



How do I get more Instagram Followers?

An online class by Cassidy Davis

Welcome to your class!

I am so excited you're here and I can't wait to go on this social media journey with you. I know that social media can be overwhelming... to say the least. The minute you think you know how to work Instagram, it updates itself and all of a sudden it has 50 new features you've never seen before and it's stressful all over again!! (WTF?! I get it. Trust me. Social media is ever-changing but don't worry, I am here to help!

The reason I created this course is because I saw so many of my fellow creatives not using social media at all. When I asked them why, they said things like, "Social media isn't really my thing" or "I don't really care about that" or "I don't really think it's THAT important!" And I got frustrated. Because I saw so many amazing creative people not using a VERY useful tool that could actually help propel their career.

And when I DO see creatives using social media, I see that they're not using hashtags, or their bio is extremely confusing, or their handle is so vague it took me 10 minutes to even find their profile... and I get frustrated again. From my years working as a social media manager, I know there are simple, yet effective, strategies my creative friends can implement that would hugely impact their social media success and their ability to connect with like-minded individuals online. So I created a course to help do just that.

In this course we're going to go over the 9 things your Instagram MUST have in order to attract & retain the growth you're looking for. Then I'm going to give you 15 growth strategies that you can start implementing today to attract new followers to your page!

So take a deep breath, have an open mind, and remember... we're in this together! Let's do this!

Exercise: Write your new & improved bio!

This workbook page accompanies Module 2.4
Have this handy for after you've completed this module.

Write 3 new bio options for your profile:

Personal Accounts:

REMEMBER:
your bio has to be
150 characters or
less!

WHO YOU ARE:

#1 _____
#2 _____
#3 _____

WHAT YOU DO:

#1 _____
#2 _____
#3 _____

A WINK AT YOUR PERSONALITY:

#1 _____
#2 _____
#3 _____

Exercise: Write your new & improved bio!

This workbook page accompanies Module 2.4
Have this handy for after you've completed this module.

Write 3 new bio options for your profile:

Brand Accounts:

REMEMBER:
your bio has to be
150 characters or
less!

WHO YOU ARE:

#1 _____
#2 _____
#3 _____

WHAT YOU DO/WHERE YOU'RE LOCATED:

#1 _____
#2 _____
#3 _____

CALL TO ACTION:

#1 _____
#2 _____
#3 _____

Build your posting schedule!

This workbook page accompanies Module 3.1
Have this handy for after you've completed this module.

How many times a week are you
going to post? (circle)

1-2

3-4

5-6

7+

What days of the week are you
going to post? (circle)

M

Tu

W

Th

F

Sa

Su

What time of day are you
going to post? (circle)

7-9 am

10-12 pm

1-3 pm

4-6 pm

7-9 pm

10 pm+

Exercise: Find YOUR like-minded audiences!

This workbook page accompanies Module 4.2
Have this handy for after you've completed this module.

Find 10-20 like minded audiences
and list their handles below:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____

Now follow & engage with them!

Exercise: Find YOUR hashtags!

This workbook page accompanies Module 5.4
Have this handy for after you've completed this module.

Use The Goldilocks Method to find
30 hashtags that are right for YOU:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____

16. _____
17. _____
18. _____
19. _____
20. _____
21. _____
22. _____
23. _____
24. _____
25. _____
26. _____
27. _____
28. _____
29. _____
30. _____

Now follow & engage with them!

Exercise: Build your highlights!

This workbook page accompanies Module 7.2
Have this handy for after you've completed this module.

Write down 4-8 Highlight ideas
that would work for you:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

Now start building them on your page!

Start building that content strategy!

This workbook page accompanies Module 9.3
Have this handy for after you've completed this module.

Write down 5-10 Content Ideas that
inspire/excite you or align with your brand:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

Block off time in your calendar to do engagement!

This workbook page accompanies Module 11.1
Have this handy for after you've completed this module.

What days of the week are you
going to do engagement? (circle)

M Tu W Th F Sa Su

What time of day are you
going to do engagement? (circle)
(remember: 20-30 min/day is ideal)

7-9 am

10-12 pm

1-3 pm

4-6 pm

7-9 pm

10 pm+

Now add it to your calendar!

Brainstorm: IG Live Ideas

This workbook page accompanies Module 13.2
Have this handy for after you've completed this module.

Write down 3-5 IG Live ideas that
excite you:

1. _____

2. _____

3. _____

4. _____

5. _____

*Now schedule your first one into your
calendar and start promoting it!*

Relationship building for future collabs!

This workbook page accompanies Module 14.2
Have this handy for after you've completed this module.

Reach out to 10 of your like-minded accounts through Direct Messaging to start building that relationship. Write those 10 down and check them off once you've reached out!

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____
- 9. _____
- 10. _____

Strong relationships --> Good collabs!

Your Future Social Media Goals!

This workbook page accompanies Module 17.2
Have this handy for after you've completed this module.

Answer these questions to get
clear on your social media goals!

What do people get out of following your account?

What are you offering/providing?

What are you hoping to achieve with your social media?

YAY!

**YOU DID IT!!!
CONGRATS!!!!
YOU'RE A SOCIAL
MEDIA EXPERT!**

