**Prospecting using Instagram**

**The Summary**

Whether you’re in real-estate, a personal trainer or an online fitness coach, prospecting is a vital part to creating growth in your business. Unfortunately, this is an area where many coaches struggle … not because it is hard, and not because it is complicated, but because it requires time & courage. So before diving in to this module, decide that success is more important to you than the fears stopping you from accomplishing it!

**The theories & strategies outlined in this module can single handily make or break your business.** The way I’ve grown my audience to over 65k (at the time of writing this work sheet) is through my consistency and intensity in doing this day in & day out. The concept is simple; engage with the Instagram community & share valuable content consistently overtime & you’ll grow a vast & interested audience. In this work sheet, we’ll cover where to find people, how to attract them to you and how to start a conversation with the people you do attract.

 Assignment #1: Grow & Connect

Where to find people / how to grow your audience:

1 – Search hashtags on subjects that you are passionate about / that bring you joy so that you may start connecting with people that align with you. For example, I spent a lot of time searching #disneygirl to find other Disney obsessed people to start a dialogue with. Make sure the topics you search are relevant to your brand and not centered around coaching and not ALWAYS centered around fitness.

2 – Search pages with a large following in the field of fitness or in the field of a topic that aligns with your brand. Find a page that has posted within the last hour and click on “liked by”. Scroll through the list of people and identify some that you feel a connection to.
\*\* you can also mass follow 100 people at a time (don’t go over otherwise Instagram can block you for spamming). Also, if you go this route, make sure you plan to unfollow those that don’t follow you back at some point. You can use an app like “cleaner” to help with this.

3 – Once you reach 1,000+ followers, you can find other people and private message them about doing a “shout out for shout out”; which basically means they feature a photo of your choice on their page for 3 hours and you do the same on yours.

4 – Also, when you grow your follower base to 1,000+ people, you can find influencer pages where you can pay a fee to be featured on this page. To do this, you’ll have to do some research on which pages are available in your field (and fitness). Typically, those that offered paid shout outs have a “KIK” account mentioned in their IG profiles. Download the KIK app on your smart phone and reach out to them to find out about their fees.

5 – Create shareable content / encourage people to share your post. This isn’t always an obvious to do, but examples on how to execute this is; you may do a couples workout video & tell people to tag their bestie in the comment section. Or you may conduct a giveaway on your page where the stipulation for participating is “like & tag 3 friends to this post to enter”. Entertaining content can also accomplish this organically.

Bonus tips:

- You can invest time or money in to growing your following. Both are viable

* You will ONLY grow your following when your content is strong. These growth hacks are only relevant if you’re posting consistently & posting good value.

What to do to ensure the people you find follow you back:

**Step 1:** Have a well themed & organized page.
Here’s a training with tips on how to execute this: <https://www.youtube.com/watch?v=90ssG3egNuE&t=80s>

**Step 2:** Make sure you are posting consistently and doing your best to execute good posts as well.

**Step 3:** CONNECT with the people that you find by doing the following:

When you find somebody you can connect with, comment on a few of her posts, like a few of her posts & follow her. In doing that, you are creating “touch points” as your profile photo will come up on her smartphone for every interaction you’ve had with her or him
\*\* bonus tip, make sure your profile photo is a nice picture of you that depicts the level of quality content they can expect from your page.

How to start a dialogue with your new prospect:

**OPTION 1:** When you identify one of “your people” as having followed you back, send them a personal message.

“Hey thanks so much for the follow back! I’m sure you noticed but I stumbled upon your profile and had to like on your stuff! I love your passion for [name topic here]! When did you find yourself grow a love for [topic here]!?”

If you see an opportunity to present a challenge group or coaching to your prospect (depending on what you think they’d be a good fit for), present your message.

*\*\* bonus tip, don’t force it… just let it be natural*

“Hey [name], {continue conversation meaningfully}
[Name], I was thinking about you a bit today. I was back on your page again and couldn’t help but feel that I’d love your feedback on something. I don’t want to blindside you, so please know that it’s totally okay if you’d rather not … but I love your energy and I think you’ve got such a genuine vibe! I just recently joined a community of online health & fitness coaches and you are exactly the type of girl I love working with (somebody who GETS me, lol). If I sent you a short video that explains what our community is about, would you mind sharing your feedback with me? No pressure!”

**OPTION 2:** Engage in “curiosity marketing”.

Simply put, this is the act of putting out content that prompts questions from your audience that provides you with opportunities to connect with them in a private setting

i.e. You post a picture of a shake on your IG and you don’t post the recipe, only referring to it as a “nutrient dense super shake”. Inevitably, somebody will ask “What’s in the shake?!” to which you can private message them “Hey girl! Thanks for your question; here’s the recipe: 1 scoop Shakeology, etc… Are you a shake lover too?”

or

i.e. You post a sweaty selfie and say “finished my 30 minute workout routine from the comfort of my living room! I’m loving this meal plan too”. Inevitably, somebody will ask “what’s your program / meal plan?” to which you can private message them “Hey girl! Thanks for your question! I’m doing a program called the 21 Day Fix. Have you heard of it? Are you thinking you’d like to workout from home too?”

**OPTION 3:** Personally message your new followers & the people that like your posts

“Hey! Thanks so much for the follow 😊 Are you a coach too?!”

\*\*Bonus tip, that question will almost always result in a “No, what’s a coach?!” to which you can respond: “Oh! It’s what I do. You’d actually be REALLY good at it too <3”

**Your action item here is simple; execute these steps at LEAST 20x per day.**If you have a BIG goal, do it 100x per day!
If you are short on time, stick to the 20x per day.
 If you want balance but have big goals do it 50x per day.