

The Instagram Traffic Takeover Workshop

Day 3 Homework

- 1.** Spend some time on Instagram and see all of the different content areas. Get familiar with them!
- 2.** Decide on what content areas of IG you will focus on. You don't have to focus on every area to begin with.
- 3.** Do a content audit. What do you currently have? I put mine in a spreadsheet on Google docs and I recommend that you do the same thing.
- 4.** As you explore Instagram make sure you take notes of content ideas that come to you. I keep all my content ideas in a spreadsheet with my Instagram hashtags.
- 5.** You will need at least 14 ideas for posts that get people into your business on Day 5.
- 6.** NEVER stop learning about creating content for Instagram. There are always new ideas and popular trends coming out, so keep your eye out for all information related to creating content for Instagram. The learning never stops here. 😊