

Team Hardcore Call Transcription of August 2<sup>nd</sup>, 2018 – Jenelle Summers – “IG Engagement and Growth”

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00:00:01 Jenelle: Hey you guys! Thanks for getting on the Team Hardcore call. Thanks for waiting for me. I'm a little bit late. I'm just going to make and check and make sure that I've got this on "mute," over here. Okay. Cool. Because otherwise it will echo. Okay, thanks for being patient. Today is August 2<sup>nd</sup> and I wanted to go over Instagram: Engagement and Growth. I have been watching so many different trainings. I've been and watching and taking notes on so many different things and I thought, "You know what? I really want to be able to save my team time and kind of group all of this information together into one training," because Instagram and Facebook and all of social media is constantly changing and you'll hear one thing from one training and another thing from another training and while they might both be right it's like well one of them actually plays better to what we do and one of them doesn't. So I wanted to just kind of pull it all together. But let me just this: when it comes to anything on social media in terms of like following the rules and what actually works and what doesn't, what I want you to understand that is so much more important than anything else is that you are in-box messaging people. That you are inviting people and that you are following up because you can look at the most beautiful Instagram accounts ever, like beautiful, and perfectly written captions and just everything is just so spot on and they're following all the right rules and they're doing everything perfectly, yet that person, and it might be a coach, isn't having success in the business and it's because most important, more than anything else you guys, is that you're talking to people one-to-one in in-box messages and that you are inviting people and that you are following up with those people and that you are being real and genuine with those people and that you are listening to those people and that you are in the right frame of mind yourself, okay? Because...so I kind of call it the two "m and m's." Mindset and messaging, because if those two things are in the wrong place, none of this works. So I just have to make sure that that is abundantly clear because I don't want you to waste all your time following all these rules and what works best and all that if you're just trying to fake it, like you're not in the right mindset. You have to believe in yourself. You have to be doing the hard things. As Michael Folsom would say, "You've got to be doing your crap." Like you've got to do your crap. You've got to be messaging people. I don't really call that crap. It's actually fun, but you've got to be taking the time and setting aside time to message people and invite people and be genuine and really just listen to them. I was just talking to another coach in messages this morning and she said, "I feel like that I'm not that interesting," and I said, "Remember, it's not about being interesting. It's about being interested in

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them.” People want to talk. People love to talk, even shy people. I know because I’ve overcome shyness. You still want to put out your feelings in some way and people want to tell you what they’re struggling with or what they’re having success with. People want to talk about themselves and the reason it’s important for you to be putting yourself out there and sharing your story is because they want to be able to relate to you. So always remember that. It’s not about you being interesting. It’s about you being relatable. The reason people follow you and the reason people get interested in what you’re doing is because it benefits them in some way. It’s about them in their eyes, right? They want to know what can they learn from you? How can they be inspired by you? How can they relate to you? So that’s why we always say in this business, it’s not about the perfect figure or the perfect look or the most beautiful account or anything like that. It’s about being relatable and yes, you do have to be intentional with the way that post and the pictures that you post and the captions that you post in order to be really effective in being intentional, okay? So that’s what I want to give you the tips on today. Okay, so let me just start...let me tell you the five things that we’re going to cover just so you can get your notes out and if you are in a place right now where maybe you’re driving or whatever and you can’t take notes, let me just say, please re-listen to this again when you can take notes. I really prepared hard for this and there are a lot of things in this that I’m not doing myself, so even in my preparation I’m like, “Oh my gosh, I’ve got to get better at this, this, and this,” and again I’ve taken together tons of different trainings and tried to capture it all into one as simplest and what’s most important to us in our business. So I’m going to talk about strategizing your brand. I’m going to talk about strategizing timing, visual appeal, mainly like your pictures and your videos. I’m going to talk about hashtags and I’m going to talk about Instagram Stories and what I would like to do as well is also show you some accounts. So I might do that as we go through this, I might do that at the end. So let’s get into strategizing your brand. So what you have to do first and so this will help you understand who you’re talking to in your posts and also what your bio says, okay? Who is your target audience? Are you trying to capture people who have had some kind of eating disorder? Are you trying to capture new moms who are trying to lose the baby weight? Are you trying to capture people who have been working so many hours and just haven’t had time to even start a fitness journey and don’t know where to begin? Like who are you trying to target? And are your posts speaking to that person? If you’re saying, “Well I’m trying to target people who are athletes or where college athletes and maybe have gotten a little bit out of it and I’m trying to target people who are already fit or were really fit at one time and those kinds of people.” So if you’re trying to target those kinds of people then your posts can’t be talking about losing 100 pounds and starting a fitness program for the first time if you’re really targeting someone who just maybe needs to lose five or ten pounds who is an athlete or something. Okay you really have to think. “Do my words, my posts, my Instastories, do they line up with the person I’m trying to talk to? And that person that I’m trying to talk

