



Hello Fellow Business-Building Instagrammer!

Welcome to my 30-Day Instagram Marketing Simplified Challenge! I am **so** excited you are ready to turn occasional Instagramming into a business-building HABIT!

You are going to receive 7 posts, hand-crafted by my professional digital-marketing team, that you can simply copy into an Instagram post. Remember Instagram is a mobile app so that means you'll have to do this on your smart phone!

Instagram is **SUCH** an easy way to connect with targeted followers. I'd even go so far as to say **THE** easiest way! But trust me, I totally get how challenging it can be to nail down a routine with some piece of new tech! Not to mention there is so much information out there and understanding where to start and who to trust can be really tough!

That is *exactly* why I designed the 30-Day Insta-Simplified Challenge. If you are struggling to use Instagram, don't know what to post and don't see how it can be useful as a business tool, you are about to be converted!

Let's jump right in by starting at the start, if you will! Even if you're already Instagramming but want to kickstart your marketing, start here.

Day 1 of 7: Introduce yourself!

Use an image of you or something you do for a living or somewhere you call home!

Here's the caption to include with your photo if you are already using Instagram:

Good morning (afternoon, etc.) everyone! I don't know if I have ever taken the time to really introduce myself! Today is the day! This is me – I am a _____ and have done this for _____. I love this part of my (life/day-to-day/work life) because I get to spend so much of my time _____. Tell me about you!

#introductions #instasimplified #mylife (...you could include things like #mompreneur #vancouverlife #mycity #vancouver (or wherever), etc....



Here's the caption to include with your photo if you are *NOT* already using Instagram:

Good morning (afternoon, etc.) everyone! I am finally getting onboard with this Instagram thing. I know so many people (or use a specific like co-worker/husband/daughter, etc.) using it but I've been unsure where to start. So here it is – my introduction post! This is me (or if not using a pic of you, "this is where I live/work, etc") – I am a _____ and have done this for _____.

I love this part of my (life/day-to-day/work life) because I get to spend so much of my time _____. Tell me a bit about you & let's connect!

#introductions #instasimplified #mylife (...you could include things like #mompreneur #vancouverlife #mycity #vancouver (or wherever), etc....

Don't worry too much about Hashtags right now – you can learn more about them later. BUT do use #instasimplified and follow others using this hashtag which is dedicated to those doing my 30-Day InstaSimplified Challenge.

The best reason to use #instasimplified? Once a month, I am giving ONE person who is doing the 30-Day InstaSimplified Challenge with me, a FREE consultation. Each month the winner of the FREE consultation will get an assessment of their current approach to Instagram, a few extra marketing tools to help you grow a following and some simple tricks to use Instagram for your business in under 60-minutes a week!

In ADDITION to the consultation, I will regram one of your posts to my 8K+ followers. The winner be randomly chosen by searching #instasimplified so make sure you use it on every post.

Go post this right NOW while you're staring fresh content in the face!

Making Instagram a simple marketing habit, is a lot easier than you think. Take the plunge and join us for the Insta-Simplified Challenge by posting your first post.

Oh, and make sure you open my email tomorrow – I'm sending MORE Instagram inspiration your way!

Happy 'Gramming!

Catherine
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