

14-DAY ACCELERATOR

BUILD. POST. CONNECT. GET RESULTS.



OPTIMIZE
YOUR PROFILE



REFINE YOUR
CONTENT



ATTRACT THE RIGHT
AUDIENCE



BUILD TRUST.
CREATE OPPORTUNITIES.

★ 14 DAYS TO BUILD YOUR BRAND. GROW YOUR BUSINESS. ★

14-DAY ACCELERATOR

BUILD. POST. CONNECT. GET RESULTS.



BUILD
YOUR BRAND



POST
WITH PURPOSE



CONNECT
WITH PEOPLE



GET
RESULTS



INSTAGRAM WORKBOOK

DAY
01

BUILD YOUR DIGITAL STOREFRONT



Your Instagram profile is your digital storefront. Let's make it clear, intentional and ready for opportunity.

1 TODAY'S FOCUS

Turn your Instagram profile into a digital storefront. When someone discovers one of your posts and clicks onto your profile, they should be able to quickly understand:

- ✓ Who you are
- ✓ What you're about
- ✓ Who your content is for
- ✓ Why they should stay
- ✓ What to do next

You are not trying to make your profile perfect today. You are making it clear, intentional and ready for opportunity.

2 YOUR DAY 1 RESULT

By the end of today, you will have:

- ☐ Professional account set up or confirmed
- ☐ Top 3 posts reviewed
- ☐ Bio rewritten
- ☐ Profile photo reviewed
- ☐ Highlights organized
- ☐ CTA selected
- ☐ Content direction set
- ☐ Privacy reviewed
- ☐ 5-second storefront test passed



Your profile is no longer just where people find you. It's where they begin to understand you, trust you and take the next step.

3 TURN ON THE BUSINESS TOOLS

PROFESSIONAL ACCOUNT

Before anything else, make sure your Instagram account is set up to give you access to insights and professional tools.

- ☐ Already enabled
- ☐ Set up today

QUICK CHECK

Do you currently have access to your insights and professional dashboard?

- ☐ YES
- ☐ NO – I need to finish setting this up

4 FIND WHAT'S ALREADY WORKING

Your insights can show you what people are already responding to.

REVIEW YOUR TOP 3 POSTS

- 1 Post about: _____
Why it worked: _____
- 2 Post about: _____
Why it worked: _____
- 3 Post about: _____
Why it worked: _____

THE PATTERN I NOTICE

Looking at all three posts, what seems to get the strongest reaction from your audience?

5 YOUR 5-SECOND STOREFRONT TEST

Pretend you have never seen your profile before. You click onto it after seeing one of your posts. Within five seconds, can you answer these questions?

1. CAN I RECOGNIZE YOU?
Is your profile picture clear, current and recognizable? ☐ YES ☐ NEEDS WORK
2. CAN I UNDERSTAND YOU?
Can someone quickly understand what your profile and content are about? ☐ YES ☐ NEEDS WORK
3. CAN I TELL THIS IS FOR ME?
Would the right person recognize that your content could help, interest or connect with them? ☐ YES ☐ NEEDS WORK
4. DO I TRUST THE PROFILE?
Does your profile feel active, intentional and consistent? ☐ YES ☐ NEEDS WORK
5. DO I KNOW WHAT TO DO NEXT?
Is there one obvious action you want the visitor to take? ☐ YES ☐ NEEDS WORK

MY BIGGEST STOREFRONT GAP

6 BUILD YOUR STOREFRONT



PROFILE PHOTO

TODAY'S DECISION:

- ☐ Keeping my current photo
- ☐ Updating it today

NOTES / IDEAS



BIO

WHO I HELP

WHAT VALUE I CREATE

MY FINAL CTA



HIGHLIGHTS I WILL CREATE / UPDATE:

1

2

3

4

5



CONTENT DIRECTION

MY CONTENT WILL FOCUS ON:



CTA (NEXT STEP)

THE ACTION I WANT PEOPLE TO TAKE:



TODAY IS ABOUT CLARITY, NOT PERFECTION.
MAKE YOUR PROFILE EASY TO UNDERSTAND AND READY FOR OPPORTUNITY.



14-DAY ACCELERATOR

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INSTAGRAM WORKBOOK

DAY
01

BUILD YOUR DIGITAL STOREFRONT



Your Instagram profile is
your digital storefront.
Let's make it clear, intentional
and ready for opportunity.

7 CLEAN UP THE STOREFRONT

Scroll through your public Instagram profile.
Your goal is to remove anything that works
against the direction you are building.

- ☐ Archived or deleted content that no longer represents me
- ☐ Removed anything that creates unnecessary confusion
- ☐ Confirmed my recent content supports the direction I'm building
- ☐ Left personality and real-life content that still feels aligned

WHAT DID YOU CLEAN UP?

8 PRIVACY CHECK

Review your privacy settings to protect what
should stay private.

- ☐ Personal information
- ☐ Contact information
- ☐ Family/private photos
- ☐ Location information
- ☐ Story and post visibility
- ☐ Comment settings
- ☐ Tagging settings
- ☐ Public-facing content

ONE PRIVACY CHANGE
I MADE TODAY

9 OPTIONAL AI SUPPORT



BIO BUILDER

Use this prompt:

Using my AI Brand Blueprint, help me write
3 simple Instagram bio options. I want
someone landing on my profile to quickly
understand who I am, what my content is
about, who it is for and what they should
do next. Keep it clear, natural, concise and
in my voice.



STOREFRONT AUDIT

Use this prompt:

Audit my Instagram profile using this five-part test:
Can someone recognize me? Understand what my
page is about? Know if it is for them? Trust the
profile? Know what to do next? Tell me the three
highest-impact changes I should make today.

10 DAY 1 NON-NEGOTIABLE

Before you mark Day 1 complete, look at your finished Instagram profile
as if you were a complete stranger.



IN FIVE SECONDS, WOULD I KNOW
WHAT THIS PERSON IS ABOUT?

- ☐ YES
- ☐ NOT YET



WOULD I KNOW WHAT
TO DO NEXT?

- ☐ YES
- ☐ NOT YET

If either answer is NOT YET, fix that before moving on. ✨

DAY 01 COMPLETE ✓

- ☐ Professional account set up
- ☐ Top 3 posts reviewed
- ☐ Bio rewritten
- ☐ Highlights organized
- ☐ Content direction set
- ☐ Profile photo reviewed
- ☐ Privacy reviewed
- ☐ 5-second storefront test passed



DAY 01
COMPLETE ✨

Your Instagram profile now has a job.
It is no longer just where people find you.
It is where they begin to **understand you**,
trust you and **take the next step**.



✨ CLARITY. INTENTION. CONSISTENCY. THAT'S HOW OPPORTUNITY FINDS YOU. ✨

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INSTAGRAM WORKBOOK

DAY 02

BUILD YOUR DIGITAL STOREFRONT



Your Instagram profile is your digital storefront. Let's make it clear, intentional and ready for opportunity.

