10 Tips

STAND OUT
BOOST ENGAGEMENT
GROW YOUR BIZ
WITH INSTAGRAM!

- Hashtag Secrets Revealed
- Non- Salesy Call To Actions
- Get Results TODAY

BY KELLEY GREEN

JOIN MY SQUAD!

WWW.KELLEYGREEN.CO

JOIN MY SQUAD!

HEY LOVE!

I'm Kelley Green and I know you're ready to dive into the content, but I'm very happy you're here so I want to first point out my super excited self to the left!

I'm even more excited to give you my Favorite Instagram Tips which completely revamped my account. I used to post with my fingers crossed (no joke) hoping I would get engagement until I applied the tips in this guide, then my notifications started blowing up on a daily basis!

Now you may be wondering why you should listen to me so, I'm a Transparent Millennial Entrepreneur from Queens, New York who loves Instagram and I figured out how to make it work for your business.

I'm a Certified Life & Success Coach who loves teaching Female Entrepreneurs like you, so you can *stand out, get visible, and get profitable* by leveraging Instagram.

I didn't try to jam all my secrets into this guide but when you take action on the tips here, you will get RESULTS. Enjoy!

1

BE UNIQUE

DO YOU WANT TO MEET YOUR BIGGEST COMPETITOR?
TAKE A LOOK IN THE MIRROR

There is **nobody** else in the world who is like you on all levels, so play that to your advantage.
Own your Uniqueness like a Boss, be *fierce*, and when you post make sure it sounds like you!
Are you silly, are you sassy, are you stern?
Just be you and don't waste time on being a copy because
Copy Cats are Whack!

JOIN MY SQUAD!

2

PROFILE PICTURE POISE

MAKE THEM MAD THEY CAN'T ZOOM IN

You're profile picture must be a **clear and confident** photo of you that matches your brand and makes you look like an expert.

So what do I mean?

Wear something that you feel super *Fab* and *Confident* in.

Your picture should make you feel like "Can't nobody tell you nothin!"

It doesn't have to be done by a professional but it should be a well lit, photo of you that matches your brand and makes people want to click on your name when they see you in the comments.

JOIN MY SQUAD!

Instagram

HERE'S MY INSTAGRAM PROFILE PHOTO

JOIN MY SQUAD!

3

A BANGIN' BIO

YOUR BIO IS YOUR BOO!

Your bio is just as important, if not **more**,
than the pictures you post.
Yep, you read that right. Call me crazy if you like.
It's your first piece of writing that people read and if it's
confusing or overwhelming your ***ideal audience*** won't
follow or buy from you.
Your bio should speak to your **brand**, **name** who you are, who you
serve, and be in your unique **voice**.
You can also have a little fun like I did above & add emojis too.

JOIN MY SQUAD!

HERE'S A LITTLE BIO
ACTION FOR YA!

kelleygreen_ EDIT PROFILE

Instagram Success Coach ⚐I Help Girl Bosses Grow Their Biz w/ Instagram ⚐ Show Up/Show Out/Be Profitable ⚑NY/NJ/DE ☐:kelley@kelleygreen.co ⚐Click For FREE Instagram Guide↙ **bit.ly/KGFreeIGguide**

765 posts **3,142** followers **969** following

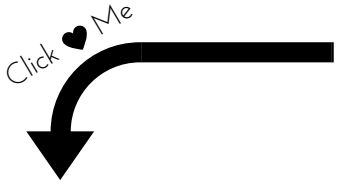
JOIN MY SQUAD!

4

HAVE FIERCE PHOTOS

YOUR PHOTOS SHOULD WOW PEOPLE

This is where your *unique vibe* really gets to put on a Show!
You get to design the stage for your brand with photos.
This is pretty important so if you don't know where to start, I suggest you take a look at what other people are doing.
Feel free to visit my page by clicking the little IG icon for an Idea of what a cohesive brand theme looks like.



JOIN MY SQUAD!

Tip/Tool: Photos should be well lit, match your brand colors, & have an overall cohesive color theme, VSCO is a great FREE filter app for cohesiveness.

5

QUEENDOM QUOTES

ENGAGING QUOTES BUILD TRIBES

You can repost quotes by others but I encourage you to create your own.
When you post a quote, you take advantage of your opportunity to use your authentic voice that speaks to your ideal audience.
So be your brilliant unique self, and get to posting like a Boss!

Tools: FREE Quote apps are InstaQuote, Typorama, & Legend

JOIN MY SQUAD!

6A

KILLER CAPTIONS

INTEREST THEM AND KEEP THEM COMING BACK

8 times out of 10, treat your captions as a **Mini Blog**
The other 2 times can be a few sentences to compliment the picture.
When posting your captions, you want to provide **VALUE.**
Teach your audience something new, *Connect* with them and *Tell* them to click the link in your bio whenever you get the chance.
Ultimately, you always want to appear as the Fierce Expert in your industry, in your own unique way, and you want your audience to keep scrolling for more info and return to your page to read your awesome content.

JOIN MY SQUAD!

6B

KILLER CAPTIONS

INTEREST THEM AND KEEP THEM COMING BACK

As much as you may wish your audience could,
they can't read your mind.
Therefore, we have to take distinct non-salesy approaches
that will influence them to take action.
First ask yourself what you want your audience to do.
Sign up for your newsletter?
View your latest blog?
Download a Free Copy of your Ebook?
Once you give your audience value ask them to click the link in your bio to check out your goodies.

