



# HOW TO GET INSTANT INSTAGRAM STARDOM

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## 5 EASY WAYS TO TURN UP YOUR GRAM GAME AND GIVE YOU A BOOST OF STAR POWER.

So our game plan today is to review your Instagram profile and make some upgrades. Optimise your page, connect with new followers and increase sales if you have a blog or a shop.

Even if you are new to Instagram, you'll be looking like a star in no time.

When people are seen as an authority in their field, the more respect and followers they achieve.

When we look at a person's Instagram we check out their profile summary to see if they have what it takes to grab our attention.



- Are they an authority in their field?
- Do they have the same interests?
- What benefits do they offer?
- Are they an expert in their niche?
- Can I learn something from them?
- Are they inspiring?
- Why should I follow this person?

## PROFILE POWER LAYOUT

Firstly let's take a quick look at a profile layout and what it should look like in the correct order with examples.

Your username (*@thebeachlifeblog*)

Your name (SEO for your Instagram) (*travel and blogging your way to the beach life*)

Brand summary-A short summary about you or your brand (*We inspire you with travel and show you how to turn your hobbies into side businesses so you can travel more.*)

A self-promo to establish yourself as a person of authority (*Author of How to find your Thing and turn it onto an online money making Thing*)

Check out my blog- URL link to your best website hook location (*Find your thing and start your online business e-book*)

Email address (optional) (*mia@thebeachlifeblog.com*)

Your current location (*Melbourne, Australia -Current status -locked down!*)



# PROFILE POWER

## 1.YOUR INSTAGRAM USERNAME AKA YOUR HANDLE



,A username is the name a person uses on Instagram to define their profile address. It's often referred to as your handle.

This may be any configuration and does not have to relate to their actual name, for example-

@theparkavenueprincess100, @rebecca\_893  
,@nicholas\_cullenphotography etc

## 2.YOUR NAME

Your NAME acts like Instagram SEO, it helps people find you.

My username @thebeachlifeblog

My name - Travel and blogging your way to the beach life.



Examples-

Username @dogs\_grooming

Name- Mobile dog wash parlour experts

Username @lucy\_georgia

Name- Yoga for new mums

If someone searched yoga for new mums, Lucy would have a good chance of being found. It's also more descriptive, ensuring visitors know what you do and who you are.



## 3.YOUR BRAND SUMMARY



This is what you do

A short brand summary and your brand's main value proposition.

What makes your product unique that would entice a customer to buy, and why should they trust you? If you are the brand, the same applies.

Have some fun using symbols and emojis, as long as it fits with your brand.

## BRAND SUMMARY EXAMPLES



Beautiful coastal decor from exotic corners of the planet.



Wellness tea's to bring harmony and wellbeing to your day.



Live like a local in Portugal. Must know places and travel tips.



Designer dog wear and events for posh pooches



Become a yoga instructor with our Body Bliss Online courses



The best camping gear of all time.



Travelling warrior princess living in her van with dog

# GET YOUR STAR POWER

## 4.SELF PROMO

When we look at a person's Instagram profile we check out their credentials to see if they are important. The more you are viewed as an authority in your field the more respect and followers you will achieve. You can be quite creative with positioning yourself as an authority in your field, it's easier than you think. Let's take a look at these example I have made to help you with ideas.



### CREATIVE EXAMPLE 1.

Let's say you're a yoga instructor, you could create a short yoga video for youtube and call it something like Bliss Elevate morning ritual. It could be a 10 minute morning ritual. Then you can add to your profile- **Creator of the Bliss Elevate Morning Ritual**. And voila, it gives you some wow factor.



### CREATIVE EXAMPLE 2.

This one's for the guys, an adventurer, or lets say you review surfing spots around the world you could add something like this -**Creator of The Crocodile Surf Jump**. No one knows what this is but it makes you seem like an expert of something interesting. Even if it was the time when you were drunk and jumped off a stage at a festival and crowd surfed with an inflatable crocodile.

### YOU CAN USE THESE

- Founder of.....
- Producer of .....
- Co-producer of .....
- Author of.....
- Co-creator of.....
- Creator of the .....

# OPTMISE YOUR PROFILE

## 4. LINK YOUR URL TO YOUR WEBSITE

So next up, what URL should you add in the link section of your Instagram profile?

I recommend you add a link that goes to one of your best-selling collections. If your business is new, go with your best opinion on what products will be your best-sellers.

If you're selling an online course, link it to this URL page.

A great strategy is to get new followers to enter their email to send them a free ebook.. It's all about giving people something that will help them achieve their goals and making a connection.



Do you own or work for a brand that sells physical products? Then take a look at Shoppable Instagram Feeds. This feature allows you to tag products in your Instagram photos that lead back to your website so viewers can click and buy whatever you're selling, in a matter of seconds.



## 5. CHOOSING A PROFILE PHOTO

Now we'll select your profile photo. If you have a business logo, you can use that. Or an choose an eye-catching image that represents your brand or what you do.

## SUMMARY OF PROFILE LAYOUT

Let's again review the layout of your profile and what it should contain.

- Your username
- Your name (SEO for your Instagram)
- Brand summary-A short summary about you or your brand
- A self-promo to establish yourself as a person of authority
- Check out my blog- URL link to your best website hook location
- Email address (optional)
- Your current location



Use the summary as a guide, the most important sections are the top 4 and a link to your business if you have one. Do some profile research by checking out the top Instagram accounts you follow and see what resonates with you in terms of message and style. And don't forget to have fun with emoji's that represent you or your brand.



Congratulations - You have a STAR PROFILE! For more Gram tips go to -[www.thebeachlifeblog.com](http://www.thebeachlifeblog.com)