1 CLEAN UP THE STOREFRONT

Scroll through your public Instagram profile. Your profile is the very first impression. Make sure it shows you AND the offer.

- ☐ Profile photo is clear, on-brand & you
- ☐ Username is easy to remember
- ☐ Bio speaks to who you help
- ☐ Highlights are clear and relevant
- ☐ Grid is aligned with your brand
- ☐ No clutter / private posts
- ☐ Link in bio leads to your offer or content

✦ **WHAT DID YOU CLEAN UP?**

2 PRIVACY CHECK

Review your privacy settings to protect what you'd like private.

- | | |
|---|--|
| ☐ Personal information | ☐ Story and post visibility |
| ☐ Contact information | ☐ Comment settings |
| ☐ Family/activity status | ☐ Tagging settings |
| ☐ Location information | ☐ Public-facing content |

✦ **ONE PRIVACY CHANGE I MADE TODAY:**

3 TODAY'S CONTENT PLAN

Your goal is to post content that provides value and connects with your audience.

- I WILL POST:**
- ☐ 1 Value Post
 - ☐ 1 Personal Post
 - ☐ 1 Engage Post (question, poll, etc.)
 - ☐ 1 Story Daily

✦ **MY POSTS WILL FOCUS ON:**

4 CONTENT IDEAS

Write 3 content ideas for each post type.

 VALUE POST Teach, educate, or provide help. 1. _____ 2. _____ 3. _____	 PERSONAL POST Share your story, life, or perspective. 1. _____ 2. _____ 3. _____	 ENGAGE POST Ask a question, poll, or spark conversation. 1. _____ 2. _____ 3. _____
--	---	--

✦ **TIP:** Save these ideas in your notes so you never run out of content again.

5 HOOK IDEAS

Strong hooks stop the scroll. Write 3 hooks you can use this week.

- 1. _____
- 2. _____
- 3. _____

6 AI CONTENT PROMPT (OPTIONAL)



CONTENT IDEAS PROMPT
Give me 10 content ideas for my Instagram using my 5 content pillars. Make them valuable, engaging, and aligned with my audience.



HOOK GENERATOR
Give me 10 attention-grabbing hooks I can use for Instagram posts that will stop the scroll and lead to value.

✦ **TIP:** Use AI to brainstorm, not to replace you. Your voice = the magic.

7 DAY 2 ACTION STEPS

Before you mark Day 2 complete:

- ☐ Created 3 content ideas for each post type
- ☐ Wrote 3 strong hooks
- ☐ Planned my posts for the week
- ☐ Set a reminder to post daily
- ☐ Took action and posted something today

MY COMMITMENT

I commit to showing up, providing value, and building trust through my content. I am building momentum.

SIGNED: _____



DAY 02 COMPLETE

Consistency today creates visibility tomorrow. Keep showing up. Keep providing value. Keep building momentum.



✦ ONE POST TODAY. ONE STEP CLOSER TO YOUR GOALS. ✦

14-DAY ACCELERATOR

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INSTAGRAM WORKBOOK

DAY 03

CONTENT THAT ATTRACTS OPPORTUNITIES

CREATE CONTENT THAT STOPS THE SCROLL
AND STARTS CONVERSATIONS.



Great content gets attention. Valuable content creates trust. Consistent content creates opportunity.

1 TODAY'S FOCUS

Today is about creating content that attracts the right people and starts the right conversations.

- ✓ Provides value
- ✓ Shows your personality
- ✓ Builds trust
- ✓ Positions you as the go-to
- ✓ Invites engagement



REMEMBER:

Value first. Always.
The rest will follow.

2 CONTENT PILLAR CHECK

Review your 5 content pillars from Day 1.
Check the ones you will create content around this week.

- ☐ Pillar 1: _____
- ☐ Pillar 2: _____
- ☐ Pillar 3: _____
- ☐ Pillar 4: _____
- ☐ Pillar 5: _____

MY MAIN PILLAR THIS WEEK:

3 TODAY'S CONTENT PLAN

Your goal is to create content that attracts the right audience and shows them what you're all about.

I WILL CREATE:

- ☐ 1 Value Post
- ☐ 1 Personal / Relatable Post
- ☐ 1 Engagement Post
(question, poll, etc.)
- ☐ 1 Story Daily

MY CONTENT WILL FOCUS ON:

4 CONTENT IDEAS

Write 3 content ideas for each type using your pillars.



VALUE POST

Teach, educate, or provide help.

1. _____
2. _____
3. _____



PERSONAL POST

Share your story, life, or perspective.

1. _____
2. _____
3. _____



ENGAGE POST

Ask a question, poll, or spark conversation.

1. _____
2. _____
3. _____



TIP: Save these ideas in your notes so you never run out of content again.

5 HOOK IDEAS

Strong hooks stop the scroll.
Write 3 hooks you can use this week.

1. _____
2. _____
3. _____

6 AI CONTENT PROMPT (OPTIONAL)



CONTENT IDEAS PROMPT

Give me 10 Instagram content ideas for my niche using my 5 content pillars. Make them valuable, engaging, and aligned with my audience.



HOOK GENERATOR

Give me 10 attention-grabbing hooks I can use for Instagram posts that will stop the scroll and lead to value.



TIP: Use AI to brainstorm, not to replace you. Your voice = the magic.

7 DAY 3 ACTION STEPS

Before you mark Day 3 complete:

- ☐ Created 3 content ideas for each post type
- ☐ Wrote 3 strong hooks
- ☐ Planned my posts for the week
- ☐ Set a reminder to post daily
- ☐ Took action and posted something today

MY COMMITMENT

I commit to creating valuable, consistent content that attracts the right people and opens doors.
I am building opportunity.

SIGNED:



**DAY 03
COMPLETE**



You create the content.
You build the connection.
You build the opportunity.
Keep showing up.



★ ONE POST TODAY. ONE STEP CLOSER TO YOUR GOALS. ★

14-DAY
ACCELERATOR

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INSTAGRAM
WORKBOOK

DAY
04

STORYTELLING +
BRANDED TEMPLATES

MAKE YOUR CONTENT RECOGNIZABLE.
BUILD TRUST.



Consistent storytelling
builds connection.
Branded content builds trust.
Recognition creates results.

1 TODAY'S FOCUS

Today is about using storytelling
and branded templates to:

- ✓ Build connection & trust
- ✓ Make your content recognizable
- ✓ Increase saves, shares
- ✓ Strengthen your brand
- ✓ Create consistent visibility



REMEMBER:

People follow content
they relate to and brands
they recognize.

2 STORY FRAMEWORK

Use this simple story framework
for your posts, Reels, and carousels.
Keep it clear. Keep it real.

HOOK: _____

THE STORY: _____

THE LESSON: _____

THE TAKEAWAY / CTA: _____

MY MAIN STORY TOPIC
THIS WEEK:

3 TODAY'S CONTENT PLAN

Your goal is to share storytelling
content that provides value
and builds connection.

I WILL POST:

- ☐ 1 Story (with poll or slider)
- ☐ 1 Carousel (story format)
- ☐ 1 Reel (story-based)
- ☐ 1 Behind-the-Scenes Story
- ☐ 1 Engagement Post
(question, poll, etc.)

