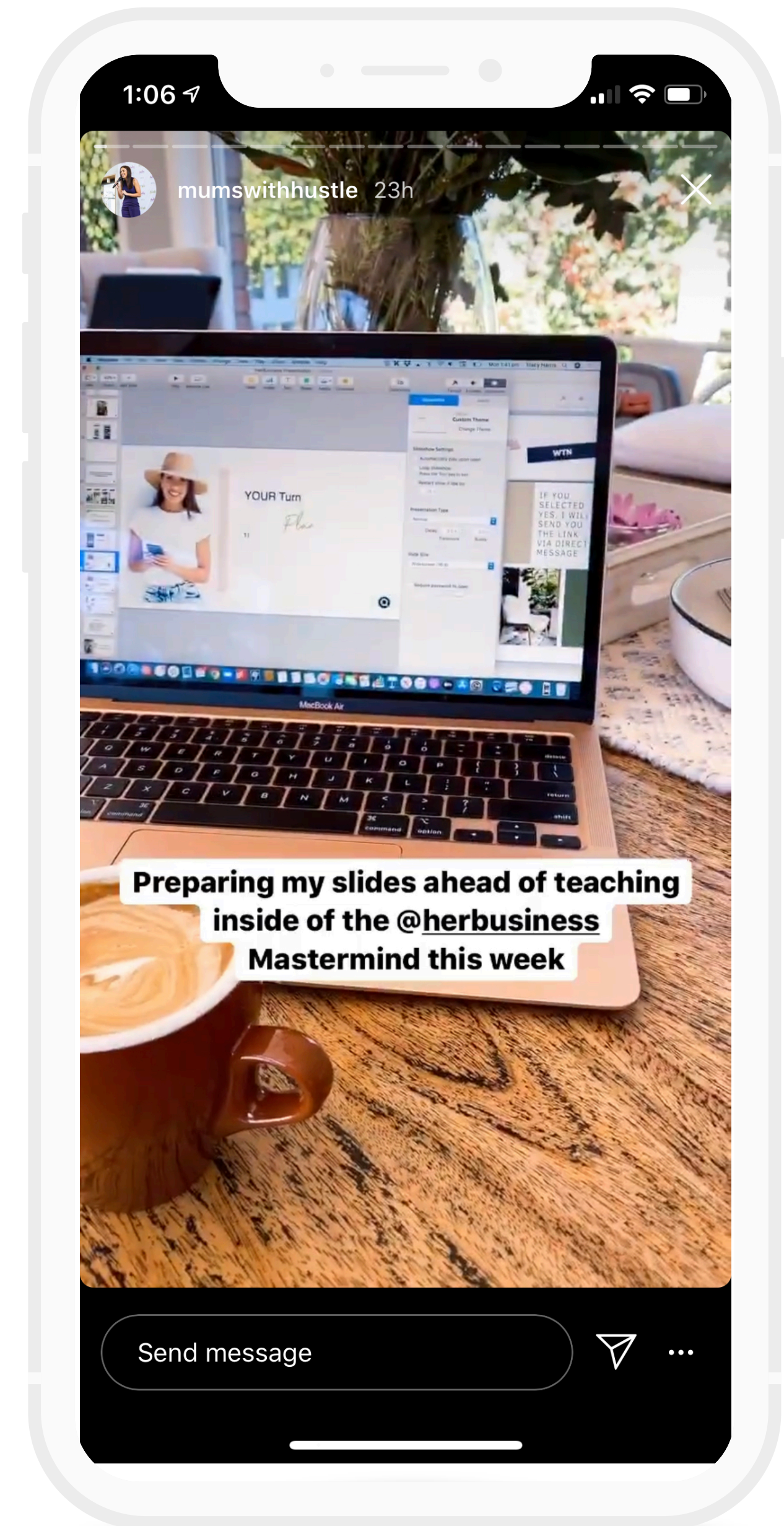
Stories can be  
**created** here

Stories can be  
**found** here





# 3 IT'S TIME TO EXPLORE THE STORIES INTERFACE!





**Stickers** can  
be found here





**HOW WAS THAT?**





HOOK

PROBLEM

POLL

WTN

ARE YOU STRUGGLING  
TO KEEP YOUR HOUSE  
PLANTS ALIVE?