to, why do they need our programs? Why do they need to start a fitness program? Why do they need discipline? Why? Is it because the person I'm targeting usually works full-time and is away from the home most of the time? Is it because the person I'm trying to target has a houseful of kids during the day and finds it very difficult to find the time to actually work out?" Like who, why, and where are you trying to target and does it make sense the posts that you're putting out there. And also, why does this person need the business opportunity because remember, we don't just inspire people into fitness, health, and nutrition, we also inspire people to have a certain life style so that it's easier to do the fitness, health, and nutrition piece which is to have a business opportunity where this is at the heart of it, right? So why do they need this business? Are you speaking to that? Why do they need it? Because if you're only speaking to the fitness aspect and you're only ever inviting people to the challenge groups and you're expecting that your team is going to grow just from that alone, you're going to be on a struggle bus for a long time. Like you've got to be speaking to both aspects of that person and that market. Why do they need this fitness in their life, the nutrition in their life? What's going on? Like really put yourself in their shoes. Think like that person. Go back. Like you've got to get focused. Seclude yourself. Get focused. Think about that person. Write some things down. It's usually who you were prior to getting into this business, prior to getting into your current routine of fitness. Okay? So think back. What were your thoughts? What kind of things were you saying to yourself? Those are the things you need to put on your posts and your Instastories, okay? And make sure that, like I said, they have a need. What is their need for fitness? What is their need for this business? Why? Why would they want to do that? Those two things have to be approached. So do your captions trigger emotion? So if you're going back to those times, was there a time prior to you getting started with your fitness or getting restarted with your fitness, was there a time where you just hit rock bottom? What did that look like? What did you say to yourself? What was that rock-bottom day? What was that rock-bottom moment? Talk about those things in your captions because when it comes to people wanting to connect with you and comment on your posts and like on your posts and DM you, it's because you've triggered some kind of emotion within them usually and they want to take action because you've triggered that emotion in them and they can relate to you and they can relate to what you're saying. But if you're always just putting out there like, "Drink more water. Water's good for you and you should drink half your body weight in water per day," and just like information, they're like, "Blah, blah, blah. I can read that in a magazine." It's just like white noise to them if all you're doing is trying to educate and be the expert. They want to hear and see realness. So make sure that you are doing that because people don't buy the "what," they buy the "why," right? They connect. I shouldn't even say buy. They connect with the "why," okay? And then your bio within your Instagram – that is a person's first impression. We're going to talk about hash tags in a little bit, but when someone clicks on a hash tag and they say, "Okay, I'm going to click

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on this hash tag,” and they see your picture and then they’re like, “Oh, that’s a super cute picture and wow, I really relate to what she’s saying,” and then they go to your profile, okay? And the first thing they see is your bio. Most people will either look at your bio first or they’ll look at your gallery of photos first. So one of those two things are their first impression and they will make a decision within, I don’t know what the statistic is, but usually like two or three seconds. If they want to follow you, if they’re going completely just be like, “Oh, moving on,” and what will make them say, “Moving on,” is if right away they’re like, “Oh this person’s trying to sell a product or products,” then they’re like, “Moving on so fast.” And I don’t care how good your product is, I was the same way. I’ve told you guys a million times the story about the woman that was trying to sell me R-Bond and I knew I was trying to be sold to. It had nothing against R-Bond. They’re actually great products, but I was like, “No, no, no. I hate that.” No one likes to be sold to. It makes us feel like we’re being taken advantage of. And so if people go to your Instagram and they’re like, “Oh, she’s for sure going to try and sell me something,” then they are out, okay? So you have to make sure that your gallery of photos is real clear when they make that glance what you’re all about. We’re going to talk about...let’s see, am I actually going to go into that? Yes, I do. No, I don’t. Yeah, I better go into that now. And I want to show you an example of a really good one too, but basically in that gallery of photos, they need to see like three or four different things that you’re into that attract their attention. But remember, I said they to see it. So although you may have had a picture of...I don’t know...a picture of food or something, they need to understand just by glancing that you’re into nutrition, that you’re into fitness, that you’re into...and I’m just throwing these examples out there. Your three or four things might be completely different, okay? You need to figure out what your things are. If you listen to The National Wake-up Call this week, he taught an...I apologize, I don’t remember his first name. Is it Brian? I forget. His thing is Instapot recipes, okay? He is building a business and a tribe of people who are into Instapot recipes, okay? And it’s nutrition, of course they’re healthy recipes, but he’s...so I haven’t looked at his Instagram, but I think he works it a lot on Facebook too. He is...that’s something that he’s into, so that’s part of what I’m sure you would see on his account. So you have to figure out what your three or four things are and it has to be clear, at a glance, that that’s what your account is going to give a person, okay? So if you’re saying that you’re into...you’re on a fitness journey and you’ve lost 25 pounds, there better be a lot of before-and-afters, because if you’re trying to attract the person that’s trying to lose 25-50 pounds, we should see before-and-afters or before/in-progress pictures showing that you’re on that journey so that person can go, “Oh my gosh, I can totally relate and that’s what I want to do too,” right? So again, for those of you that are like, “Well I am trying to attract that person that needs to get back into it or is trying to lose the baby weight or is a busy mom, but is still getting stronger,” or whatever it is that you’re trying...that message that you’re trying to send, you have to show that you are doing it. You have to show in your pictures, not in your captions, because