MY CONTENT WILL
FOCUS ON:

4 CONTENT IDEAS

Write 3 content ideas for each content type.



CAROUSEL

Tell a story.
Teach.
Provide value.

1. _____
2. _____
3. _____



REEL

Short story.
Transformation.
Lesson.

1. _____
2. _____
3. _____



STORY

Build connection.
Engage.
Share behind-the-
scenes.

1. _____
2. _____
3. _____



TIP: Great content solves problems, shares experiences, or
inspires action.

5 BRANDED TEMPLATE PLAN

Create or update templates that match your brand and make
your content instantly recognizable.



CAROUSEL TEMPLATE

Colors: _____
Fonts: _____
Style / Vibe: _____
Where I'll Use It: _____



REEL COVER TEMPLATE

Colors: _____
Fonts: _____
Style / Vibe: _____
Where I'll Use It: _____



TIP: Consistency in design = trust + recognition.

6 AI CONTENT PROMPT (OPTIONAL)



STORY IDEA PROMPT

Give me 10 Instagram story ideas using the
storytelling framework (Hook, Story,
Lesson, Takeaway) for my niche.



TEMPLATE IDEA PROMPT

Give me 5 branded carousel and
Reel template ideas that match
my brand style and vibe.



TIP: Use AI to brainstorm, not to replace you.
Your voice + story = the magic.

7 DAY 4 ACTION STEPS

Before you mark Day 4 complete:

- ☐ Wrote 1 story using the story framework
- ☐ Posted 1 carousel or Reel
- ☐ Created or updated my carousel template
- ☐ Created or updated my Reel cover template
- ☐ Posted 1 story with a poll or slider
- ☐ Engaged with my audience
- ☐ Took action and posted something today

MY COMMITMENT

I commit to sharing my
story, providing value,
and showing up with
consistent, branded
content that builds
connection and trust.

SIGNED:



DAY 04
COMPLETE



Your story builds connection.
Your brand builds trust.
Consistent content builds momentum.
Keep showing up. Keep creating.
Keep building momentum.



★ ONE POST TODAY. ONE STEP CLOSER TO YOUR GOALS. ★

14-DAY ACCELERATOR

BUILD. POST. CONNECT. GET RESULTS.



BUILD
YOUR BRAND



POST
WITH PURPOSE



CONNECT
WITH PEOPLE



GET
RESULTS



INSTAGRAM WORKBOOK

**DAY
05**

BUILD YOUR CONTENT RHYTHM

PLAN SMARTER. CREATE CONSISTENTLY.
SHOW UP. GET RECOGNIZED.



A rhythm turns random
posting into real results.
Consistency builds trust.
Trust builds recognition.
Recognition builds growth.

1 TODAY'S FOCUS

Today is about building a content
rhythm you can actually stick to:

- ✓ Plan with purpose
- ✓ Balance value + promotion
- ✓ Use stronger hooks
- ✓ Post consistently
- ✓ Track + improve

REMEMBER:

A plan creates clarity.
Clarity creates consistency.
Consistency creates results.

2 CONTENT PILLAR CHECK

Review the 5 content pillars
you selected.
Check the ones you will focus
on this week.

- ☐ Pillar 1: _____
- ☐ Pillar 2: _____
- ☐ Pillar 3: _____
- ☐ Pillar 4: _____
- ☐ Pillar 5: _____

MY MAIN PILLAR THIS WEEK:

3 TODAY'S CONTENT PLAN

Your goal is to plan 5 posts that
provide value and build connection.

I WILL POST:

- ☐ 4 Value Posts
- ☐ 1 Promotional Post
- ☐ 1 Story Daily
- ☐ 1 Engagement Post
(question, poll, etc.)

MY POSTS WILL FOCUS ON:

4 CONTENT IDEAS

Write 3 content ideas for each post type.



VALUE POST

Teach, educate,
or provide help.

1. _____
2. _____
3. _____



BEHIND-THE-SCENES

Show your process,
people, or day.

1. _____
2. _____
3. _____



ENGAGEMENT POST

Ask a question,
poll, or share
a challenge.

1. _____
2. _____
3. _____

★ **TIP:** Great content solves problems, shares experiences,
or inspires action. Be real. Be helpful. Be consistent.

5 HOOK IDEAS

Strong hooks stop the scroll.

Write 3 hooks you can use this week.

1. _____
2. _____
3. _____

6 AI CONTENT PROMPT (OPTIONAL)



CONTENT IDEAS PROMPT

Give me 10 Instagram content ideas
using my 5 content pillars. Make them
valuable, engaging, and aligned with
my audience.



HOOK GENERATOR

Give me 10 attention-grabbing hooks
I can use for Instagram posts that
will stop the scroll and build connection.

★ **TIP:** Use AI to brainstorm, not to replace you.
Your voice + story = the magic.

7 DAY 5 ACTION STEPS

Before you mark Day 5 complete:

- ☐ Planned 5 posts for the week
- ☐ Wrote 5 strong hooks
- ☐ Created or updated my carousel template
- ☐ Scheduled or set reminders to post daily
- ☐ Posted 1 value post
- ☐ Engaged with my audience today
- ☐ Took action and posted something today

MY COMMITMENT

I commit to building
my content rhythm,
creating value,
connecting with
my audience, and
showing up consistently.

SIGNED:



**DAY 05
COMPLETE**



Rhythm creates consistency.
Consistency creates recognition.
Recognition builds trust.
Trust creates results.
Keep showing up. Keep creating. *Keep growing.*



★ ONE POST TODAY. ONE STEP CLOSER TO YOUR GOALS. ★

14-DAY
ACCELERATOR

BUILD. POST. CONNECT. GET RESULTS.



BUILD
YOUR BRAND



POST
WITH PURPOSE



CONNECT
WITH PEOPLE



GET
RESULTS



INSTAGRAM

WORKBOOK

DAY
06

STORIES + CAROUSELS + HIGHLIGHTS

SHOW UP. SHARE. STRENGTHEN CONNECTION.
PEOPLE BUY FROM PROFILES THEY TRUST.



Stories create connection.
Carousels provide value.
Highlights build trust.
Together, they grow relationships and results.

1 TODAY'S FOCUS

Today is about using Instagram features to deepen connection and strengthen your profile.

- ✓ Post engaging Stories
- ✓ Create valuable carousels
- ✓ Use stickers to start conversations
- ✓ Build a START HERE Highlight
- ✓ Reply to every response

REMEMBER:

Consistency + connection build a "know, like, trust" relationship.

2 CONTENT PILLAR CHECK

Review the 5 content pillars you selected.
Check the ones you will focus on this week.

☐ Pillar 1: _____

☐ Pillar 2: _____

☐ Pillar 3: _____

☐ Pillar 4: _____

☐ Pillar 5: _____

MY MAIN PILLAR THIS WEEK:

3 TODAY'S CONTENT PLAN

Your goal is to plan 5 posts that build connection and provide value.