STOP BEING A  
SERIAL PLANT  
KILLER AND  
GET THE  
INDOOR PLANT  
GUIDE NOW,  
FOR FREE.



WOULD YOU  
LIKE THE FREE  
GUIDE?

YES PLEASE!!!  
HELP 🙏

MY PLANTS  
NEVER DIE 🙏



IF YOU  
SELECTED  
YES, I WILL  
SEND YOU  
THE LINK  
VIA DIRECT  
MESSAGE







**INSTAGRAM Stories and DM  
are like hot chips 🍟 and  
chicken salt 🧂**

Your Strategies:

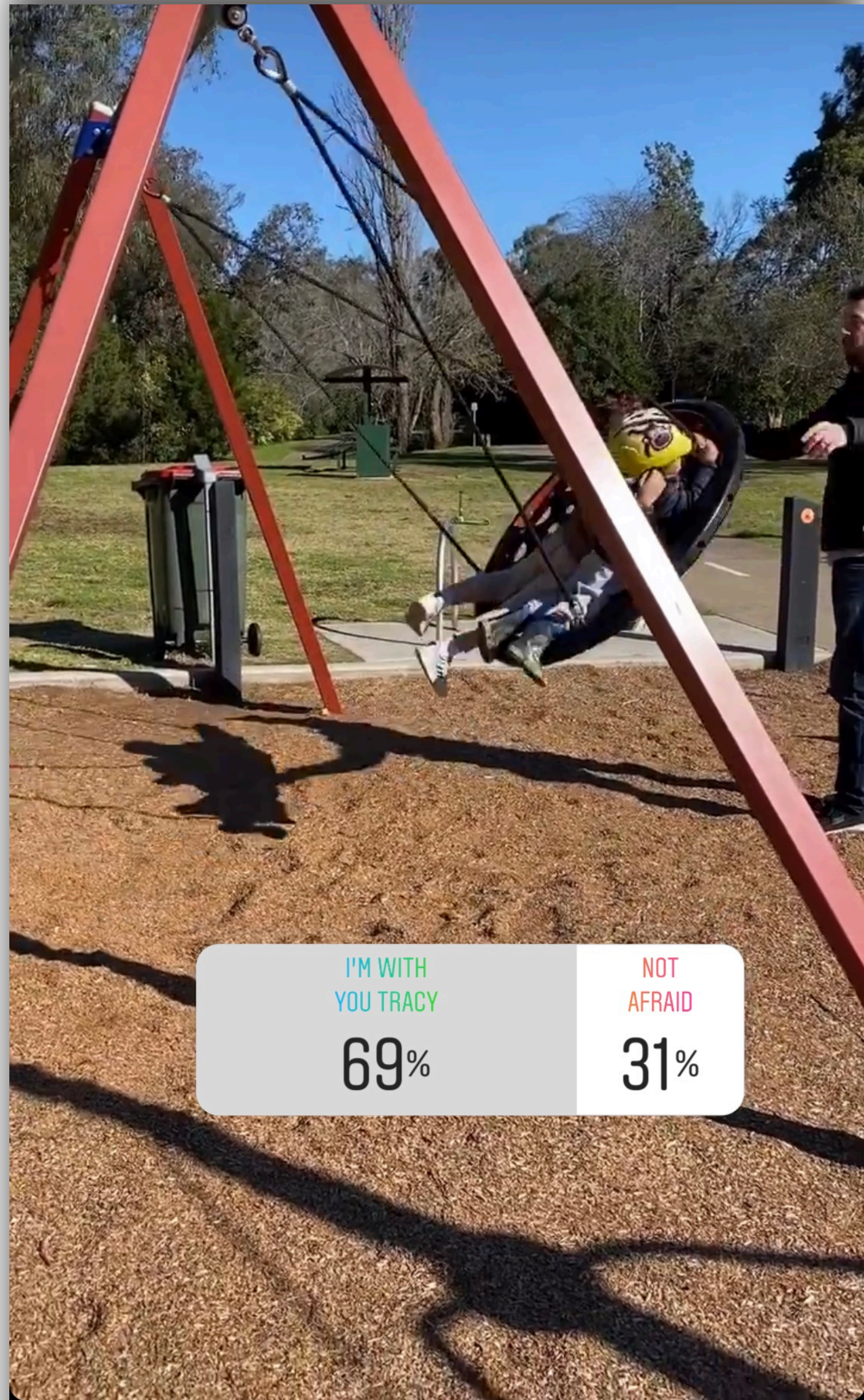
1

DM each person that voted on your poll expressing interest

2

You can continue the conversation there, list build, give exclusive deals, send them to your booking calendar, qualify customers and clients etc!