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when they're glancing they're not reading the captions. They're looking at the pictures. In other words, you have to be walking the walk. You can't just be talking the talk in the captions. You've got to be walking the walk so they want to see it in the pictures. Great example of that and maybe I'll have a minute to pull it up, but one of my coaches Sarah Potts, Sarah if you're listening, congratulations. I don't know if she's on live right now, but she has five kids. She hit Success Club 94 last month, okay? That is a team record as far as my personally sponsored coaches that I don't believe anyone has ever had Success Club points that high, 94 points. I certainly never have had Success Club points anywhere near that. And she added seven coaches to her team. Now Sarah just joined last year and she just recently really started digging in to her business and it's growing so, so quick and her account, though, she has been building her account and posting before-and-afters all throughout her journey which started way before...her journey with Beachbody started before she became a Beachbody coach, okay? And she's been posting her before-and-after pictures and just putting herself out there, the good, the bad, and everything in between and just being real about it. But anyone who's looking to get fit and get stronger or who has kids and has a crazy, busy life is looking at her account going, "You're doing it. I want to do that too." Like they're super inspired by that, so it's no wonder that her account, even though she doesn't have...I think she has like maybe the quarter of number of followers that I have, yet she has higher engagement. She's doing an amazing job. She's doing a better job than I am, doing an amazing job. So that's just a great example and if anyone wants to look up her account, I might show it, but it's sarah\_fitafter5, the number five. So Sarah with an H, sarah\_fitafter5. Okay, so strategizing your brand and positioning your account is really, really key. It's not just about this one thing or that one thing really creates a whole bunch of engagement or makes a post go viral. It really is about the culmination of things coming together and really having all the pieces of the puzzle. Give yourself time. If you're brand-new and you're watching this, you're like, "Oh, this is overwhelming," don't expect that this is going to happen overnight. When I first started on Instagram, I was horrible. I'm still not that great. I still have so much to learn. It's still a challenge and I love the challenge, but it's not that it's going to be easy and if ever you're feeling this way, let me just say if ever you're like, "Oh my gosh, sometimes I'm like over thinking it. I don't know what to post and is this showing too much skin? Is this not showing enough of me? Am I showing too much fitness? Am I showing too much food? Am I showing too much of my kids?" Like it's kind of hard to find that balance, okay? And I get that, okay? Don't expect that building your business is going to be easy. If figuring out what to post on Instagram is like one of your struggles in your business, trust me. I've been involved in helping my parents manage a business at one point and this is nothing compared to. I mean that's a very small price to pay especially considering what we can make in this business, very small price to pay. So yes, sometimes you might over think it. In fact, I did a post last night on Instagram and I deleted it. I deleted it like 15-20 minutes later. I was like, "I

can tell already this post is not going over well. I'm going to delete it," and I didn't have to delete it. It could just be a post that doesn't do that well, but I knew it was going to bother me, so I was like, "I'm deleting it." So hey, you always have that option. But do your pictures capture their attention in that gallery? Because that's what they're going to look at. Let's talk about strategizing timing. Now here's the thing, some of you work full-time and/or you're just really busy. Maybe you're a stay-at-home mom, stay-at-home dad, or just you travel a lot or whatever it may be, so you're like, "How can I really fit this business consistently in my life and how can I make it easier on myself?" Now everyone's different, you guys. There are some people that really need to, because of their schedule or just because of the type of personality they are, they want to plan out all their posts. My friend Jen Delvo does this. I know my rock star coach Diamond Carrie Carpenter does this. There is a...and I'm going to look to see if anyone posts the name of it. There are a couple of different apps you can use that allow you to put in your picture and your caption and plan out your posts for the week, yes. Now that would not be me. If you know me very well, I'm not a very structured person. I'm better when I go with the flow and what I'm feeling and all that kind of stuff, but even if you are like that and you just kind of go with the flow, you still need to have a huge library of pictures in your camera roll at all times that you can choose from, okay? So I'm constantly...after every workout I take a little of photos and a little bit of video. I may not use any of them that day. I may not...some of them I may never use because I think they're horrible. I might out of 20 quick pictures that I took, I might use one of them and it might be next week, but I always have a library of content in my camera roll, okay? I think that's very, very, very important that you have content to always work with because there are going to be times where you're like, "Wow, I haven't posted in over 24 hours, I really need to get a post up." Then you can go into your content and look for a great photo and then put yourself in a secluded space where you can really think back to what would go with that photo and how can you trigger a thought, a feeling, an emotion in someone with this photo. So then you've got your content. So strategizing the timing talks about...what I want to get at is not only the timing of your posts, like what works best for your target audience? Is it mornings? And what works best for your schedule? So you want to be pretty consistent with that, but every now and then, do one that's an oft timed post because you want to capture the attention of someone that...maybe you always post in the morning, but capture the attention of someone who maybe never gets on in the morning and therefore never sees your posts. One really good way to kind of pull people out of the woodwork that follow you on Instagram, but maybe haven't hardly ever seen one of your posts, ever...you'll see on my Instagram account I one time did a post where first I chose a picture I thought would catch peoples' eye and if you're looking for that post in my account, it's one where I'm just kind of like holding my shirt looking at my abs and people are probably always expecting that if I'm doing that I'm going to say something about my weight or my abs or whatever so it kind of