I WILL POST:

☐ 3 Carousels

☐ 1 Talking Story

☐ 1 Engagement Post (sticker, Q&A, poll, etc.)

☐ OR 5 Stories (daily touchpoints)

MY POSTS WILL FOCUS ON:

4 CONTENT IDEA BANK

Write 3 content ideas for each format.



CAROUSEL IDEAS
Teach, educate, or provide value.

1. _____

2. _____

3. _____



STORY IDEAS
Connect, share BTS, ask, or inspire.

1. _____

2. _____

3. _____



ENGAGEMENT IDEAS
Start conversations and boost replies.

1. _____

2. _____

3. _____

TIP: Great content solves problems, shares experiences, or inspires action. Be real. Be helpful. Be you.

5 STORY + ENGAGEMENT PLAN

STORY SEQUENCE



1. Hook / Attention

2. Value / Share

3. CTA (Question, Poll, DM, etc.)

ENGAGEMENT TOOL

Choose your tool today.
Check one:

☐ Poll

☐ Quiz

☐ Question Sticker

☐ Slider

☐ DM Prompt

TIP: Engagement turns viewers into connections. Connections turn into opportunities.

6 HIGHLIGHT PLAN

Create or update your Highlights to guide new visitors.

☐ Add or update START HERE Highlight

☐ Organize existing Highlights

☐ Use clear cover images

☐ Include your best content

☐ Make it easy to binge and trust

TIP: A strong profile tells visitors who you are, what you do, and how you help.

7 DAY 6 ACTION STEPS

Before you mark Day 6 complete:

☐ Posted 1 talking Story today

☐ Posted 1 carousel

☐ Used a sticker (poll, Q&A, etc.)

☐ Created or updated START HERE Highlight

☐ Engaged with my audience (reply to replies)

☐ Took action and posted something today

MY COMMITMENT

I commit to building deeper connections by showing up, sharing value, and engaging with my audience every day.

SIGNED: _____



DAY 06
COMPLETE



Stories create connection.
Carousels provide value.
Highlights build trust.
Consistency builds deep relationships.
Keep showing up. Keep creating. Keep growing.



ONE POST TODAY. STRONGER CONNECTIONS TOMORROW.

14-DAY ACCELERATOR

BUILD. POST. CONNECT. GET RESULTS.



BUILD
YOUR BRAND



POST
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CONNECT
WITH PEOPLE



GET
RESULTS



INSTAGRAM

WORKBOOK

DAY
07

GO LIVE + REPURPOSE + MULTIPLY

SHOW UP LIVE. CREATE ONCE.
REPURPOSE EVERYWHERE.

one idea. many pieces. more impact.



Live builds real connection.
Repurposing extends your reach and impact.
More content = more opportunities.
More opportunities = more growth.

1 TODAY'S FOCUS

Today is about going Live, creating value, and repurposing that content across formats.

- ✓ Go Live with intention
- ✓ Create value on your Live
- ✓ Turn it into Reels + posts
- ✓ Repurpose for maximum reach
- ✓ Engage and build deeper trust

★ **REMEMBER:**

One Live can create days of content.
Work smarter, not harder.

2 CONTENT PILLAR CHECK

Review the 5 content pillars you selected.
Check the ones you will focus on this week.

☐ Pillar 1: _____

☐ Pillar 2: _____

☐ Pillar 3: _____

☐ Pillar 4: _____

☐ Pillar 5: _____

MY MAIN PILLAR THIS WEEK:

3 TODAY'S CONTENT PLAN

Your goal is to go Live and repurpose that content into multiple formats.

I WILL CREATE:

☐ 1 Instagram Live

☐ 1 Reel (from Live)

☐ 3-5 Story touchpoints

☐ 1 Feed Post (value or recap)

☐ 1 Engagement Post (poll, Q&A, question sticker)

MY CONTENT WILL FOCUS ON:

4 LIVE + REPURPOSE PLAN

Plan your Live and how you will repurpose it.



GO LIVE
Add value.
Teach. Share.
Engage.

→



CLIP + REPURPOSE
Save best moments.
Create 15-30 sec clips.

→



CREATE REEL
Turn clip into a Reel with hook + CTA.

→



SHARE + AMPLIFY
Share to Stories.
Post recap.
Engage.

LIVE TOPIC: _____

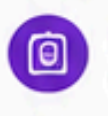
KEY TAKEAWAY: _____

CALL TO ACTION: _____

★ **TIP:** Repurpose the value, not just the moments.
Focus on the message.

5 REPURPOSE CONTENT IDEAS

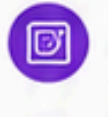
Turn your Live into multiple pieces of content.



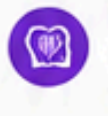
REEL IDEA
Key point or tip from your Live.



STORY IDEAS (3-5)
Polls, Q&A, behind the scenes, quick tip, countdown.



FEED POST
Quote, carousel, lesson, or recap post.



ENGAGEMENT POST
Ask a question, poll, or add a fun sticker.

★ **TIP:** One Live can become 4-6 pieces of content.
More content = more connection.

6 HOOK IDEAS FOR YOUR LIVE

Use these hooks to grab attention in the first 10 seconds.

- 1 Here's what most people get wrong...
- 2 Let's talk about something real...
- 3 Quick tip that will save you time...
- 4 You asked, I'm answering...
- 5 Let's fix this together...

★ **TIP:** Start strong. Hooks create viewers.
Value keeps them.

7 DAY 7 ACTION STEPS

Before you mark Day 7 complete:

☐ Planned my Live topic

☐ Announced my Live in Stories

☐ Went Live and provided value

☐ Saved my Live

☐ Created 1 Reel from my Live

☐ Posted 3-5 Story touchpoints

☐ Posted 1 Feed or engagement post

☐ Engaged with my audience

☐ Took action and posted something today

MY COMMITMENT

I commit to going Live, repurposing my content, and creating more value across formats to connect with more people and build trust every day.

SIGNED: _____



DAY 07 COMPLETE

Show up live.
Repurpose with purpose.
Multiply your message.
More content. More connection. More results.
Keep showing up. Keep creating. Keep growing.



★ ONE LIVE TODAY. MORE CONTENT TOMORROW. MORE IMPACT ALWAYS. ★

14-DAY ACCELERATOR

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INSTAGRAM WORKBOOK

DAY 08

COLLAB + PLAN YOUR WEEK

COLLABORATE STRATEGICALLY.
PLAN INTENTIONALLY. POST CONSISTENTLY.
A PLAN CREATES FREEDOM. CONSISTENCY CREATES GROWTH.



Collabs expand your reach.
Planning creates consistency.
Consistency builds trust.
Trust grows your community.
Community grows your impact.

1 TODAY'S FOCUS

Today is about combining collaboration and strategy to grow your reach and show up with a plan.

- ✓ Reach out for one collaboration
- ✓ Build your 7-day content plan
- ✓ Pre-schedule for consistency
- ✓ Repurpose content across formats
- ✓ Show up, serve, and connect

REMEMBER:

A plan saves time.
Collabs open new doors.
Consistency builds momentum.

2 CONTENT PILLAR CHECK

Review the 5 content pillars you selected.
Check the ones you will focus on this week.

- ☐ Pillar 1: _____
- ☐ Pillar 2: _____
- ☐ Pillar 3: _____
- ☐ Pillar 4: _____
- ☐ Pillar 5: _____

MY MAIN PILLAR THIS WEEK:

3 TODAY'S CONTENT PLAN

Your goal is to plan 7 days of content, collaborate, and pre-schedule.

I WILL CREATE:

- ☐ 1 Collaboration DM
- ☐ 3 Reels
- ☐ 7 Stories per day
- ☐ 2 Feed Posts
- ☐ 3 Pre-scheduled posts

MY CONTENT WILL FOCUS ON:

4 7-DAY CONTENT PLAN

Map your content for the week. Mix formats. Provide value. Engage daily.

MON	TUE	WED	THU	FRI	SAT	SUN
						
☐ Reel	☐ Reel	☐ Reel	☐ Reel	☐ Reel	☐ Reel	☐ Reel
☐ Stories	☐ Stories	☐ Stories	☐ Stories	☐ Stories	☐ Stories	☐ Stories
☐ Feed	☐ Feed	☐ Feed	☐ Feed	☐ Feed	☐ Feed	☐ Feed
☐ Live	☐ Live	☐ Live	☐ Live	☐ Live	☐ Live	☐ Live

COLLABORATION TOUCHPOINT THIS WEEK: _____

CONTENT THEMES / TOPICS THIS WEEK: _____

TIP: Plan in advance. Create with intention. Engage in the moment.

5 COLLABORATION GAME PLAN

Plan your collaboration and how you will create value together.

COLLAB PARTNER: _____

WHY THIS PARTNER: _____

CONTENT IDEA TOGETHER: _____

FORMAT: ☐ Reel ☐ Live ☐ Post ☐ Story Takeover

CTA / GOAL: _____

WHEN WE WILL CREATE IT: _____

TIP: Choose aligned partners. Serve their audience. Create win-win content.

6 HOOK IDEAS FOR YOUR REELS

Use these hooks to grab attention in the first 2 seconds.

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

TIP: Bold statements, curiosity, questions, and quick wins work best.

7 AI CONTENT PROMPT (OPTIONAL)



WEEKLY CONTENT PROMPT

Give me 10 Instagram post ideas for my niche using the 5 pillars (Who I Was, What Changed, What's Possible Now).



COLLAB CONTENT PROMPT

Give me 5 collaboration ideas for Instagram that provide value to both audiences.

TIP: Use AI to spark ideas, not to replace your voice.

8 DAY 8 ACTION STEPS

Before you mark Day 8 complete:

- ☐ Reached out for one collaboration
- ☐ Built my 7-day content plan
- ☐ Planned 3 Reels
- ☐ Planned 2 Feed Posts
- ☐ Planned 7 Stories per day
- ☐ Pre-scheduled 3 posts
- ☐ Created my collaboration content idea
- ☐ Took action and posted something today

MY COMMITMENT

I commit to planning my week, collaborating with aligned people, and creating content that serves, connects, and grows my community.

SIGNED: _____



DAY 08 COMPLETE



Plan with intention.
Collaborate with purpose.
Post consistently.
Serve your audience.
Keep showing up. Keep creating. Keep growing.



14-DAY
ACCELERATOR

BUILD. POST. CONNECT. GET RESULTS.



BUILD
YOUR BRAND



POST
WITH PURPOSE



CONNECT
WITH PEOPLE



GET
RESULTS



INSTAGRAM

WORKBOOK

DAY
09

CONNECT + START CONVERSATIONS

ENGAGE INTENTIONALLY. START CONVERSATIONS.
BUILD RELATIONSHIPS.

CONNECTION CREATES OPPORTUNITY. CONVERSATION CREATES TRUST.



Connections create opportunity.
Conversations create trust.
Trust creates loyalty.
Loyalty creates clients.
Clients create freedom.

1 TODAY'S FOCUS

Today is about turning engagement into conversations and building real connections.

- ✓ Follow with intention
- ✓ Engage with value
- ✓ Start natural conversations
- ✓ Build your dream client list
- ✓ Show up daily and stay consistent

★ **REMEMBER:**
People don't just follow what you post.
They follow how you make them feel.

2 CONNECTION PILLAR CHECK

Review the 5 connection pillars you selected.
Check the ones you will focus on this week.

- ☐ Pillar 1: _____
- ☐ Pillar 2: _____
- ☐ Pillar 3: _____
- ☐ Pillar 4: _____
- ☐ Pillar 5: _____

MY MAIN PILLAR THIS WEEK:

3 TODAY'S CONNECTION PLAN

Your goal is to connect daily and start natural conversations.

- I WILL:**
- ☐ Follow 20 ideal people
 - ☐ Leave 5 thoughtful comments
 - ☐ Reply to 3 Story viewers
 - ☐ Start 2 natural conversations
 - ☐ Add to my dream client list

MY CONNECTION WILL FOCUS ON:

4 DAILY ENGAGEMENT HABITS

Use this simple daily habit plan to build relationships.



FIND
Find ideal people in your niche.

→



FOLLOW
Follow 20 targeted people.

→



ENGAGE
Leave 5 thoughtful comments.

→



CONNECT
Reply to Stories and DMs.

→



LIST
Add to your dream client list.

TODAY'S ENGAGEMENT GOAL: _____

NOTES / WINS: _____

★ **TIP:** The more you engage with value, the more people want to engage with you.

5 CONVERSATION STARTERS

Use these openers to start natural conversations.

-  **STORY REACTION**
Loved your story about _____
-  **COMMON INTEREST**
I saw you like _____ too. What do you love most about it?
-  **VALUE QUESTION**
What's been the biggest challenge you've had with _____?
-  **COMPLIMENT + QUESTION**
You shared something really valuable. What inspired you to post that?
-  **COLLAB IDEA**
I love what you do! I think our audiences would love _____

★ **TIP:** Be curious. Ask questions. Listen. Then add value.

6 HOOK IDEAS FOR YOUR CONTENT

Use these hooks to grab attention in the first 2 seconds.

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

★ **TIP:** Bold hooks + value lead to real conversations.

7 AI CONTENT PROMPT (OPTIONAL)



REEL IDEA PROMPT
Give me 10 Instagram Reel ideas that start conversations with my ideal audience.



CAPTION PROMPT
Give me 5 captions that invite engagement and start conversations in the comments.

★ **TIP:** Use AI to spark ideas, not to replace your voice.

8 DAY 9 ACTION STEPS

Before you mark Day 9 complete:

- ☐ Followed 20 ideal people
- ☐ Left 5 thoughtful comments
- ☐ Replied to 3 Story viewers
- ☐ Started 2 natural conversations
- ☐ Added to my dream client list
- ☐ Took action and posted something today

MY COMMITMENT
I commit to connecting daily with intention, starting conversations, and building relationships that lead to real opportunities.

