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Win At Business And Life In An AI World

Instagram Stories Checklist

Use this every time you create an Instagram Story to maximize its potential.

1. Pre-Planning & Strategy

- ☐ Define Your Goal
- ☐ Identify Your Target Audience
- ☐ Choose a Topic/Theme
- ☐ Brainstorm Content Ideas
- ☐ Plan Your Story Sequence
- ☐ Check Your Calendar
- ☐ Gather assets

2. Content Creation

- ☐ Choose Your Story Format
- ☐ Capture High-Quality Content
- ☐ Edit Your Photos/Videos
- ☐ Add Text Overlays
- ☐ Incorporate Stickers
- ☐ Use Drawing Tools (Optional)
- ☐ Review Your Story

3. Posting & Engagement

- ☐ Choose Your Audience
- ☐ Add a Call to Action (CTA)
- ☐ Post Your Story!
- ☐ Engage with Replies
- ☐ Share to Facebook (Optional)

4. Post-Story & Analysis

- ☐ Monitor Story Views
- ☐ Analyze Story Insights (Business/Creator Accounts)
- ☐ Save to Highlights (If Relevant)
- ☐ Learn and Iterate
- ☐ Download/Archive



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