

Part 1: Discover Your Ideal Follower Persona: Think about your ideal customer as you answer these questions. Tip: Think about past customers you've loved working with. How might they answer?

DEMOGRAPHICS
How old are they? Are they male or female? Where do they live? Do they rent or own? What do they do for work? What is their annual income?
PSYCHOGRAPHICS
What do they consider when making purchasing decisions? What do they do for fun in their spare time? What did they want to be when they grew up? What brings them the most joy in their life? What do they value more than anything? How did they end up with the job that they have? What are they hoping or wishing for right now? How will what you offer change their business or life? What is most important to them?
SOCIALGRAPHICS
Do they follow major brands online? If so, who? Do they follow bloggers or influencers online? If so, who? Which social media platform is their favorite? What type of content do they like to consume the most? What type of content gets them to click the share button?

Part 2: Values Activity Now that you've explored the individual answers to questions about your ideal follower's demographics, psychographics, and socialgraphics, clarify the key values of your ideal follower.

- First, circle ten values below that you think will be most important to your audience.
- Then, narrow down those 10 values into 3 top values.
- Tip: Often, the first 10 you choose will overlap in some ways. Where can you combine values into one?

Accountability	Accuracy	Achievement	Altruism	Adventurous	Ambition
Assertiveness	Being-the-best	Balance	Belonging	Boldness	Calmness
Carefulness	Challenge	Cheerfulness	Clear-minded	Commitment	Community
Compassion	Competitive	Consistency	Contentment	Continuous	Improvement
Contribution	Control	Cooperation	Correctness	Courtesy	Creativity
Curiosity	Decisiveness	Democratic	Dependability	Determination	Devoutness
Diligence	Discipline	Discretion	Diversity	Dynamism	Economy
Effectiveness	Efficiency	Elegance	Empathy	Enjoyment	Enthusiasm
Equality	Excellence	Excitement	Expertise	Exploration	Expressiveness
Fairness	Faith	Fidelity	Fitness	Fluency	Family-oriented
Focus	Freedom	Fun	Generosity	Goodness	Grace
Growth	Happiness	Hard-Work	Health	Helping	Society
Holiness	Honesty	Honor	Humility	Independence	Ingenuity
Inner-Harmony	Inquisitiveness	Insightfulness	Intelligence	Intuition	Intellectual-Status
Joy	Justice	Leadership	Legacy	Love	Loyalty
Mastery	Merit	Obedience	Openness	Order	Making-a-difference
Originality	Patriotism	Perfection	Piety	Positivity	Quality-orientation
Practicality	Preparedness	Prudence	Reliability	Restraint	Resourcefulness
Rigor	Security	Self-control	Selflessness	Stability	Professionalism
Self-reliance	Sensitivity	Serenity	Service	Shrewdness	Self-actualization
Simplicity	Soundness	Speed	Spontaneity	Strategic	Results-oriented
Strength	Structure	Success	Support	Teamwork	Temperance
Thankfulness	Thoroughness	Thoughtfulness	Timeliness	Tolerance	Traditionalism
Understanding	Uniqueness	Unity	Usefulness	Vision	Trustworthiness

Part 3: Tell Your Persona's Story (Optional, but encouraged!)

Get a blank sheet of paper and write the story of your ideal customer. Who are they? What do they do? Talk about what their childhood was like, and what they wanted to be when they grew up. How do they spend their Friday nights and Saturday mornings?

Value Prop Questions

What are your top three business or brand values?

What do you do differently?

What does your business stand for?

What does your business want to be known for?

What do you promise your customers or clients?

Tell Your Value Prop Story

Put it all together in one paragraph - one sentence for each question above.

Create Your Value Prop Sentence

Trim it down - the goal is to get to one sentence that summarizes your unique value proposition.

Tyler's example: I help entrepreneurs use Instagram with intention to grow a community online, grow their list, and grow their business.

WORKSHEET 3: Mapping Your Content

Video 8

Circle 3 Types of Images to Share	Circle 3 Caption Types to Feature
<ul style="list-style-type: none"> ● Simple Product Shots: Straightforward product photo. ● Stylized Flat Lays: These are all the rage. Straight down photos of a stylized spread. ● People Using Your Products: Adding a human element lets the viewer know there's a real person behind your account. ● People in Portraits: A photo of you or a member of your team, a customer, or client. ● Raw Ingredients: Food, jewelry, fabric...showing the pieces that go into your final product. ● Spaces and Places: Your home office, your city's skyline, or your latest vacation. These photos give your followers a setting to associate with you. ● Quotes and Inspiration: Words of wisdom or funny lines can help you connect with your followers. 	<ul style="list-style-type: none"> ● Tips, Tricks, Tools, and Tactics: Digestible, actionable tips or tricks to positively impact your followers' lives whether they're a customer or not. ● Entertain: Share a joke or a funny story to get your audience laughing through your words. ● Inspire: Talk about how you transform lives or solve problems through your products or services. Cheer on and encourage your followers as they go about their day. ● Day in the Life: Share what you're doing today or this week. ● Behind the Scenes: Invite them inside your business. Show your process and talk about why you do what you do. ● Your Story: Tell the story of your business, how you started, how you get here, and where you're going. ● Testimonials: share the words of your clients and customers. ● Thoughts and Ideas: What are thoughts you want to share through your business? Are there ideas you want more people to know about that are coming from the work you do?

Prioritize Your Content Types

	Image Type	Caption Type
First Priority (Post 60% of the time)		
Second Priority (Post 30% of the time)		
Third Priority (Post 10% of the time)		

Plan Your Resources

How much time do you have each month to commit to instagram? _____

How many times per week do you want to post? _____