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grabs peoples' attention. But in the caption I said, "This is just a test. Please let me know in the comments if this fell in your feed." That post went freaking viral, okay? Everyone and their mother wanted to let me know that that fell in their feed. Not only did they want to let me know that it fell in their feed, but they wanted to let me know what time and exactly where they were located when it fell in their feed, which is information I didn't ask for, but it was interesting because people like to be heard. They like to be heard and they like to be helpful. And so that post whereas maybe normally some people seeing that might have just kind of kept scrolling; like if I had been talking about my abs, they would have been like, "Eh, whatever," kept scrolling, but because I was asking for their help right away the first few people who saw it probably commented, "Yes, it fell in my feed." In fact, I know they did because they told me it fell in their feed within like minutes of me posting it. So it triggered them to comment right away. So what that did was because of all those immediate comments, Instagram said, "Okay, this somehow is a relevant post, whatever she said. We're going to bring it to more peoples' news feeds," and so people even a day or two later were still saying, "This just fell in my feed." So that's a great way for people to go, "Oh, she is on Instagram," or, "Oh, this is that person I followed like two years ago or a year ago and now I forgot about them and I need to look at their other posts." So that's a good way to kind of pull people out of the woodwork." But strategize the timing: either schedule your posts and decide that that's what you're going to do where maybe on a weekend like if you work full-time, maybe it's a Saturday morning or Sunday morning or late Friday nights or whatever where you decide you're going to plan out your posts and you have a variety of posts and content and you've got it all set so that you're not worried about it during the week. That way you just use your Instastories to document your day, okay? Because your wall shouldn't be documentation of your day, okay? Your wall posts should be more strategic. We'll talk about that in a second and then, like I said, you might want to batch produce your pictures and your videos in one time frame in one day or across a couple of days. I know my nephew Brock Johnson, he batch produces a whole bunch of content like all in one day or one weekend that's going to last him for like the whole entire month. So he just puts together different props, different changes of outfits. He likes to keep a real white and blue, mostly blue, theme on his Instagram. If you want to check him out, he's brock11johnson. I think brockjohnson11. Sorry, I can't remember off the top of my head. I think you guys know. But anyway, so he sets everything up and stages it. Does he work on his desk at his computer? Of course, but is he going to make it look a little bit better and cleaner when he takes a picture? Yes. And that's what you do on Instagram, okay? So let me see if you have any questions before I move on. Yes, yes. Team Ten Fitness, you do switch up outfits when you batch produce those photos and videos, for sure. Change your angles, change your outfits, change your background, change the props, all that kind of stuff, definitely. Okay, let's see if we have any other questions. "My warm market for sure, if I've asked them all tons on focusing on IG." Okay, so Misty, you said you were

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on Facebook and that's a good thing to bring up. Misty was talking about, I think, that her warm market on Facebook is not doing so much for her business and so now she's focusing on Instagram and that's the case with a lot of people, but you have to give Instagram time and these next few things that I'm going to go over are going to help build that Instagram account up. I want you to realize this too though: you don't need thousands of followers to be successful in your business on Instagram because you can be talking to people that have come across your Instagram story or your Instagram post just through a hash tag and they're not even following you, okay? There are lots of coaches who have rank advanced like from Diamond to 5-Star in a matter of like six months just from talking to people that are commenting on their stuff through a hash tag that was on their Instastory or on their wall posts and they're not even following that coach. It's okay if they're not following you. Like don't get too caught up in, "Oh my gosh, I need thousands of followers before I can be successful and have enough people to invite to the business or invite to challenge groups." No. Some people just don't follow new people. It doesn't mean they wouldn't make a great coach or be a great person for your challenge group, okay? But you have to be doing these other couple of things in order for them to feel like they would want to connect with you, okay? So, give it time. Realize that the ending isn't necessarily having thousands of followers or even thousands of likes or anything on a photo. That's not it. That's not our end game, you guys. Our end game is being able to connect one-on-one with people and doing things that help us make that connection with other people and give us the opportunity to connect with other people. So number three, we're going to talk about visual appeal. So Instagram is like a photography-type platform. It's visual. People are drawn to it for the visuals, okay? Unlike Facebook. Facebook isn't that way so much. Instagram is. It's completely a visual platform and so your visuals are super freaking important. It's not...if you're looking at a picture and going, "I probably could post this on Facebook," absolutely post it on Facebook. I post the same stuff on Instagram as I post on Facebook. I just copy and paste. I don't set my settings to forward it to Facebook. I don't do that because I feel like it doesn't get as good of traction on Facebook if I do that, but I copy and paste and use the same photo and the same caption and I tweak the caption maybe a little bit. But my point is my photo has to be good enough for Instagram first because Instagram is the one where photos count the most and if people aren't stopped by your photo, they don't read your caption. Have you ever heard of someone reading a caption that didn't first see the photo? Probably not because people only read the caption if at first the photo catches their eye and we already know on Instagram that there are tons of people and photos that look very similar, tons of people just copying each other. So that's what you don't want to do is say, "Well, this is what Jenelle's doing or this is what so-and-so's doing. I'm just going to copy that. It seems to be working for her. It seems to be working for her, so I'm just going to copy that." No. You've got to be original. Ashley Molstead, she's I think the number two coach right now. She is one the first coaches that did one of those