Seen by 817






Facebook

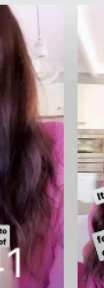

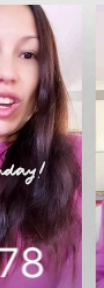
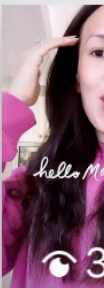






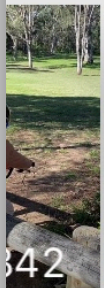




Highlight







More







817



132


votes for i'm with you tracy

58


votes for not afraid

Share Results


Voters



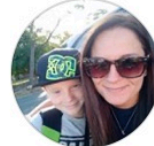
**sarahwhelancoach**  
Sarah Whelan 🍀 Irish mentor •  
voted i'm with you tracy




**\_lettersfromsarah**  
Sarah Lewis | Calligraphy •  
voted i'm with you tracy




**ownyourmoney**  
Belinda Rosenblum CPA | Coach  
• voted i'm with you tracy



**amelia\_button**  
Amelia E • voted not afraid




**chantelleroma**




Voters

I'M WITH YOU TRACY


NOT AFRAID




**sarahwhelancoach**  
Sarah Whelan 🍀 Irish mentor •  
voted i'm with you tracy




**\_lettersfromsarah**  
Sarah Lewis | Calligraphy •  
voted i'm with you tracy




**ownyourmoney**  
Belinda Rosenblum CPA | Coach  
• voted i'm with you tracy




**chantelleroma**  
Chonny ✨ • voted i'm with  
you tracy




**erikaslearningresources**  
ErikasLearningResources 🍎 •  
voted i'm with you tracy




**melbournehairblogger**  
NICOLE HEALY | INSTAGRAM  
COACH • voted i'm with you  
tracy




**hashtaginstaprints**  
Hashtag Insta Prints • voted i'm  
with you tracy



**rookee\_men**  
Rooke Men: Sports & Fitness •  
voted i'm with you tracy



**amanddavey33**  
AmandaDavey33 • voted i'm  
with you tracy



**mumoki\_online**  
MUMOKI // Laura Ruston • voted







4

## YOUR TURN

### *Choose your own adventure*

**Beginner level:** Do a set of Stories where you introduce yourself and share your Connection Statement with your audience. Add the poll sticker on your fourth clip that asks them a question. The question can be business related or purely social.

**Intermediate level:** Do a set of Stories where you introduce a list-builder or free piece of content. Add the poll sticker on your fourth clip that asks them to self-identify with one of the options e.g. Would you like a free copy? Options in your brand voice e.g. “Hell yes!”, “Send it to me Trace!” Or “Nah I’m too awesome”



**What to share on Instagram Stories each day so that it builds your business whilst feeling light and easy.**





**Which one will you do before we gather  
back here tomorrow morning?**







# 7-Day IG Stories Plan

I've done the hard work for you...

1 Cheatsheet - 40 IG Stories Themes

2 7 Day IG Stories Planner





## 7-Day Plan *Example*

**Monday** - promote Podcast

**Tuesday** - shoutout podcast listeners

**Wednesday** - show behind the scenes

**Thursday** - promote a freebie

**Friday** - share member wins

**Saturday** - what I'm doing

**Sunday** - what I'm doing







5

#TAKE  
*Action!*

Once you have filled out your own plan please take a screenshot of it and share it with one another in the coming days/weeks.

Stick this plan somewhere visible for yourself or add these themes to your calendar on your mobile device and/or computer.

