

# Instagrowth

**Learn the step-by-step strategy to authentically grow your Instagram in 30 days**

Hashtags. Algorithms. Stories. Lives.

Instagram is getting to be quite complicated.

There are new things to learn, updates to keep up with, themes to maintain - it can be quite overwhelming.

Before I started implementing a strategy on Instagram, my account was ALL over the place. I was using all different filters on each photo, my average engagement was around 4 likes per post (on a good day), and I had about 300 followers (most of whom were friends and family)!

Now?

- My account has reached over 2,200 followers. This may not seem huge to some but my following are a **dedicated and loyal** bunch - they're my tribe and I love 'em to pieces!
- My average engagement per post is at least 120 likes and 15 to 20 comments (and this is growing by the day)
- My Instagram is actually growing my blog and business on auto-pilot. My **biggest client to date** found me through an Instagram hashtag and some of my most **engaged mailing list members** discovered me on Instagram

Crazy, right?!

I'm not about giving you unrealistic expectations and telling you that your account can reach 100k followers in one week if you buy this course. I'm not in it for the sale here.

I'm in it for making sure you are utilising Instagram and getting the most out of the time you spend on it - because, who are we kidding? We spend hours and hours scrolling through the feeds every day. We might as well be making a bit of money from it, am I right?!

**In my upcoming e-course, I will teach you my step-by-step strategy to help you authentically grow your Instagram account in 30 days. This course will help you set your foundation, find your theme, create killer content, and grow your tribe on Instagram.**

Keep reading to learn more about the course, bonuses, and price points!

## COURSE OUTLINE

<b>MODULE 0 //</b> Laying the Foundations	<b>Goal of this module:</b> At the end of this module, students will have a solid foundation for their Instagram account.
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Lesson #	Videos / Talking Points	Desired Goals
<b>LESSON 1:</b> <b>Discover Your Why</b>	<ul style="list-style-type: none"> <li>★ Intro to the module</li> <li>★ Intro to The Golden Circle</li> <li>★ Define your 'why'</li> <li>★ How your 'why' affects your IG account</li> <li>★ Define the purpose of your Instagram account</li> </ul>	Students will define their Why statement and decide on the purpose of their Instagram account.
<b>LESSON 2:</b> <b>Define Your Niche</b>	<ul style="list-style-type: none"> <li>★ The importance of being niche</li> <li>★ How to find your niche</li> <li>★ Define your ideal audience</li> <li>★ Create your audience avatar</li> </ul>	Students will discover their niche and create their ideal reader/client avatar.
<b>LESSON 3:</b> <b>Set Your Goals</b>	<ul style="list-style-type: none"> <li>★ Why it's important to set goals for this course</li> <li>★ Examples of goals</li> <li>★ Define your course goals + set some objectives</li> </ul>	Students will feel ready to take on the course and have some goals in place!

<b>MODULE 1 //</b> Perfect Your Profile	<b>Goal of this module:</b> At the end of this module, students will have a profile that will reflect their 'why', increase their reach, and impress their ideal audience.
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<b>LESSON 1:</b> <b>Your Account Details</b>	<ul style="list-style-type: none"> <li>★ Your Instagram username</li> <li>★ Business account vs personal account features</li> <li>★ My concerns with business accounts</li> <li>★ Choosing the best profile photo</li> </ul>	Set a good foundation for the student's Instagram profile.
<b>LESSON 2:</b> <b>Boss Your Bio</b>	<ul style="list-style-type: none"> <li>★ Creating an enticing and keyword-friendly headline</li> <li>★ Craft a bio that engages your ideal audience</li> <li>★ Create a CTA to get your audience to</li> </ul>	Students will leave this lesson with an improved bio that entices their ideal audience to click that 'follow' button!

	take action	
<b>LESSON 3: Utilise Your Link</b>	<ul style="list-style-type: none"> <li>★ 3 ways to use your link in bio</li> <li>★ My favourite way to have multiple links at once</li> <li>★ Mini tutorial of Linktr.ee</li> </ul>	Students will utilise the link in their bio and pick the method that works best for them!

<b>MODULE 2 //</b> Find Your Theme	<b>Goal of this module:</b> This module will help students define their Instagram theme, focus on creating killer content, and feeling confident with the posts they're putting out!
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Lesson #	Videos / Talking Points	Desired Goals
<b>LESSON 1: Brainstorm Your Content</b>	<ul style="list-style-type: none"> <li>★ Intro to module</li> <li>★ Overview of different content on Instagram: <ul style="list-style-type: none"> <li>○ Flatlays</li> <li>○ Quote graphics</li> <li>○ Slideshows</li> <li>○ Instagram stories</li> <li>○ Videos</li> <li>○ Behind the scenes pics</li> <li>○ And more!</li> </ul> </li> <li>★ What content works best for you?</li> <li>★ What works best for your audience?</li> <li>★ What fits in with your 'why' and the purpose of your account?</li> </ul>	Students will learn about different types of content they can create for their Instagram feed. They will consider what will work best for themselves and their audience and brainstorm posts they can create for their feed.
<b>LESSON 2: Setting the scene</b>	<ul style="list-style-type: none"> <li>★ Exploring the world of colours, props and backgrounds</li> <li>★ The importance of colours and colour psychology</li> <li>★ How to create a colour palette using Colors</li> <li>★ Examples of different props + backgrounds you can use for your photos</li> <li>★ Having a prop box</li> </ul>	Students will have a good idea on what colours, props and backgrounds they will use to create their own photos.
<b>LESSON 3: Troubleshooting: Do</b>	<ul style="list-style-type: none"> <li>★ Working through FAQs about having a theme including: <ul style="list-style-type: none"> <li>○ Is it authentic?</li> </ul> </li> </ul>	This lesson will help students see the value in focusing their content with a theme on