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pictures where she looks beautiful and the awesome, fit figure and then she did another picture, I think if I remember correctly, she's sitting down and of course her stomach folded over and she was just basically saying, "These are both me." She's one of, if not the first, to post a picture like that and that was like, I don't know, I want to say like a couple of years ago. Now everyone's doing them, which is fine, but I'm just saying be unique. Be the first to do things. Be the first and be original. Do what actually speaks to you and what would inspire you, okay? So visual appeal – so you're wall photos are more intentional, okay? So when I go to post, I always go back and look at my last post and go, "What do I need? Okay, I already have a picture of me, my last one was me working out in my basement, so I'm not going to do another one of me working out in my basement," right? That wouldn't look right? I'm not going to do two of those right together. Or if I just did a picture of a salad, I'm not going to do another picture of food next. It's got to have like cohesiveness, okay? So it's got to have nice, good balance of variety, not a whole scope of variety. It's not going to be my whole life. You're not going to see everything from my dogs to my computers to my coffee to my books to my family reunion photo to old wedding photos. Like that's way too much randomness and people will unfollow or not follow you or if they see that you're posting that kind of randomness, they will unfollow you in a heartbeat, just like they'll unfollow you if they see salesy stuff. So they have to be intentional and in order to be cohesive, they should really have kind of a common like look to them, okay? So you don't have to use the same colors, okay? You don't have to. It's nice; it looks nice. You don't have to do that. I don't do that. It does look nice though when people do that, but I would say at least like a similar looking filter and it doesn't even have to be a filter, but a similar look in brightness. I've been using my camera for most of my pictures lately and it just has a certain brightness to it and I even still use Instagram Edits to increase the sharpness and increase the brightness and I don't just...like I said, I'm not just documenting my day. I'm not just going, "Okay, right now I'm in the kitchen. I'm just going to take a picture even though the lighting's not good." No. I wait until the lighting is good or I step outside. You have to really be intentional because if that photo is dark, it's blurry, it's fuzzy. It's not going to be good. So if you're thinking, "Well, every day after my workout I'll just take a quick picture of me, sweaty selfie, be done with it." That's fine. That's a starting point for sure, especially for new coaches, but if you're ready to kind of take your business up a level and take your Instagram up a level, then you need to plan that out a little bit better and go, "Okay, even though I just did my whole LIIFT 4 workout in my dark basement, I'm going to go out and demo a couple of moves outside in the sunlight on the grass or whatever, on the pavement." Maybe you've got white sidewalks. You need bright pictures, okay? It's really important. And then Instagram Stories are more for just documenting your day and it's okay if there's a dark one or whatever. That's, at least for now anyway, that's totally fine. With your Instagram Stories, we'll go over more of that in a little bit. The other thing that you can do is schedule a photo shoot. You can hire photographers. There

are some beginning photographers that actually are very talented and you can hire them very inexpensively. You could split it with a friend. Maybe it's like \$60 for a half an hour or...I don't know because I don't know the photographers in your area, but you can get something very inexpensive that can save you so much time because yes, you want a lot of your photos to just be in your normal clothes, your normal environment. At a photo shoot that like you batch produced yourself, that's awesome too, but it's also nice to have some that have been professionally done, that you can have those to use as well. Like I said, you want to have more content than you could ever need so that it's quick when you need to do a post. And you want to do lots of different props and faces and all that kind of stuff. There are times when you're surprised. There are times when you're deep in thought or...you know what I mean? Lots of options. And again, you can do these photo shoots yourself, okay? Especially if you have a camera. Like I said, my camera that I've been using is the Canon Powershot G7X, yep Canon Powershot G7X, just a little thing. It really quickly transfers to my phone with the push of a button, the pictures and the videos transfer. They're bright. They're clear and I don't even know how to use half the features on it. But definitely even if you're not using a camera and you're just using your i-Phone, that works too, but you might have to increase the brightness. If I have a video that I've done and the video is too dark, then I'll bring it into the app called Pic, Play, Post because you increase the brightness of a video in that app. So that's really important to use that. But definitely your visual appeal should be cohesive in some way. It should not be all over the board and I'll show you an example if you guys have time to stay on board, to stay on the call. Let me see if I have any new questions. Thanks Hayley. So it's Brock11Johnson. Thank you. Okay, yeah, so next let's talk about hash tags. Speaking of Brock, he recently just put out a training called, "Help with Hash Tags." So [helpwithhashtags.com](http://helpwithhashtags.com) and I've done that training; loved it. So that's definitely more in-depth than anything that I'm going to cover. I'm going to kind of highlight some things that I think are important with hash tags, but if you want to go more in-depth, that [helpwithhashtags.com](http://helpwithhashtags.com). So number one: create lists of hash tags that you can use. Now, tons of you have already done this before, right? You're like, "I know. I know." You create a list of hash tags. You save them in your memos section of your phone so that when you post a fitness-type photo, you can just say, "Okay, this is my fitness hash tags," and copy and paste those. They don't have to all exactly correlate to the picture and you copy and paste those. I recommend that you copy and paste them into the first comment. So immediately after you do the post, copy and paste that. Put it into your first comment. Yes, you can put them into the caption. I just think that looks as good. It makes it look like, "Yes, I'm a business person and I'm trying to get as much visibility as possible." Put it in the first comments, then it's not seen or usually not seen. And you can use up to 30, but I wouldn't recommend necessarily using that many. I guess according to Instagram...Instagram put out a recent update, by the way, where I guess anything over 30 is not allowed and even with 30, they kind of put you on watch, so try to use less

