

## HOW TO GROW YOUR TRIBE USING INSTAGRAM STORIES

### 1. My business

*What can I share on Instagram stories about my business?*

*Brainstorm a few categories and remember to include some things about YOU as well!)*

### 2. Have you got any upcoming launches or sales coming up that you can include in your stories?

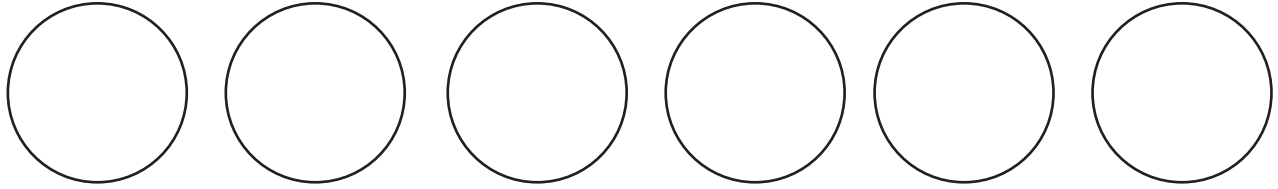
### 3. What are your brand colors? Choose a max of 3 colors to stick to in your stories to get that cohesive look!

### 4. Brainstorm some larger hashtags you can include in your stories. For example when I have a story I post about my Instagram workshop I use the hashtag #instagram to get new views on my story slide. What hashtags can you use?

### 5. Think about whether you want to have certain themed days for your stories. Ie. Motivation Monday where you post about motivation ONLY. Write the themes and possible days below.

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7. 6. Choose 6 topics that you can use for your Instagram highlights.  
Write down the topics in the circles below.

Six empty circles arranged in a horizontal row, intended for writing down six topics for Instagram highlights.

Remember your highlights should contain, the who, what, where, why and your product and service AND and ABOUT you.

8. Are there other accounts you can collaborate with and do potential shoutouts?  
This means you mention them (using the @ feature) in your stories and they mention YOU in their stories.  
Works great if you have similar audiences!

9. Write any other ideas you have about creating epic Instagram stories for your business here.

