



# SHE BOLD STOCK

JUNE 2019 ISSUE NO. 2

Creating an Instagram  
Stories Strategy that leads  
to success

How to get more engagement on  
Instagram Stories with 30 Days  
worth of prompts

Plan a week worth of IG  
Post quick and easy

The Best Apps for  
Instagram Stories

STAY BOOKED AND  
BUSY WITH  
INSTAGRAM STORIES

**D**id you know June 30'th is Social Media Day! *In a recent study it shows that more than 1 in 3 internet users go to social networks when looking for more information about a brand or product!* 1 IN 3 LADIES!!! That's over 500 million active users on Instagram alone! Social Media has propelled so many business to new levels than ever before. I can definitely see the efforts of using social media even in my business. So it's no surprise that it has it's own holiday at this point!

*Don't use social media to impress people. use it to impact people!*

So make this month the month that you decid to make an impact in someone else life. Your business is for someone. Showcase it in a way that truly shows why they should follow you, work with you, buy from you. I can't wait to share with you how I'm able to stay booked and busy all month long!

*xo Jasmine*





# What's inside:

I want to help you plan effectively over the next month to create consistent posting on your Instagram Stories. My hope is that you find a new found passion to social media. Every time I get onto social media and engage I feel such a rush of excitement! By taking action every single, you'll find that engagement goes up, your traffic will increase, more sales will be made and that brand recognition that you absolutely need for success will build EVERY SINGLE DAY! This is your guide on building a long lasting strategy, ideas of what to post every day, and how to get more people inquiring about your services!

*What could you do if you weren't  
afraid?*

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# INSTAGRAM STRATEGY FOR GROWTH, CONSISTENCY, AND SUCCESS!

It's important to show up every single day. Whether it's showing you face, sharing your services, giving a behind the scenes look at what you are working on, shouting out other people, showing a recent review. It does not matter as long as you are showing up.

Your Top Goal every day is to *ATTRACT, CONNECT, AND CONVERT*....period!

When you post to your stories you are inviting people into your home. Instagram stories is your brand's home. Think about it, you post value on to all of your social media and website. That's what you want people to see. When you decide to share one Instagram or Facebook Stories you are giving them another side to your brand, the personal one. The place where you are not so perfect, the place where you show a piece of yourself that you don't share with others on a regular basis. It's something so intimate about bringing people into your sacred space.

So I want you to get into the habit of just sharing at least one thing a day on your feed. Even on the days where you can't even be bothered to put make up on. There is always something share. Consistency builds trust, trust builds loyal fans, loyal fans will trust buying from you!

**PRO TIP POST AT LEAST ONCE A DAY TO STAY ON PEOPLES FEED!**

# PRO TIPS FOR GETTING ON INSTAGRAM STORIES!

**Tip 1:** Don't talk for a long time! If you are giving some tips keep it 3-5 posts long. I've found the the more you talk the more people will drop off. It's been a trial and error one for me but I've found keeping it short is the best.

**Tips 2:** Add subtitles! Yep it may be more time consuming but sometimes people can't turn on their sound they would rather just see the words. Optimize your engagement and keep people on your stories longer.

**Tip 3:** Show your work and share behind the scenes of your business. People love the inside scoop of what we are working on. Sneak peeks get people excited about what's ahead! I do this often for new arrivals in the membership or new products coming into the shop.

**Tip 4:** When sharing also provide tips and advice while you are showing them behind the scenes. This is your way to prove your authority in your field by building up trust between your audience.

**Tip 5:** Use the interactive features that the stories offer! This builds engagement! Use the polls, questions, music, hashtags, all of it! Play around and see which ones offer the best engagement!