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than 30. I definitely use less than 30. But three to four lists. So maybe you have one that's, "Fitness." Maybe you have one that's, "Faith." Maybe you have one that's your fur babies and it's, "Dogs of Instagram," or whatever, a whole bunch of different hash tags there. So you've got three or four different list of hash tags that you use and I want you to really dig into those hash tags and what they are because there's in using hash tags if they're ineffective hash tags. And the hash tags that worked a couple years ago or even last year, might not work now, okay? Because if everyone's using them and they've got a couple hundred thousand or a million people that have used that hash tag, it is pointless to use that hash tag. You want each and every hash tag to be effective. Why? Because if it's an effective hash tag and you guys can look on my last post, okay? So I'm going to go into my Instagram just to kind of give you an example and I hope that you guys will be able to see this. So let me just turn off my light. Let me see if you guys can see that or maybe I don't even have to turn off my light. Okay. So hopefully you can see that is my last post. Here, I'm going to turn off my light so you can see it better. Yeah, that works better. So that's my last post and I'm going to click on the comments, okay? And I'm going to try and find my hash tags. Now, don't use the same hash tags as me because then everyone's going to be using the same hash tags and then again it's going to be pointless. Come up with different hash tags. Okay, so let's just say, "igfitnesscommunity," and I researched that hash tag. I made sure that there weren't a million people using that hash tag. I think there were thousands. I usually look for anywhere between 5,000 and 50,000. Anything more than 50,000 to me, I don't want to use it because I'm not going to end up at the top of their posts. So let's say someone had searched that hash tag. Look I ended up at the top of their...whoops. Shoot. I ended up at the top for that particular hash tag, okay? That's what you want. Now if I had chosen...whoops, I'm turning the light back on. Now if I had chosen a hash tag that was like...I don't know fitchick, probably a million people have used that hash tag, okay? And so I'm not going to show up in it. You could scroll that hash tag for days and you would not see my posts, so what is the point, all right? So you really have to...when I say research the hash tag, all you have to do is go into your Instagram, into that field where you type in when you're searching someone, when you're searching for a person. Instead of, "people," you choose, "hash tag," and you search a hash tag. Like let me just show you even what that would look like. So all I did was hit the search at the bottom, okay? So I hit that little search right there at the bottom, that little magnifying glass, and let's say I type in...I'm going to type in, "fit"...now look, I don't know if you can see, but let me try and get this in focus. See where it says tags? I'm going to hit, "tags," so that it knows I'm searching hash tags. I'm going to type in, "fitchick." Guess how many? 4.8 million people have used that hash tag. Do you see why that is pointless? That's pointless to use that hash tag and yet I see a lot of coaches doing this kind of stuff. They're using hash tags that have been used by way too many people so it's not helping you grow your account if you're using a hash tag that's used that often. I'm not good about using hash tags, but I sure was the

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first like three, four, five years of building my Instagram. I need to still continue to be good at it and I'm going to be better, but I'm not in that point where I'm really trying to get my Instagram off the floor. If you are, if you're feeling like you don't have enough people to talk to, you don't have enough people watching your stories, you don't have enough people that you can even say, "Thank you for watching my story," because it seems to be the same handful of people every day. You need to be focusing on these hash tags as well as these other things we're talking about. And there's no such thing as shadow banning. There used to be that if you used a certain hash tag that your picture would not show up within that hash tag. Instagram did release an announcement that that is not a thing, okay? So number five: let's talk about Instagram Stories. Let me see, "Wouldn't edit your post until 24 hours have passed on Instagram." Yes. Yes, I have heard that you shouldn't edit your Instagram posts within 24 hours. So I do try not to do that, but I will say this - if you want to go back to an older post and in the comments add a hash tag, it will show up in those hash tags. I even tried this this morning just to make sure that it actually does work and I did this post of me on the lake on this...it's called an eclipse thing. Anyway, I posted that this past weekend, so it's been almost a week and so just this morning I went and added in the comments the hash tag, I think it was, "watersportsaddict," I think is what it was and then I searched the hashtag, "watersportsaddict," to see if I popped up and I did. I didn't pop up super high on list. I was down a little bit, but I was still there, so it does...and I think the reason I wasn't high on the list was because of the timing because the people that it was showing as the top posts had just posted like this morning. Even though they didn't have the number of likes I had, I have more likes than they do, their post was higher because it was more recent. Even I was clicked on the top post, mine was not a top post, and I think top posts takes into consideration timing as well even though I hadn't clicked on the recent tab. Okay, so Instagram Stories, let's talk about that real quick. So Instagram Stories...sorry, this is going long. This is so important. Instagram Stories for documenting your day, I would say anywhere between five to ten Instagram Stories is good. Don't over think it. Funny works really well on Instagram Stories. I wish that my husband and my son would be on more of my Instagram Stories, because I get the most conversations started when I do funny stuff with my husband or with the dogs. So funny I think works really well on Instagram Stories, whereas funny doesn't work quite as well within a wall post, five to ten a day. Polls: it's very important that you poll because you know at the top of your Instagram and it shows people who have done stories at the very top, the people that are showing up are people who have had a lot of interaction on their stories. So if you do a poll on your story and let's say you only have...I don't know...less than a hundred people that view your stories, but all those people voted on that poll because something about that poll, they're like they wanted to give their vote like it was a legit poll. You're going to pop up as one of those stories that'll show up in someone's line up and that's what you want. So you want to get interaction. Having interaction on your stories helps your stories

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get seen more. If you're not getting any interaction on your stories, then your stories aren't showing up in the lineup at the top for other people. So you want to be doing polls. You want to be doing things where you're asking people, "Hey, chat below or drop an emoji below if you want this recipe or whatever." Do those kinds of things on your stories because that counts as engagement on your stories and Instagram goes, "Oh, these are good stories," okay? And if you have had hash tags on your stories which by the way, a lot of coaches don't realize, you can put multiple. That same whole list of hash tags that you have for each of your categories, again whatever your categories are, you can put them on your stories. You just click that little "A" button, the same button that you would click to write on your story like, "Day at the beach," or whatever. You can copy and paste, you can paste. Just click "paste your hash tags," into that and then go like this to squeeze them to make them really, really small and they will be on your picture or your video. Now if it's a video sometimes as a video's moving you can see all the hash tags so that's not good, so I pretty much just do it on a picture. Let me show you ten hash tags for stories. Let me show you an example. So I'm going to go into my story. Hold on, sorry. And then I'm almost done you guys. Let me just say a last couple of things and then I'm going to show you this in case you have to go. You can put a lot of hash tags on...you can put ten, apparently it's only ten. I didn't know it was only ten. "Brock had said to use only ten hash tags for your stories," okay. Cool. Brock researches this stuff, so I believe Brock. Brock says ten hash tags, use ten hash tags. I must have missed that part. I've tried it. You can put all the hash tags. You can make them really small. Use polls. Use the location. You'll get new viewers just from the location and the reason people will see your stories because of the hash tag is some people follow hash tags. Like let's say I'm now following...which I think I just followed this morning, watersports addict. I'm following that hash tag. When you go to look at that hash tag, when I search watersportsaddict, I think that was the one. Or even search the hash tag dumbbells. You'll see that there's the posts of people who have posted about dumbbells, but there's a stories thing. You click on that stories thing and you'll see the top stories. So it's the ones that have had views or interaction with dumbbells in that, okay? So that's how your stories can get viewed, okay? Again, and then you're getting comments from people who aren't even necessarily following you, but they found you because of the hash tag on your story, okay? I hope that makes sense. And you want to also within your stories, every now and then, maybe it's once a week, maybe it's once every other week, you want to do a series of slides, maybe it's three, maybe it's five for and invite into your five-day free group, whatever that five-day free group might be, or your next virtual boot camp or your next glimpse into a fitness business, you know? Call it something different. Don't always feel like you have to call it a sneak peek because someone else calls it a sneak peek. I don't know who made that phrase up, but be unique. Be different; don't just copy everything that you see someone else do. Copy the concepts. I've had coaches say to me, "Hey, I saw your series of slides. Can I duplicate that?" Yes, copy those concepts. Of course, make it