<b>you need a theme?</b>	<ul style="list-style-type: none"> <li>○ Is it worth the extra time?</li> <li>○ Does it make a difference?</li> </ul>	Instagram and help provide alternatives/halfway points for those who are against the idea.
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<b>MODULE 3 // Create Killer Content</b>	<b>Goal of this module:</b> By the end of this module, students will be able to start putting out great content including awesome captions and killer Instagram stories. They will also learn how to use a tool like Planoly to plan their posts in advance.
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Lesson #	Videos / Talking Points	Desired Goals
<b>LESSON 1: Creating Your Content</b>	<ul style="list-style-type: none"> <li>★ How to create a mini-studio for your photos</li> <li>★ How to create Instagram quote graphics in Canva</li> </ul>	Help students put their ideas into practice and take their own photos/create their own graphics.
<b>LESSON 2: Writing Your Captions</b>	<ul style="list-style-type: none"> <li>★ Link back to your ‘why’ - set your tone of voice (brand lexicons)</li> <li>★ Use them for value</li> <li>★ Mini-blog posts</li> <li>★ Tell your story</li> </ul>	This lesson will help students feel more confident with their caption writing skills! They will create a brand lexicon that they can use when writing new posts.
<b>LESSON 3: Planning Your Feed</b>	<ul style="list-style-type: none"> <li>★ Walkthrough of Planoly’s features</li> <li>★ How to monitor comments</li> <li>★ How to regram other’s photos</li> </ul>	Students will be able to use Planoly to schedule and visually plan their Instagram feed.
<b>LESSON 4: Troubleshooting: How often should you post?</b>	<ul style="list-style-type: none"> <li>★ Touch on Instagram’s algorithm</li> <li>★ How often should you post and when should you post?</li> <li>★ What content works best for algorithm</li> </ul>	This extra lesson will help students understand the algorithm a little better and see what they can do to make sure they get on the good side of it!

<b>MODULE 4 // Grow Your Tribe</b>	<b>Goal of this module:</b> This last module will help them amplify their efforts in the previous modules by using growth strategies to reach their ideal audience and grow their account.
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Lesson #	Videos / Talking Points	Desired Goals
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<b>LESSON 1: Hashtags 101</b>	<ul style="list-style-type: none"> <li>★ How to use Instagram hashtags for your account</li> <li>★ My perfect hashtag formula</li> <li>★ The best number of 'uses' for hashtags</li> <li>★ Time-saving hashtag trick</li> <li>★ How and when to post hashtags</li> </ul>	Teach students how (and how NOT) to use hashtags on Instagram. Eliminate any rookie errors and help them increase their engagement through hashtags!
<b>LESSON 2: Building Authentic Engagement</b>	<ul style="list-style-type: none"> <li>★ How to engage with your ideal audience</li> <li>★ Build authentic connections</li> <li>★ Why unfollowers are GOOD for you!</li> </ul>	This lesson will help students get to grips with the steps they need to take to authentically engage their audience and build their following.
<b>LESSON 3: Utilise IG live</b>	<ul style="list-style-type: none"> <li>★ How to use IG live to engage and connect with your audience</li> <li>★ Tips on how to feel confident on video</li> <li>★ How to plan a live video</li> <li>★ Handy tools, tips + tricks</li> </ul>	Some people hate the idea of Instagram live! This lesson will help them get out of their comfort zone and learn how to best use this tool!

### EXTRA LESSONS:

Recommended tools + apps for Instagram (text-based)

### COURSE DELIVERY

The course will be hosted on The Learn Lounge and delivered via text, audio, video, worksheets, and a course workbook.

The course workbook will contain ALL the text + worksheets in the course so you are able to print this out and read through it instead of visiting the website.

Not all lessons will include video as some lessons are quite short but all lessons will include text and audio recordings.

## PRICE POINTS

*Though I'm based in the UK, prices will be in \$USD to keep consistent with my other products.*

**#NoFilter Plan** - Course content and bonuses (as listed below)

Launch price - \$97

Payment plan - \$59 x month (2 months)

Pre-sale - \$79 (available for 30 days)

Exclusive price for early birds/people providing feedback (including YOU!) before pre-sale starts:  
\$57

### **Bonuses:**

- The Ultimate Instagram Hashtag Database (\$49 value)
- The Guide to Instagram Hashtags (\$9 value)
- Exclusive Facebook group for extra support from me and other students
- Exclusive offer of 100+ Instagram quote graphics when you sign up to Haute Chocolate
- Exclusive offer with Planoly (one month free when you sign up to any plan)

**Insta-Famous Plan** - Course content, bonuses and luxury bonuses (as listed below)

Higher-tiered price - \$147

Payment plan - \$89 x month (2 months)

Pre-sale - \$97 (available for 30 days)

Exclusive price for early birds/people providing feedback (including YOU!) before pre-sale starts:  
\$79

### **Bonuses:**

- ALL OF THE ABOVE PLUS...
- Bespoke Instagram Critique delivered via PDF (\$97 value)
- Physical workbook I can post to VIP students (I haven't worked out costs here! This is just an idea!)
- Bonus lessons: Instagram Stories Tips + Diving Into Instagram Analytics