**PRO TIP KEEP YOUR POSTS FUN AND  
INTERACTIVE. GIVE THEM SOMETHING TO LEAVE  
WITH IN EVERY POST!**

# WHAT TO POST ON INSTAGRAM STORIES

## Motivate

- Inspirational quotes
- Share what inspires you
- 5 Things I'm currently loving/can't live without
- Share other content from others and tag them
- Share your current mood in your life and why
- Share your goals for the week
- Ask for advice through the poll or question feature

## Educate

- Share a how-to for your product. Take them step by step in a series of posts
- Show your expertise on a specific topic.
- Answer Frequently asked questions in your industry
- Re-purpose an old blog post or email into a series of posts
- Share a useful tip related to in your business

## Showcase

- List the benefits of working with you
- Take them behind the scenes of a client walk-through
- Show a glimpse of your work life- what you do every day
- Share your latest post and entice them to check it out
- Share your latest blog post or email

## Sell

- Give them a step by step of your product or service
- Share time sensitive info on your stories
- Take them behind the scenes of your newest service
- That about why your new offering is beneficial to them,

## Entertain

- A funny story relating back to your service/product
- Play a game using Game templates and get people sharing them
- Do a series of true or false and use the poll feature!
- About you (Fun tidbits about yourself) by using templates
- Host a takeover with other women in your industry
- Hidden emoji game- Hide an emoji in in
- Do a "Did you know" Poll
- Share your dream work routine
- Share where you are at currently

**PRO TIP DONT HIDE BEHIND A SALES POST.**

**INTERACT WITH YOUR AUDIENCE**



# PLAN YOUR WEEK IN IG STORIES

## Step 1: Brainstorm Ideas

I've already did the hard work for you. Make sure that whatever ideas you come up with, that it aligns with your goals. Goals may include driving traffic to your website, connecting with audience, or demonstrating your expertise. What ideas would be best for your goals.

## STEP 2: Create a Theme for each day

This is something I love to do. Creating a theme for each day gives people something to look forward to. Here's an idea of how I theme my days:

**Mondays:** Inspirational (Check out the motivation prompts)

**Tuesdays:** Teaching (Check out the educate prompts)

**Wednesdays:** Behind the Scenes (Check out the showcase prompts)

**Thursday:** Engagement (Check out the entertainment prompts)

**Friday:** Sales (Check out the sales prompts)

**Saturday/Sunday:** Personal Life (Check out the entertainment prompts)

## STEP 3: Brainstorm How Many Daily Post

This doesn't have to be a hassle 2-5 posts a day is all you need to start building that trust. Because you are posting everyday you are constantly present.

## STEP 4: Schedule your posts or not

Pre-scheduling your posts is a great way to keep things consistent. You can schedule post for the mornings or whenever your audience is most engaged. Don't forget to have some post in real time just for the added personable feel.

## STEP 5: Create your graphics

Keep templates ready and available so that you can simply change the text and image to your specific topic. If you are going with the flow and don't like templates, jot down ideas for what you'll share each day.

**PRO TIP: WHAT BRINGS PEOPLE BACK  
IS CONSISTENCY**



## FAVORITE APPS FOR SCHEDULING

- Preview App
- Unum (I use this)
- Planoly
- Tailwind



## FAVORITE PLACES FOR TEMPLATES

- She Bold Stock ;)
- Canva (app)
- Animoto (app)
- Story Art (app)
- InstaStory (app)

# INSTAGRAM STORIES ENGAGEMENT

## Today on Instagram I Will

**Post on Instagram Stories**

**Respond to DMs**

**Shout at least 1 person on your Insta-Stories**

**Engage with other Insta-Stories Accounts**

- Target Audience
- People in my Niche
- Followers
- Niche Hashtags

**Dm at least 1-3 People**

- Mention something you really like about their business, posts, stories
- Give helpful advice without expectation.
- Introduce yourself and let them know they you would love to connect
- Say thank you for following, liking, or commenting and start a convo!

# MONTH OF JUNE

**June 8** Best Friends Day

**June 16** Fathers Day (US)

**June 19** National Martini Day

**June 21** Selfie Day

**June 30** Social Media Day

**Hashtags to use (even in your stories)**

- #bestfriendsday
- #fathersday
- #nationalmartiniday
- #nationalselfieday
- #socialmediaday or #smday

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Instagram stories do not have to be a scary task to take on. Each day make the effort to engage. Some days **you need to show your face**, *you have beautiful face girl!* Someday's you can simply show a few graphics or what you are currently doing. ***It's all about consistency each and every day.***

Bring people into your brand's home and make them feel like they knew you forever. If you do that then you will have a loyal audience for life. Engage, dm those watching your stories just to say hey, thank them for viewing, respond to questions. Don't let a dm go unnoticed because you are about to have an influx of inquiries about your business on the way!

*Peace*