your own though is what I'm saying. Like make it your own. And definitely when you have polls and you have people that vote on a poll, first of all you can change answers. I used to just think I had to ask a question and then the answers were "yes," or "no." No. Now when I invite people to one of my glimpses into coaching, which by the way, I don't even call it that. I just say, "Do you want more information about this?" And I'll say, "yes," and I'll say, "maybe," like skeptical maybe. And so I message both people. You can see who's voted and what they've voted and you can message them and say, "Hey Lisa, I saw you voted 'maybe.' I totally understand your hesitation. I was completely skeptical of this. What's your main hesitation when it comes to all of this?" And then we start talking, okay? But definitely be DMing those people that vote and even if it's to say, "Thank you for your vote," even if it's to say, "Thank you for following," "Thank you for following my stories." You can start conversations with every single person that looks at your stories every day. There's no excuse for not talking to enough people. Okay, so let me just show you...I was going to show you an example of something. Hope says, "It won't let you tag more than ten. Brock also recommended swiping them all away off the screen." Yes, you can swipe them off the screen. You can make them disappear. You can make them as the same color. Maybe I don't even need to show you because I think you guys probably understand. You just click on the...let's see. I'll pull on into my story right now. Okay, so I just pulled this picture into my story. I just took it obviously. Okay, so I just pulled that picture and so to type hash tags, you might be used to clicking the sticker to find the hash tag there, but you just click the "A," and then you can type in...let's see, I'll just pull from my hash tag list and so I'm going to click on this little "A" at the top. Okay and I'm just going to whoops...paste. Okay, there's all those hash tags, right? Now, if I hit "return," ...well already it's giving me an option to change colors on these hash tags, right? But I can touch one color and slide off the screen. Look, I can make them match the gray in my wall or I can make them match the white of that pillow, which is just shadows there so it's not quite white, but I can make them match right here. Let go, click done, hopefully you can still see this, and look how small I can make them and I could put them over here where they match. Do you even see them now? You don't even see them, right? Or you can swipe them right off your screen and you don't see them, okay? But that's just to show you that you can put all those hash tags. It seems like that was more than ten, but let me just count. One, two, three, four, five, six, seven, eight, nine, ten, eleven. That was eleven, so I'll have to change that to ten. So yeah, see? I don't know everything. I learn from you guys too. Whoops, I need my light. Ringlight. Stellarlightingsystems.com. Look what a difference it makes. Okay, do you guys have any other questions? "What do you do with people who don't respond, who have said, 'No thanks to things,' but still keep watching all the invite stories? Keep reaching out with some frequency?" Yeah, so what I do is just get interested in them and if they say, "No thanks," I'll say, "No problem. I understand if this isn't a good time. Do you want me to follow up with you another time?" You know I might say something like that or if I think they

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really did express a lot of interest and all of a sudden they're not interested, I'll say, "Was there anything particular that turned you off?" I say whatever I'm feeling I'm sensing from them, whatever feels natural, you know? And that's where I go, but I don't just stop conversation, but I will still like on their stuff and someone has complete crickets on something, I'll say...I'll give them a couple of days to respond. If they still don't respond...like if someone voted, "yes, they want information," and then I say, "Hey, I saw you voted, 'yes.' I'm doing this glimpse into coaching on Facebook. Blah, blah, blah. What about it interested you? Would you like the link?" And I get crickets. I'll give them a couple of days to respond. If they still don't respond, then I'll say, "Hey, I'll take that as a no," with like smiley faces. "No problem whatsoever if you've changed your mind." And I'll have so many people, most people in fact that'll message me back and I say, "I didn't change my mind. I'm so sorry. I just was really, really busy when that message came in." So crickets do not mean they're not interested. It means they were busy when the message came in and then, you know, it just fell off the radar. I'm looking through my notes to make sure I didn't forget anything. I wanted to go through examples. So let me just see if I can share my screen if you're willing to hang on for a second. Okay, so Angie Bellemare, she's one of my coach's coaches, and she does such an amazing job, very, very successful coach. Hopefully you guys can see my screen. It's delayed on the other end, so I'm just waiting to see if it shows my screen. You can see my screen? Yeah, you do. Okay, so Angie Bellemare's...whoops...crap. That's not right. That's not right. Hopefully you can still see my screen. So Angie Bellemare's account, I just pulled it up online, and you can see in the url here I did [Instagram.com/angiebellemarefitness](https://www.instagram.com/angiebellemarefitness), okay? And so you can see that this is her fitness account and you can see right away she is trying to reach people who were in the same boat as her where she was at the beginning of her story, anyway, she just was not like overweight or anything, but just not healthy, just not healthy, and this is then and this is now. And so she tells her story often. She shows her before-and-after pictures often, okay? So she's trying to reach other women who are like her or were in the same boat that she was once in and she clearly has...each picture has like a focus, you know? And you can tell just by glancing at her photos that she's into fitness, that she does other fun things, that she likes girly stuff, that she likes pink, like that's all a part of branding herself. Don't try and copy that. You've got to really do what works for you. She's very, very intentional in what she posts and who she's trying to attract, okay? And that's just a good example of how you can do that. Let me show you one where Amy Silverman...both Angie and Amy Silverman have experience with photography. So if you're like, "Oh my gosh, my photos aren't that good," that's okay, neither are mine. We can work on it though, right? It just takes practice. Amy Silverman fitness. Now her photos are typically darker and that's okay. They still have a certain style to them as you can see. They're very tropical. Each one has a certain feel to it and these are the kind of photos that make the explore page and that's something I didn't mention yet, but when you're looking at your explore page, you know