JOIN MY SQUAD!

EXAMPLE:

JOIN MY SQUAD!

BE A QUOTE QUEEN

This Quote had high engagement, 155 comments, and I gained
7 new followers within 2 hours!

It worked because I spoke on something relatable to my audience, in my *Own Voice*.

I was being **Real** with them and they appreciated it.

But the best part is you can do the same thing for your audience too!

VALUABLE CONTENT

This is my 2nd of 3 Instagram accounts that I manage.

In this example you see I put an eye catching photo with a unique overlay of words relatable to my audience. I also put an authentic valuable caption in my style and voice.

TIP

Before you think about posting ask yourself these 3 questions:
Does this image match my brand?
Does this caption sound like me?
Will this caption be relatable and helpful to my ideal audience?

Make sure you answer YES to all 3 before posting your awesomeness!

CEOChicSociety on IG

EXAMPLE:

7

GIVE THEM A GLIMPSE OF YOUR BEDROOM

SHOW THEM BEHIND THE SCENES

Every so often it's nice to remind people you are human just like them, trying to be a Fierce CEO who's running a successful business.
It makes you more relatable and people will see you actually putting effort and care into your business.
Share your Wins, New Services that launched, or a Cute New Coffee Mug you bought.
Share the exciting parts of your life + business that light you up!

JOIN MY SQUAD!

8A

SECRET HASHTAGS

HASHTAG IT UP GIRL!

Hashtags are Key for getting seen!
BUT, you want to make sure you're getting seen by your ideal audience, so they can get to know you and want to buy from you.
Therefore, you have to do a little research.
Find out what your ideal audience is searching for when they use hashtags.
DON'T use generic Hashtags, *Ex:* #likeforlike #f4f #s4s
BE UNIQUE but not so unique that other people won't think to search for it.

JOIN MY SQUAD!

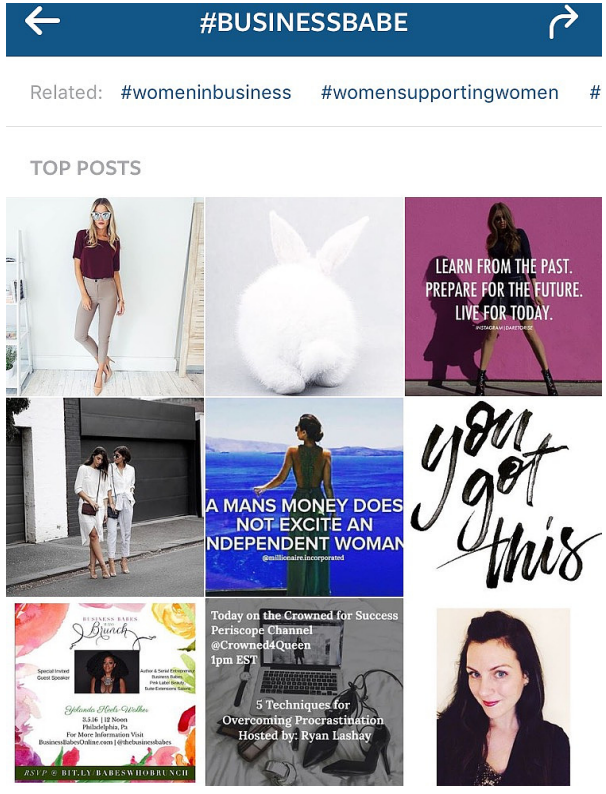
8B

SECRET HASHTAGS

HASHTAG IT UP GIRL!

Here are a few examples of UNIQUE Hashtags that will attract your ideal clients and how to find them.

In the Instagram App, search for a hashtag you want to use, like #BusinessBabe
Then look at the related Hashtags that they provide and add those to your hashtag list.



JOIN MY SQUAD!

9

ENGAGE ENERGETICALLY

TREAT YOUR AUDIENCE LIKE YOUR BESTIE

Your audience is on your page for you.
if they are compelled to comment on your post you should Always reply.
Reciprocate the love, Fierce Boss. Let them know you care.
After taking action with all these tips, you will notice your comments increasing so you may find you are unable to respond individually.
In that case, respond at least once and tag the commenters together.

JOIN MY SQUAD!

10

BE CONSISTENT

DON'T DISAPPEAR ON THEM

Let's say, for example, you're dating someone for a few weeks, things are going well, and they're showing you all this attention. Until suddenly, they disappear! Poof gone.
How would you feel?
When you relate this scenario to your Instagram and you stop posting, your followers are going to think "WTF?" and unfollow. Therefore, you MUST be + stay consistent in order to stay relevant in their world.
Plus, when new followers visit your page and see you're posting regularly they'll be more likely to follow you.

JOIN MY SQUAD!

WOOHOO! YOU DID IT!

I applaud you for making it until the end but I knew you would!

And the Party doesn't have to end here! If you liked this content I have good news for you.

I'm doing free trainings, talking biz, and giving you a dash of life as a Chic CEO, on my Periscope channel.

Follow my there so we can keep in touch!

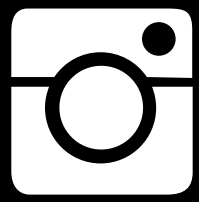
I'd love to hear how this helped you ♥

- Kelley Green xo

JOIN MY SQUAD!

Periscope

Click Here to Visit My Instagram



Download The Free Periscope App
And Check Me Out There Live