

FROM CRICKETS TO CRUSHING IT ON INSTAGRAM LIVE

Ideas for Lives:

- Invite a student to do 15 minutes on movement
- Invite someone in your household to do 15 min of breathwork
- Invite a colleague for an IG Live Interview
- Talk about something you're passionate about
- Talk about the last thing that made you mad

OPTION 1 (for teachers or someone you want to interview):

Hey [NAME], hope all's well with you! I am reaching out as I prepare an Instagram Live to share with my followers this week.

The three main messages I aim to get across with my content are:

- [same as DAY 1]

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I plan to host Instagram LIVES to discuss the points above with experts in those areas. And I'm here in your DMs because I YOU are an expert!

I'm curious if you'd be open to discussing [CHOOSE PILLAR TO DISCUSS] with me on Instagram live later this week.

When it comes to this topic, I like to educate my followers about [INCLUDE YOUR MAIN CONTENT PILLARS]. There's tons to dive into here but we'll narrow it down to a few main questions in advance for brevity's sake.

Let me know if you are interested in joining me for an informal, fun and informational conversation to share with our followers! Once you give me the green light, we can schedule the time!

I look forward to hearing from you!

Talk soon,

[YOUR NAME]

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OR

OPTION 2 (for students or friends for 15 min Live movement session):

Hey [NAME], hope all's well with you! I am reaching out as I prepare an Instagram Live to share with my followers this week.

What I love most is to teach yoga/movement and I would love to use my Live as an opportunity to guide you through 15 minutes of movement. I know you're the perfect candidate to go live with me because [REASON based on your experience working together or this person's comfort level online].

If you have any questions or doubts during the Live, I would ask you to voice those so that anyone watching can benefit as well.

I'm so excited to lead a fun, informal and informational Live to share with our followers! Once you give me the green light, we can schedule the time for Friday!

Thanks and talk soon,

[YOUR NAME]