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the kind of stuff you click on, right? It catches your eye right away. What is that? What do those photos look like? Why do they catch your eye right away? That's the same reason these photos fall in people's explore page, okay? If they look everyone else's photos, then they don't fall in the explore page. I can tell which photos of mine have possible hit an explore page somewhere for some people because they get a lot more likes versus another photo and I have to really think about, "Okay, what caused that one to catch people's eye and what caused it to be on the explore page?" It makes it on the explore page if it is getting lots of likes and comments right away, but what is it about that photo that's doing that? But you can see hers are darker, but it works because they have a definite style to them, okay? Very tropical, beachy. Okay, I hope that was a good example for you. Let me get back to you guys. All right you guys. I'm so sorry this took so long. I'm going to go ahead and stop the screen share and come on back with you. Any questions? Yeah, Arlene asked she had never thought about putting hash tags in her bio and I don't either. I researched it and I just...not that it's not helpful. It may be. I just could not find any significant information to say it really helps that much in any way. I mean certainly people can click on those hash tags and supposedly people can find you. I just don't see how it would be very effective. But someone...if you have...if any of you are watching and you're like, "Oh yes, it's very, very effective and here's why," please let me know that information. I just myself wasn't able to find anything. It can't hurt. It certainly can't hurt to use them, right? It can't hurt so you might want to just do it, but I didn't find anything saying, "Oh my gosh, yes it's very, very effective." But yes, you can put...you can add things in your bio. So let's say you have another account, you can do an @ for that other account like she did. And that is another thing with Angie Bellemare. So she has two accounts. She does like a personal account and a fitness account which I don't want to keep up two accounts that are just based on me. I just have mine and my dog's, but maybe that's worthwhile because you can point one to the other and the other to the other and so you've got two accounts working for you. So she does do that. Any other questions? "How do you get those cover pics for the highlights?" Good question. So when you're doing your Instagram Stories, let's say you do a series of slides. Let's say you're showing people how to make cake and so you're showing a picture of the mixture and you're showing a picture of the ingredients and blah, blah, blah. The very last picture should be just a solid, let's say you want yours to be light pink circle. It's just a solid light pink background and it says, "How to Make Cake," and then when you are editing your stories, you make sure that you include that photo. It's kind of hard to explain. I have to really kind of like show you, but as long as it's one of the pictures that was in your series that you've added to your highlights, it'll say, "Which picture do you want to be the cover?" And you'll say, "Well I don't want the cover of my highlights to be the picture of the chocolate cake in the bowl. I want it to be that light pink picture where I said, 'And that's how you make cake,'" and then it'll ask you, "Where do you want to frame it," and maybe you're like, "Well I just want it to be framed



where it says, 'Make cake,' on that pink photo.'" And you can actually move the frame, okay? I hope that makes sense. Do I know a good app to make highlight graphics? I don't. I personally don't think it's that big of a deal because like you can just use...well, this is an app, like Word Swag, Word Swag, S-W-A-G, and you can just pic one of the free photos that they use. So let me just show you real quick. Word Swag...oh my gosh, so many things are popping up with my phone. Don't you hate it when that happens? You're like, "I'm trying to get this done," and everyone's like...okay. So free photos and you can just choose...like let's say you want all of your highlight cover photos to be light green, that mint green, or maybe you want them to be this light pink. So you could choose that and then let's say you just want to say, "Make cake." So hold on. Can you see that, okay? And so you can change it so that's it's like that. And so you could use that in your story and then that is one of your cover highlights. I just think it doesn't need to be any more difficult than that, but you certainly can use a certain app that makes them more exciting and prettier if you want. I'm sure someone knows of one. "What about adding locations to your stories? Does that help you increase readership?" It sure does. Yup. I said that in there too. I hope I said it, but yeah. With your hash tags you also want to add location too. Any other questions. Canva's a good one. Yeah, Canva.com. You can use it on your phone or you can use it on your laptop. It has beautiful backgrounds. Yeah, definitely. And that's free too. Most of their pictures are free. A lot of them. Okay, I think that's it. Thanks you guys. Thanks so much for getting on. This went way over an hour. I will see you next week. Let me know if you have any other questions.

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