SIGNED: _____



**DAY 09
COMPLETE**

★

Connect daily.
Start conversations.
Build relationships.
Relationships create opportunities.
Keep showing up. Keep creating. Keep growing.



★ ONE CONNECTION TODAY. ONE CONVERSATION TOMORROW. BIGGER RESULTS ALWAYS. ★

14-DAY
ACCELERATOR

BUILD. POST. CONNECT. GET RESULTS.



BUILD
YOUR BRAND



POST
WITH PURPOSE



CONNECT
WITH PEOPLE



GET
RESULTS



INSTAGRAM
WORKBOOK

DAY
10

SCALE WHAT WORKS
OPTIMIZE + REACH MORE

USE THE CLUES. IMPROVE VISIBILITY.
REPEAT WHAT WORKS.

SMARTER CONTENT. BETTER RESULTS. BIGGER IMPACT.



Data shows what to scale.
Optimization creates reach.
Consistency builds trust.
Trust grows your community.
Community grows your impact.

1 TODAY'S FOCUS

Today is about improving discoverability and scaling what already works.

- ✓ Optimize your content
- ✓ Use hashtags + keywords
- ✓ Add alt text
- ✓ Analyze insights
- ✓ Repeat what gets results

REMEMBER:

Small tweaks today
create bigger reach tomorrow.
The details drive discovery.

2 VISIBILITY PILLAR CHECK

Review the 5 visibility pillars you selected.
Check the ones you will focus on this week.

- ☐ Pillar 1: _____
- ☐ Pillar 2: _____
- ☐ Pillar 3: _____
- ☐ Pillar 4: _____
- ☐ Pillar 5: _____

MY MAIN PILLAR
THIS WEEK:

3 TODAY'S OPTIMIZATION PLAN

Your goal is to optimize your content so more of the right people see it.

I WILL:

- ☐ Create 3 hashtag sets
- ☐ Add niche keywords to 1 caption
- ☐ Test 1 post and review insights
- ☐ Add alt text to 1 post
- ☐ Improve 2 existing posts

MY CONTENT WILL
FOCUS ON:

4 DISCOVERABILITY STACK

These 4 elements work together to help more of the right people find you.



HASHTAGS

Use sets of 20 with a mix of niche + broad.



KEYWORDS

Use 2-3 niche keywords in your caption.



ALT TEXT

Add alt text so Instagram knows what it's about.



INSIGHTS

Track results. Learn what to repeat.

TODAY'S DISCOVERABILITY GOAL: _____

NOTES / WINS: _____

TIP: Clear signals = better reach. Test. Track. Improve.

5 ANALYZE + IMPROVE

Use insights to scale what works and fix what doesn't.



TOP PERFORMER

What post performed best? Why? _____



STRONG HOOK

What hook got the most attention? _____



ENGAGEMENT DRIVER

What got the most saves, shares, comments or DMs? _____



CONTENT GAP

What content do you need more of? _____



NEXT STEP

What will you repeat or improve? _____

TIP: Insights are clues. Use them to create better content.

6 HOOK IDEAS FOR NEXT CONTENT

Write 5 hooks that match what works.

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

TIP: Strong hooks = stop the scroll. Test different styles.

7 CONTENT PROMPT (OPTIONAL)



REEL IDEA PROMPT

Give me 10 Instagram Reel ideas that align with what my audience cares about and gets results from.



POST IDEA PROMPT

Give me 10 post ideas that provide value and encourage engagement.

TIP: Use AI to spark ideas, not to replace your voice.

8 DAY 10 ACTION STEPS

Before you mark Day 10 complete:

- ☐ Optimized 2 existing posts
- ☐ Used hashtags + keywords
- ☐ Added alt text to 1 post
- ☐ Tested 1 new post
- ☐ Reviewed insights
- ☐ Planned what to repeat
- ☐ Took action and posted something today

MY COMMITMENT

I commit to optimizing my content, using data to guide me, and consistently showing up to grow my audience.

SIGNED: _____



DAY 10
COMPLETE



Optimize today.
Scale what works.
Reach more of the right people.
Better content. Better reach. Bigger results.
Keep showing up. Keep creating. Keep growing.



ONE PLAN TODAY. ONE OPTIMIZATION TOMORROW. BIGGER RESULTS ALWAYS.

14-DAY
ACCELERATOR

BUILD. POST. CONNECT. GET RESULTS.



BUILD
YOUR BRAND



POST
WITH PURPOSE



CONNECT
WITH PEOPLE



GET
RESULTS



INSTAGRAM
WORKBOOK

DAY
11

TURN ATTENTION
INTO OPPORTUNITY

DM. CONNECT. CONVERT.
MAKE THE MOVE.

ATTENTION OPENS THE DOOR. CONVERSATION CREATES OPPORTUNITY.



Conversations create connection.
Connection creates trust.
Trust creates opportunity.
Opportunity creates income.
Income creates impact.

1 TODAY'S FOCUS

Today is about turning visibility into real conversations through simple, human DMs.

✓ Reply to Stories

✓ Start warm conversations

✓ Use curiosity openers

✓ Build relationship

✓ Create the next step

REMEMBER:
People don't buy from you.
They buy from the trust
you build in DMs.

2 DM STARTER CHECK

Use these warm openers to start natural conversations.

1 I loved your _____.
What part stood out most to you? _____

2 Quick question for you...
what are you working on right now? _____

3 I saw you're interested in _____.
I have something that may help. _____

4 What has been your biggest challenge with _____?

5 Would a quick voice note be helpful? _____

MY GOAL TODAY:

3 TODAY'S ACTION PLAN

Your goal is to start conversations that lead to real opportunities.

I WILL:

☐ Reply to 5 Stories

☐ Start 3 warm DMs

☐ Send 1 voice note

☐ Ask real questions

☐ Offer value or help

☐ Ask for the next step

☐ Track my conversations

MY NEXT STEP WILL
CREATE OPPORTUNITY BY:

4 THE HUMAN DM FLOW

Follow this simple flow to turn attention into opportunity.



STORY REPLY

Reply to Stories with a warm, simple opener.

→



CURIOSITY

Ask a question to understand their needs.

→



CONVERSATION

Have a real, value-driven conversation.

→



VOICE NOTE

Send a voice note to build trust and connection.

→



NEXT STEP

Invite the next step or offer something helpful.

TIP: Be human. Be curious. Be consistent. That's how opportunities are created.

5 DM VALUE BUILDER

Use value to create trust and deeper conversations.



LISTEN FIRST

Listen more than you talk. _____



ADD VALUE

Share tips, resources or insights. _____



BUILD TRUST

Show you care about their goals. _____



CREATE MOMENTUM

Keep the conversation moving forward. _____



INVITE NEXT STEP

Make a clear, simple invitation. _____

TIP: Value builds trust. Trust opens the door.

6 DM IDEAS TO START TODAY

Use these ideas to start natural conversations.

1 _____

2 _____

3 _____

4 _____

5 _____

TIP: Simple openers → real conversations → real opportunities.

7 DM FOLLOW-UP SYSTEM



SAME DAY FOLLOW-UP

Follow up with a voice note or quick message.



48 HOUR FOLLOW-UP

Follow up with more value or answer their questions.



WEEKLY FOLLOW-UP

Stay top of mind and keep the conversation warm.

TIP: Follow up = opportunity. Consistency creates results.

8 DAY 11 ACTION STEPS

Before you mark Day 11 complete:

☐ Replied to 5 Stories

☐ Started 3 warm DMs

☐ Sent 1 voice note

☐ Asked real questions

☐ Offered value or help

☐ Invited next step

☐ Tracked my conversations today

MY COMMITMENT

I commit to turning attention into opportunity through simple, human conversations and consistent action.

SIGNED:



DAY 11
COMPLETE

Start conversations.
Add value.
Invite next steps.
Follow up.

You create opportunity when you take action.



TIP: Focus on people. Help more. Opportunity follows.

Real conversations create real results.

TIP: BIGGER IMPACT ALWAYS.

YOU'RE BUILDING YOUR BRAND.
YOUR FREEDOM. YOUR FUTURE.

14-DAY
ACCELERATOR

BUILD. POST. CONNECT. GET RESULTS.



BUILD
YOUR BRAND



POST
WITH PURPOSE



CONNECT
WITH PEOPLE



GET
RESULTS



INSTAGRAM
WORKBOOK

DAY
12

CONTENT THAT
CONVERTS

HOOK. TEACH. PROOF. CTA.
MAKE THE NEXT STEP OBVIOUS.

CLEAR CONTENT GETS SAVED. CLEAR CTAS GET RESULTS.



Content gets attention.
Clear messages build trust.
Trust creates opportunity.
Opportunity creates income.
Income creates impact.

1 TODAY'S FOCUS

Today is about creating content that converts—gets replies, saves, shares, DMs and buying conversations.

- ✓ Create conversion-focused content
- ✓ Use a clear structure
- ✓ Add value and proof
- ✓ Make the next step obvious
- ✓ Create content that gets action

★ **REMEMBER:**

People don't act when they're confused. Make the next step obvious.

2 CONTENT STRUCTURE

Use this simple structure to create content that converts.

- 1 HOOK**
Grab attention in the first line.

- 2 TEACH / VALUE**
Give a tip, strategy or insight that helps.

- 3 PROOF / PERSPECTIVE**
Add your experience, results or a perspective.

- 4 CLEAR CTA**
Tell them exactly what to do next.
Make it easy. _____

MY MAIN MESSAGE TODAY:

3 TODAY'S ACTION PLAN

Your goal is to create content that gets action and starts conversations.

I WILL:

- ☐ Create 1 conversion-focused post
- ☐ Create 1 5-slide carousel
- ☐ Post a 3-part Story series
- ☐ Add a clear CTA
- ☐ Respond to comments and DMs
- ☐ Track saves, shares and replies
- ☐ Follow up with warm leads

MY NEXT STEP WILL
CREATE OPPORTUNITY BY:

4 THE CONVERSION CONTENT FORMULA

Follow this formula to create content that converts.



★ **TIP:** Clear structure + clear CTA = replies, saves, shares and DMs.

5 CONVERSION BOOSTERS

Use these boosters to increase trust and action.

-  **STRONG HOOK**
Stop the scroll. Make them want to read/watch. _____
-  **RELATABLE MESSAGE**
Make your content about them, not you. _____
-  **REAL VALUE**
Give something useful they can use. _____
-  **SOCIAL PROOF**
Share results, reviews or real experiences. _____
-  **CLEAR CTA**
Tell them what to do next. Make it easy. _____

★ **TIP:** The clearer the CTA, the more action you get.

6 CONTENT IDEAS TO POST TODAY

Use these ideas to create conversion content.

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

★ **TIP:** Ideas are everywhere.
Solve a problem. Share the solution.

7 FOLLOW-UP SYSTEM

Don't let warm leads go cold.

-  **SAME DAY FOLLOW-UP**
Reply to comments and DMs within the same day.
-  **24 HOUR FOLLOW-UP**
Follow up with value or a helpful resource.
-  **WEEKLY CHECK-IN**
Stay consistent. Keep the conversation warm.

★ **TIP:** Consistency turns interest into opportunity.

8 DAY 12 ACTION STEPS

Before you mark Day 12 complete:

- ☐ Posted 1 conversion-focused post
- ☐ Posted 1 5-slide carousel
- ☐ Posted a 3-part Story series
- ☐ Added a clear CTA
- ☐ Engaged with comments & DMs
- ☐ Tracked saves, shares & replies
- ☐ Followed up with warm leads
- ☐ Took action and posted something today

MY COMMITMENT

I commit to creating content that converts, delivers value and makes the next step obvious so I can create conversations, opportunities and impact.

SIGNED: _____



**DAY 12
COMPLETE**

★

Content that converts.
Clear message.
Clear CTA.
Better results. Bigger impact.
You make the next step obvious. You get the result.



★ **TIP:** Good content gets attention.
Conversion content gets action.



Make your message clear.
Add value.
Guide the next step.

★ **BIGGER IMPACT ALWAYS.**
YOU'RE BUILDING YOUR BRAND.
YOU'RE BUILDING YOUR FUTURE.

14-DAY
ACCELERATOR

BUILD. POST. CONNECT. GET RESULTS.



BUILD
YOUR BRAND



POST
WITH PURPOSE



CONNECT
WITH PEOPLE



GET
RESULTS



INSTAGRAM
WORKBOOK

DAY
13

BUILD YOUR
CONSISTENCY SYSTEM

POWER HOUR. TRACK. REPEAT.

SYSTEMS CREATE MOMENTUM. MOMENTUM CREATES RESULTS.



Consistency creates visibility.
Visibility creates trust.
Trust creates opportunity.
Opportunity creates income.
Income creates impact.

1 TODAY'S FOCUS

Today is about turning daily effort into a repeatable system.

- ✓ Create a Power Hour habit
- ✓ Track what matters
- ✓ Start conversations daily
- ✓ Build momentum
- ✓ Keep the engine running

REMEMBER:
Motivation gets you started.
Systems keep you consistent.
Consistency creates results.

2 THE MOMENTUM HOUR

Use this simple flow every day during your Power Hour.

- 1 CREATE**
Write, design or plan your content.
- 2 ENGAGE**
Engage with your audience.
Add value.
- 3 CONNECT**
Start conversations.
Reply and DM.
- 4 TRACK**
Track your leads and results.
What gets measured grows.

MY POWER HOUR TIME:

3 TODAY'S ACTION PLAN

Your goal is to build a daily habit that drives consistent results.

I WILL:

- ☐ Complete 1 Power Hour today
- ☐ Create and post content
- ☐ Engage with 10–20 accounts
- ☐ Start 3 conversations
- ☐ Track new leads
- ☐ Review my metrics
- ☐ Plan tomorrow's content

MY NEXT STEP WILL
CREATE OPPORTUNITY BY:

4 THE POWER HOUR SYSTEM

This simple daily system creates massive movement.



TIP: 80 minutes a day can completely change your next 90 days.

5 TRACK WHAT MATTERS

Track these key metrics to measure your momentum.

-  **CONTENT POSTED**
How many posts, carousels and stories? _____
-  **ENGAGEMENT RATE**
How many likes, comments and saves? _____
-  **CONVERSATIONS STARTED**
How many replies and DMs? _____
-  **NEW LEADS**
How many warm leads added? _____
-  **CONTENT THAT CONVERTS**
Which content drove the most action? _____
-  **WHAT TO IMPROVE**
What will I focus on improving next? _____

TIP: Track daily. Review weekly. Adjust and keep going.

6 CONTENT PILLARS

Use these pillars to guide your content.

- 1 Teach / Tips _____
- 2 Behind-the-Scenes _____
- 3 Results / Proof _____
- 4 Offers / Solutions _____
- 5 Personal / Story _____

TIP: Consistent pillars = consistent results.

7 WEEKLY SYSTEM

Follow this weekly rhythm.

-  **PLAN**
Plan your content themes and offers.
-  **CREATE**
Batch content to save time and stay consistent.
-  **POST**
Post daily and follow your Power Hour.
-  **REVIEW**
Review metrics and adjust your plan.

TIP: Plan ahead. Batch smart. Stay consistent.

8 DAY 13 ACTION STEPS

Before you mark Day 13 complete:

- ☐ Completed Power Hour today
- ☐ Posted content
- ☐ Started 3 conversations
- ☐ Tracked new leads
- ☐ Reviewed my metrics
- ☐ Planned tomorrow's content
- ☐ Engaged with my audience
- ☐ Followed my system today

MY COMMITMENT

I commit to showing up daily, running my Power Hour and tracking my progress so I can create consistent conversations, opportunities and income.

SIGNED: _____



**DAY 13
COMPLETE**

- Run your Power Hour.
- Track what matters.
- Review and adjust.
- Repeat daily. Build your momentum.
- You make the system work. The system makes you unstoppable.



TIP: Small daily systems beat big occasional effort. Stay consistent.



Plan. Create. Engage.
Connect. Track.
Repeat.



BIGGER IMPACT ALWAYS.
YOU'RE BUILDING YOUR BRAND.
YOU'RE BUILDING YOUR FREEDOM.
YOU'RE BUILDING YOUR FUTURE.

14-DAY
ACCELERATOR

BUILD. POST. CONNECT. GET RESULTS.



BUILD
YOUR BRAND



POST
WITH PURPOSE



CONNECT
WITH PEOPLE



GET
RESULTS



INSTAGRAM

WORKBOOK

DAY
14

FINISH WITH A GROWTH PLAN

COLLAB. LIVE. EXPAND.

YOU FINISH STRONG. YOU KEEP GROWING.



Consistency creates visibility.
Visibility creates trust.
Trust creates opportunity.
Opportunity creates income.
Income creates impact.

1 TODAY'S FOCUS

Today is about finishing strong and expanding your reach.

- ✓ Finish the 14-Day Accelerator
- ✓ Build your growth system
- ✓ Use collabs + Lives
- ✓ Expand your reach
- ✓ Keep opening doors

★ REMEMBER:

A simple strategy today creates bigger opportunities tomorrow.

Put yourself in rooms with more people.

2 THE COLLABORATION LOOP

Use this simple loop to grow through collaboration.

- FIND**
Find aligned collaborators.
Look for shared values.
- INVITE**
Send a DM and start the conversation.
- COLLABORATE**
Create content together.
Share both audiences.
- LIVE + ENGAGE**
Go Live together or support each other's Lives.
- FOLLOW UP**
Build relationships.
Repeat and expand.

MY FIRST COLLAB:

3 TODAY'S ACTION PLAN

Your goal is to take action and expand your reach.

I WILL:

- ☐ List 3 aligned collaborators
- ☐ Send 1 invite DM
- ☐ Plan a Live topic
- ☐ Go Live or co-host a Live
- ☐ Post collaboration content
- ☐ Engage with new audience
- ☐ Track new followers
- ☐ Plan tomorrow's content

MY NEXT STEP WILL CREATE OPPORTUNITY BY:

4 COLLABS + LIVES PROCESS

Follow this flow to expand your reach.



FIND
Find aligned creators with overlapping audiences.

→



INVITE
Send a DM. Start the conversation.

→



COLLABORATE
Create content together and share audiences.

→



LIVE + ENGAGE
Go Live together and engage.

→



FOLLOW UP
Build relationships and repeat. Expand.

★ TIP: Collaboration is leverage. Two audiences are better than one.

5 TRACK YOUR GROWTH

Track these key metrics to measure your growth.

-  **NEW FOLLOWERS**
How many new followers did I gain?
-  **PROFILE VISITS**
How many visited my profile?
-  **CONTENT REACH**
How many people saw my content?
-  **ENGAGEMENT RATE**
How many likes, comments and saves?
-  **DMS / CONVERSATIONS**
How many DMs and conversations started?
-  **LIVE IMPACT**
How many joined or engaged in my Live?

★ TIP: Track weekly. Adjust and keep growing.

6 CONTENT PILLARS

Use these pillars to guide your content.

- 1 Teach / Tips
- 2 Behind-the-Scenes
- 3 Results / Proof
- 4 Offers / Solutions
- 5 Personal / Story

★ TIP: Consistent pillars = consistent results.

7 WEEKLY SYSTEM

Follow this weekly rhythm.

-  **PLAN**
Plan your content themes and offers.
-  **CREATE**
Batch content to save time and stay consistent.
-  **POST**
Post daily and use Stories + Lives.
-  **REVIEW**
Review metrics and adjust your plan.

★ TIP: Plan ahead. Batch smart. Stay consistent.

8 DAY 14 ACTION STEPS

Before you mark Day 14 complete:

- ☐ List 3 aligned collaborators
- ☐ Send 1 invite DM
- ☐ Plan a Live topic + date
- ☐ Go Live or co-host a Live
- ☐ Post collaboration content
- ☐ Track new followers
- ☐ Reviewed my metrics
- ☐ Planned tomorrow's content
- ☐ Engaged with new audience
- ☐ Followed my system today

MY COMMITMENT

I commit to using collaboration and Lives to expand my reach, build relationships, support others and continue growing my brand and business.

SIGNED:



DAY 14
COMPLETE

- You finished the 14-Day Accelerator.
- You built systems. You took action.
- You connected. You expanded your reach.
- Now you keep building your growth.
- Finish strong. Keep going.



★ TIP:

Collaboration + Lives multiply your visibility. Keep creating. Keep connecting.



Plan. Invite. Collaborate.
Go Live. Engage.
Follow up. Repeat.

★ BIGGER IMPACT ALWAYS.

YOU'RE BUILDING YOUR BRAND.
YOU'RE BUILDING YOUR FREEDOM.
YOU'RE BUILDING YOUR FUTURE.