



Your 7-Day IG Stories Plan



7-Day IG Stories Plan

Cheatsheet

40 DONE-FOR-YOU IDEAS

1. Show any orders being sent out that day/week. Let your audience know how they can order too.
2. Share your plan for the week then nominate 3 other accounts to do the same.
3. Outfit of the day. Remember to tag relevant accounts.
4. What's for dinner? Share yours and then invite your audience to share theirs to their Story, tagging you.
5. Share a tip then promote a related freebie
6. Answer a FAQ and invite your audience to DM you if they have a question.
7. Promote an existing piece of core content and direct your audience to go check it out.
8. Promote your latest blog post/podcast/vlog
9. Shoutout IG accounts that you love
10. Share a motivational quote of the day
11. Share a sneak peek into something that you're working on
12. Using the Questions Sticker, ask your followers what content they'd like to see in your feed this week
13. Share how something is made
14. Tell your audience what you're sending your email subscribers this week and let them know how they can subscribe too.
15. Share posts/stories of your happy customers/clients
16. Shoutout a wholesale customer of yours and let your audience know what to do if they'd love to become a stockist
17. Share a review left on your website/podcast/blog and tell your audience how they can leave a review
18. Shoutout a podcast that you're loving and tag their account
19. Shoutout a book that you're loving and tag the author
20. Share how to order/book/buy

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21. Ask your audience a question - fave movie, band, book, podcast and ask them to DM you with the answer.
22. Share a Gif sticker that shows your mood and invite your audience to do the same, tagging you in their Story.
23. Share a testimonial and a call-to-action that invites them to work with you (or shop, dine, book in etc)
24. Do an IG Stories team/employee takeover
25. Share how something is packaged
26. Offer an exclusive IG Stories package/promo/discount
27. Do an IG Stories biz takeover where you introduce your audience to someone new
28. Do an IG Stories Customer takeover
29. Share 3 cool posts from your feed that they may have missed
30. Poll your followers on something that is relevant to them
31. Share a template that your audience can complete. Ask them to tag you when they use it
32. Stop, drop and share a selfie that shares what you're doing at that moment. Then tag 3 accounts to do the same
33. Use the Poll Sticker to ask a series of "which would you rather" questions
34. Share a Quiz Sticker that quizzes your audience about your business/brand
35. Shoutout your podcast listeners
36. Share 3 posts you liked on IG this week
37. Use the Boomerang feature to take and share a selfie
38. Share your workspace in your Stories and tag relevant accounts
39. Use the Countdown Sticker to promote a new product, when you're going live, etc.
40. Shoutout a small business you love by using the Small Business Sticker



Your 7-Day IG Stories Planner

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY