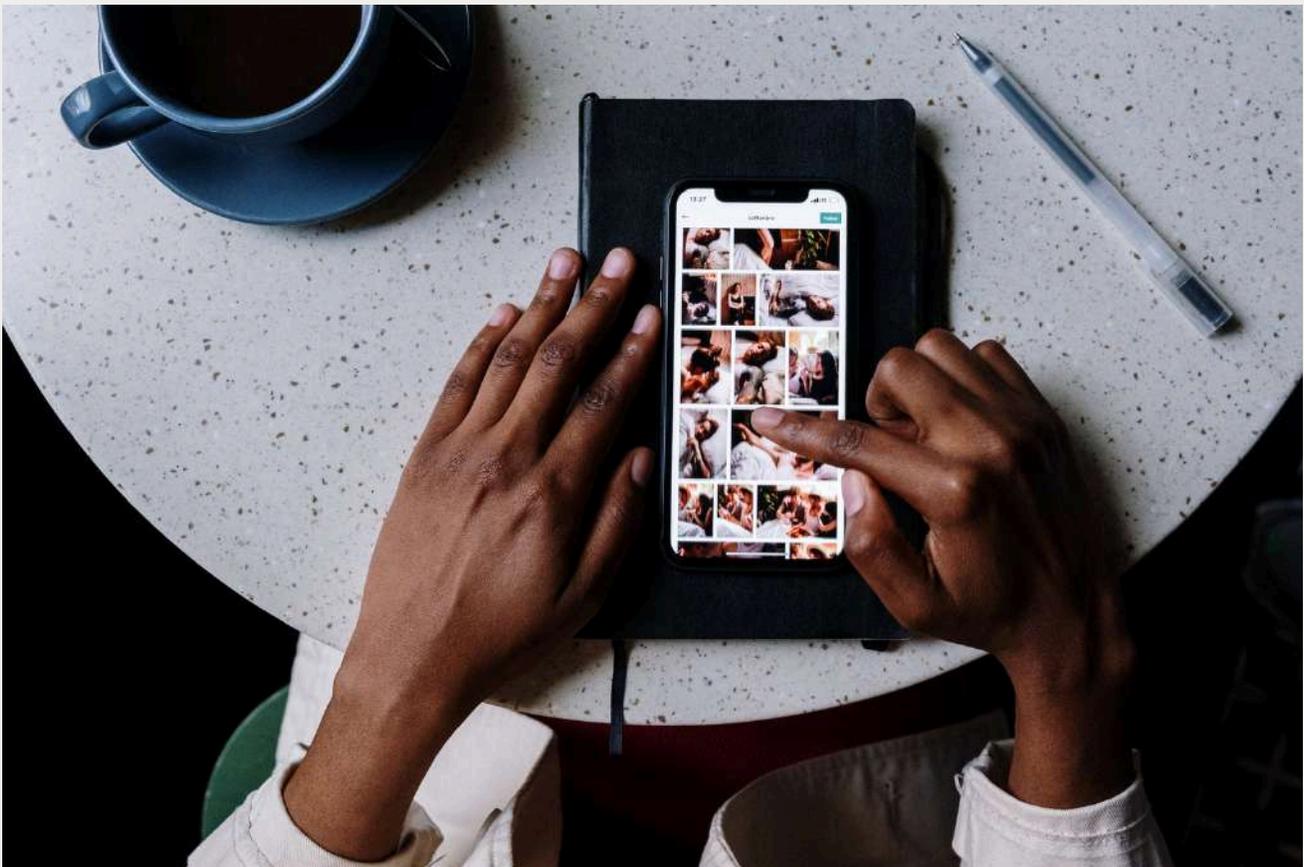


Digital Marketing **Profits**

A Fastrack Guide

Fast-track your digital marketing journey by implementing the same strategies that made me 6-figures in less than 6 months with Digital Marketing



By: Arianna Anglin



Nice
to
meet
you!

I'm Arianna Anglin, a former elementary school teacher turned Digital Marketer. I launched my Digital Marketing business in October 2023 and made six figures in less than six months. Now, I get to share all the same strategies I used to help fast-track your path to success!

This guide will be a valuable tool in your Digital Marketing business. It will cover important topics such as setting up your backend systems, growing your Instagram account, and bringing leads into your business!

Please use this guide in connection with your Digital Marketing Accelerator.

Let's get to work!

Arianna Anglin

Digital Entrepreneur



Table of Contents

01

HOW TO RESELL THIS GUIDE FOR 100% PROFITS

- [Customize This Guide in Canva](#)
- [Create A Quick Sales Page](#)
- [What Should Be Included on A Sales Page](#)
- [Captivation Hub & Stan.store](#)
- [Captivation Hub vs. Stan.store](#)
- [Stan.store](#)
- [Setting Up Stan.store](#)
- [Listing Your Digital Products on Stan](#)
- [Captivation Hub](#)
- [Setting Up Captivation Hub](#)
- [Creating a Funnel in Captivation Hub](#)
- [Social Media Automation](#)
- [How ManyChat Works](#)
- [Creating A ManyChat Account](#)
- [Setting Up ManyChat](#)
- [Captivation Hub Autoresponder](#)
- [Getting Eyeballs on Your Offer](#)



****Click on any lesson or section to go directly to that page.**

Table of Contents

02

USING INSTAGRAM TO GET FREE LEADS

- [Why Instagram?](#)
- [Content Pillars](#)
- [Optimizing Your Instagram Profile](#)
- [Account Type](#)
- [Bio](#)
- [Story Highlights](#)
- [Highlight Covers](#)
- [Content & Growth Strategy](#)
- [Types of Content](#)
- [54 Viral Hooks](#)
- [Call to Action](#)
- [Captions](#)
- [Hashtags](#)
- [Posting Times & Strategies](#)
- [Uploading Content](#)
- [Reposting Content](#)
- [Recycling Content](#)
- [Boost Engagement](#)
- [Going Viral](#)
- [Converting Views to Followers](#)
- [Converting Followers to Buyers](#)
- [Faceless Digital Marketing](#)
- [Aesthetic Stock Videos](#)
- [One Month of MRR Reels](#)
- [More Daily Reels](#)
- [Instagram Stories](#)
- [Reel Covers](#)
- [Tips, Reminders & Bonuses](#)



****Click on any lesson or section to go directly to that page.**

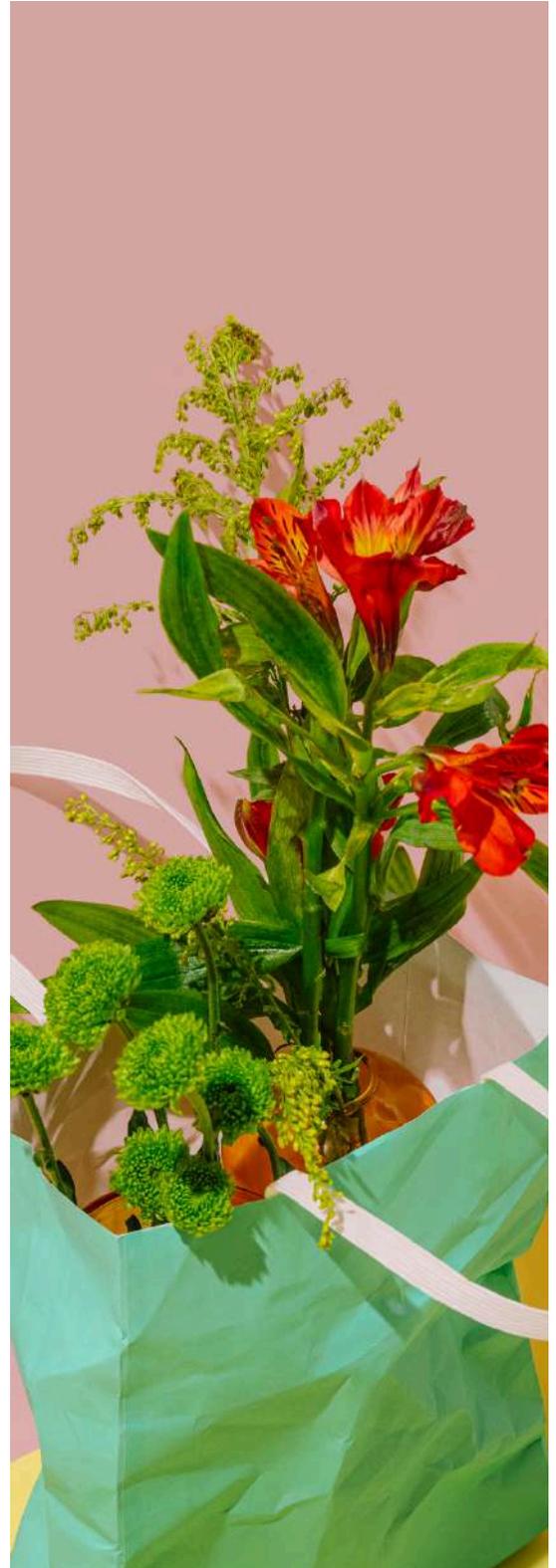
Table of Contents

03 YOUR OFFER

- [Lead Magnet](#)
- [What is a Lead Magnet?](#)
- [Creating a Lead Magnet](#)
- [Lead Magnet Tips](#)
- [How a Lead Magnet Will Help Make You Money](#)
- [What Are Digital Products?](#)
- [Creating Your Own Irresistible Digital Product](#)
- [Using Canva for Digital Products](#)
- [Creating a Free Canva Account](#)
- [Navigating Canva](#)
- [Importing PLR Templates](#)
- [Editing in Canva](#)
- [Text in Canva](#)
- [Working with Images in Canva](#)
- [Downloading Your Digital Products](#)
- [Pricing Your Digital Products](#)
- [Points to Consider When Pricing](#)
- [Selling MRR Products](#)
- [What is MRR?](#)
- [Your Express Lane to Making Profits](#)
- [Resell My Exact Course](#)

04 HOW I STARTED & HOW YOU CAN TOO

- [My Digital Marketing Journey](#)
- [What Will I Learn?](#)
- [Start Today!](#)
- [Piecing It All Together!](#)



****Click on any lesson or section to go directly to that page.**

CHAPTER 1

HOW TO RESELL THIS
GUIDE FOR 100% PROFITS

DIGITAL MARKETING
PROFITS

1 LESSON

CUSTOMIZE THIS
EBOOK IN CANVA
(OPTIONAL)

DIGITAL MARKETING
PROFITS

Customize This Guide in Canva

Even though this eBook is fully ready to sell as-is, adding small personal touches can significantly enhance how your audience connects with you. Customizing it allows you to build a stronger brand presence and create a more personalized experience for your customers.

That being said, editing is entirely optional! You are free to sell this guide as it is. However, if you'd like to make adjustments, here are some helpful suggestions:

1. Personalize the Introduction and Last Page

- Modify the opening paragraph to reflect your voice and brand personality.
- Add a short personal message to introduce yourself and establish a connection with your audience.
- Remove any existing photos of me and replace them with your own brand images or personal photos to make the guide feel more authentically yours.



Customize This Guide in Canva



2. Update Affiliate Links

- If this guide contains any affiliate links, be sure to replace them with your own before sharing it with others.
- Double-check that all links are correctly formatted and functional.

3. Adjust the Design if Needed

- You may update colors, fonts, or layouts to better match your brand aesthetic.
- If you want to add additional content, such as bonus tips or personal insights, feel free to do so.

4. Create Your Own Canva Template Link or Export this as a PDF.

- Once you've finalized your edits, generate a new Canva link that you can share with your own customers.
- Need help with this process? Watch the video [HERE](#) for a step-by-step guide on how to customize and share your version of this eBook!

LESSON 2

CREATE A QUICK SALES
PAGE IN CAP HUB OR STAN

DIGITAL MARKETING
PROFITS

Captivation Hub & Stan.store

The only two platforms I recommend for a digital marketing business are Captivation Hub and Stan.store. Both Cap Hub and Stan are excellent platforms for setting up automation in your digital marketing businesses for several reasons:

1. All-in-One Solutions: Both platforms offer comprehensive features that cover various aspects of digital marketing, including email marketing, sales funnels, website building, and automation tools. This allows businesses to manage multiple marketing tasks and processes within a single platform, reducing the need for numerous tools and integrations.

2. Automation Capabilities: Both platforms offer robust automation capabilities, allowing businesses to automate repetitive tasks, streamline workflows, and deliver personalized marketing experiences to their audience. From email automation to sales funnel automation, users can set up sophisticated automation sequences tailored to their specific business needs.

3. Affordability: Both platforms offer pricing plans that are affordable and scalable, making them accessible to businesses of all sizes, from startups to established enterprises. With flexible pricing options and no long-term commitments, businesses can choose a plan that fits their budget and scale up as their needs grow.

You can choose between hosting your digital products on Captivation Hub or Stan.Store. In the next few pages, I will run you through a few differences and how you can set up both Cap Hub or Stan for your business.

Captivation Hub or Stan.store?



Feature	Stan Store	Captivation Hub
Core Functionality	Simple all-in-one store for creators	Comprehensive all-in-one marketing platform
Ease of Use	Beginner-friendly, drag-and-drop setup	Advanced customization and scalability
Affiliate Program	✔ Yes	✔ Yes
Funnels & Upsells	✘ No	✔ Full funnel-building with upsells & downsells
Email Marketing	✘ Limited	✔ Built-in email marketing & automation
Customization	Basic	Advanced customization options
AI-Powered Tools	✘ No	✔ AI copywriting, funnel optimization, and course creation
SEO & Analytics	Basic analytics	Advanced SEO tools & A/B testing
Pricing	Basic Plan \$29/mo. Pro Plan \$97/mo	\$97/mo

👉 **Stan Store** is a great option for creators looking for a simple, easy-to-use storefront for digital products and coaching services.

[GET A STAN STORE FREE TRIAL](#)



🚀 **Captivation Hub** is ideal for those who want a complete marketing platform to scale their business—offering more customization, automation, and powerful tools to optimize conversions.

[CREATE A CAP HUB ACCOUNT](#)



What Should Be Included On A Sales Page?

A high-converting sales page typically includes these sections:

✦ **Headline – Capture Attention**

Your headline should be clear, benefit-driven, and compelling.

Example: 🚀 "The Fastest Roadmap to Wealth!"

✦ **Hook – Engage Your Reader**

A short subheading that reinforces the main idea and entices visitors to keep reading.

Example: ✅ "The Digital Profits Fastrack Guide that has already changed over 1,003 lives.."

✦ **Problem & Solution – Why They Need This**

Explain the common struggles your audience faces and how your offer solves them.

💡 Example: "I have to say it but Coming up with Content Ideas, Captions, Hooks, and Strategies to go Viral 24/7 is NOT what you should be doing"

✦ **Features & Benefits – What They Get**

List key elements of your offer. Keep it benefit-driven rather than just listing features.

Example: ✓ In-depth Viral Content Ideas for a FULL month that you can use to increase engagement on your Instagram account fast.

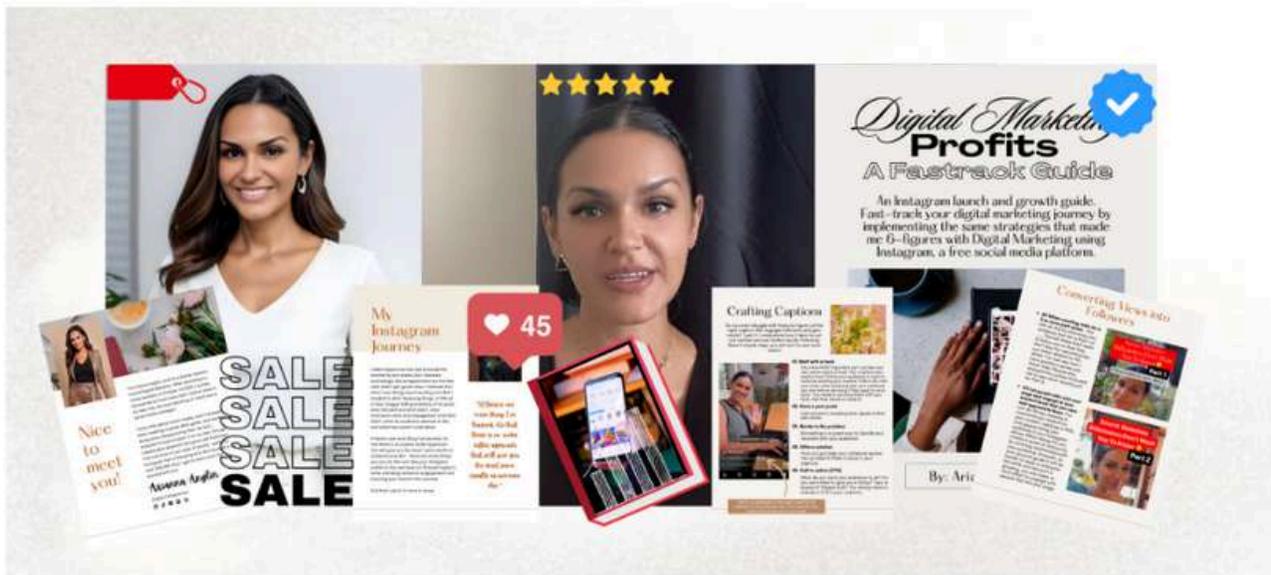
✦ **Call to Action (CTA) – Direct Them to Purchase**

Make your CTA clear, urgent, and easy to follow. Example:

👉 "Get Instant Access Now" (with a button leading to checkout)

What Should Be Included On A Sales Page?

THE DIGITAL PROFITS FASTRACK GUIDE



Design Tips for a Clean & Professional Look:

- Keep it simple – Avoid clutter and focus on a clean, easy-to-read layout.
- Use brand colors & fonts – Maintain consistency for a polished look.
- Add images & testimonials – Build credibility and social proof. Feel free to use the same images on my website!

You can always refer to my own sales page for the Fastrack Guide as you create your own:

<https://store.thebizmomari.com/fastrack-guide>

3 LESSON

SELLING YOUR DIGITAL PRODUCTS ON STAN STORE

DIGITAL MARKETING
PROFITS

Setting Up Stan.Store

STEP ONE:

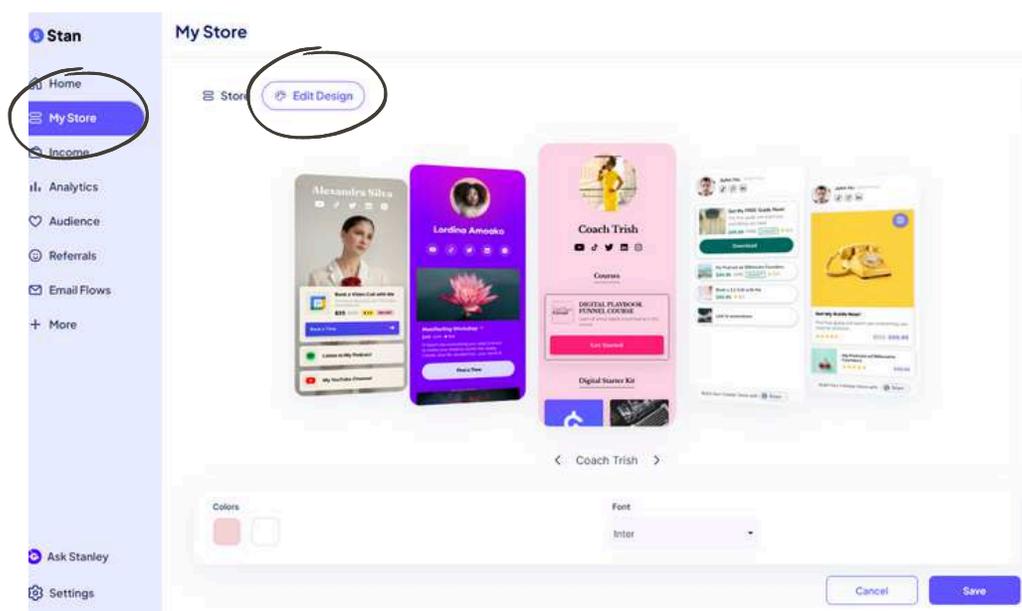
Use [**THIS LINK**](#) to create your Stan.store account and get a **FREE 14-day trial** (please note that if you go through the regular website, you won't get the **FREE** trial)!

STEP TWO:

[Go through this "Getting Started" section](#) to make sure you get set up the correct way! Watch [THIS VIDEO](#) if you need extra guidance with setting up.

STEP THREE:

Go to **"My Store"** and then **"Edit Design"**. Here you can pick what layout you want for your storefront. You can also pick your branding colors for your Stan Store for a more cohesive business aesthetic.



List Your Digital Products on Stan.Store

If you're using Stan store follow these steps to list your digital product:

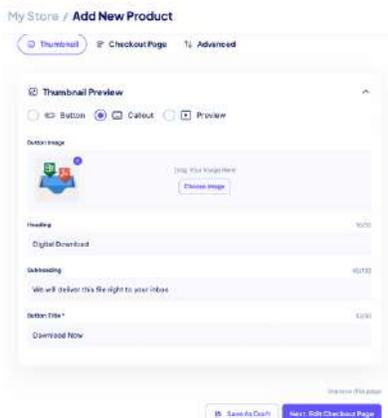
1. Go to your Stan store account and click on **"+ Add Product."**



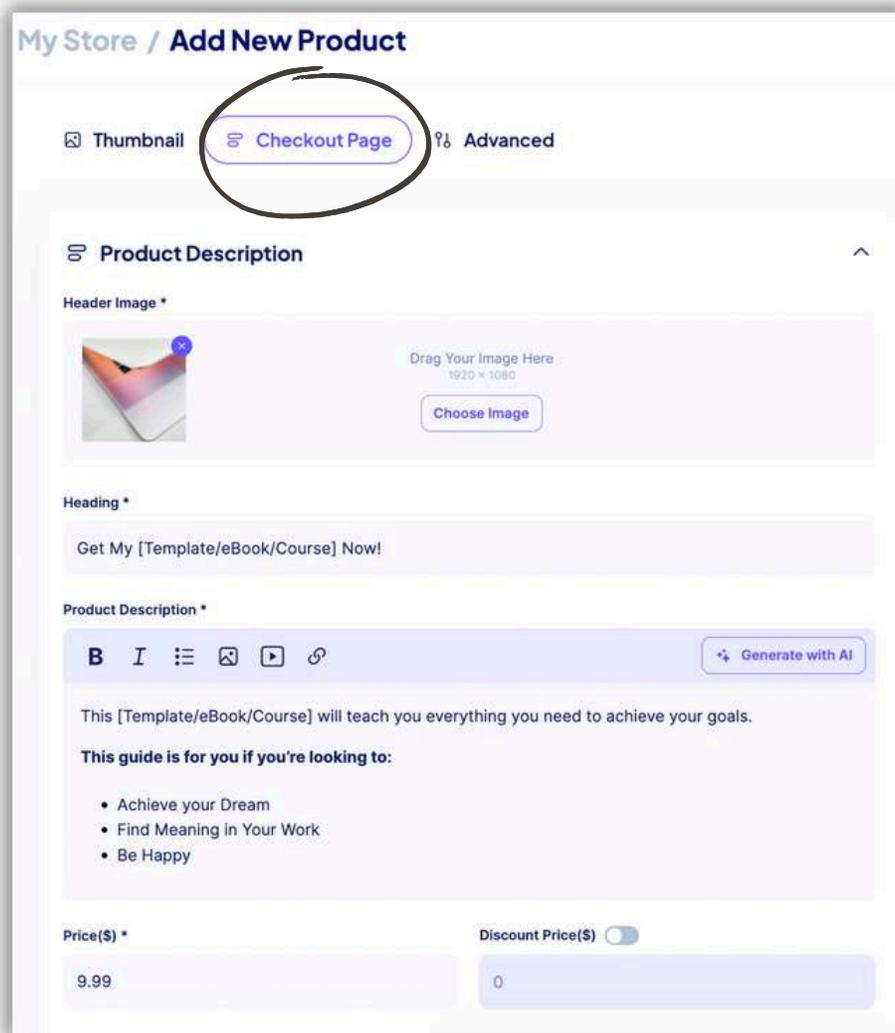
2. Click the option to **"Sell a Digital Download"**. This ONLY for digital products, not your freebie.



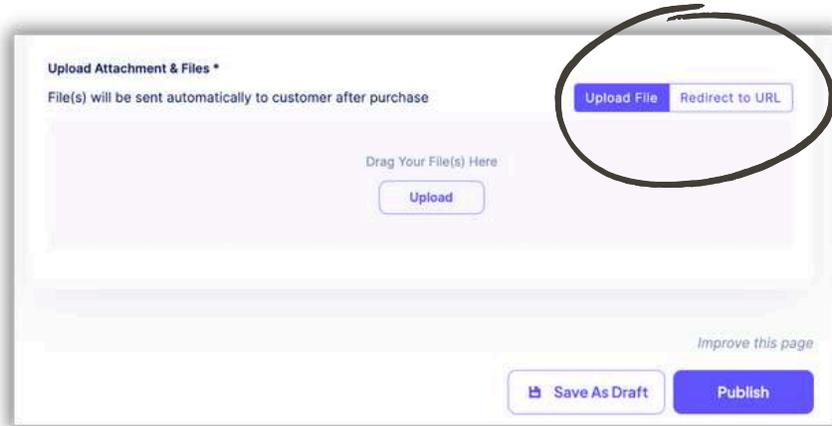
3. Upload your **digital product picture, title, short description + a call to action button**. Examples: CLICK HERE, BUY NOW, LEARN MORE, YES PLEASE!



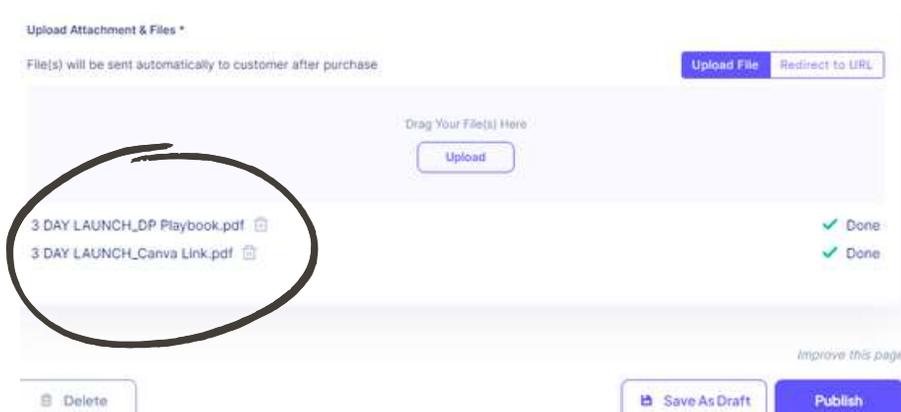
4. Go to the **“Checkout Page”**, add your **“Header Image”**, **Heading, + product description**. Remember you WANT to go into more detail with a paid offer, show case results, testimonials, anything that shows social proof!



5. Upload your digital product AS a digital product OR a redirect TEMPLATE link from CANVA. Please note you can only upload either pdf files OR a re-direct link you CANNOT do both! Hit "Publish".



You would have noticed with mine, I uploaded the PDF version of the Playbook as a PDF file and I also made a "Thank You" PDF document in CANVA with the Digital Product Canva Template LINK for my customers to access if they want to customize and sell this template!

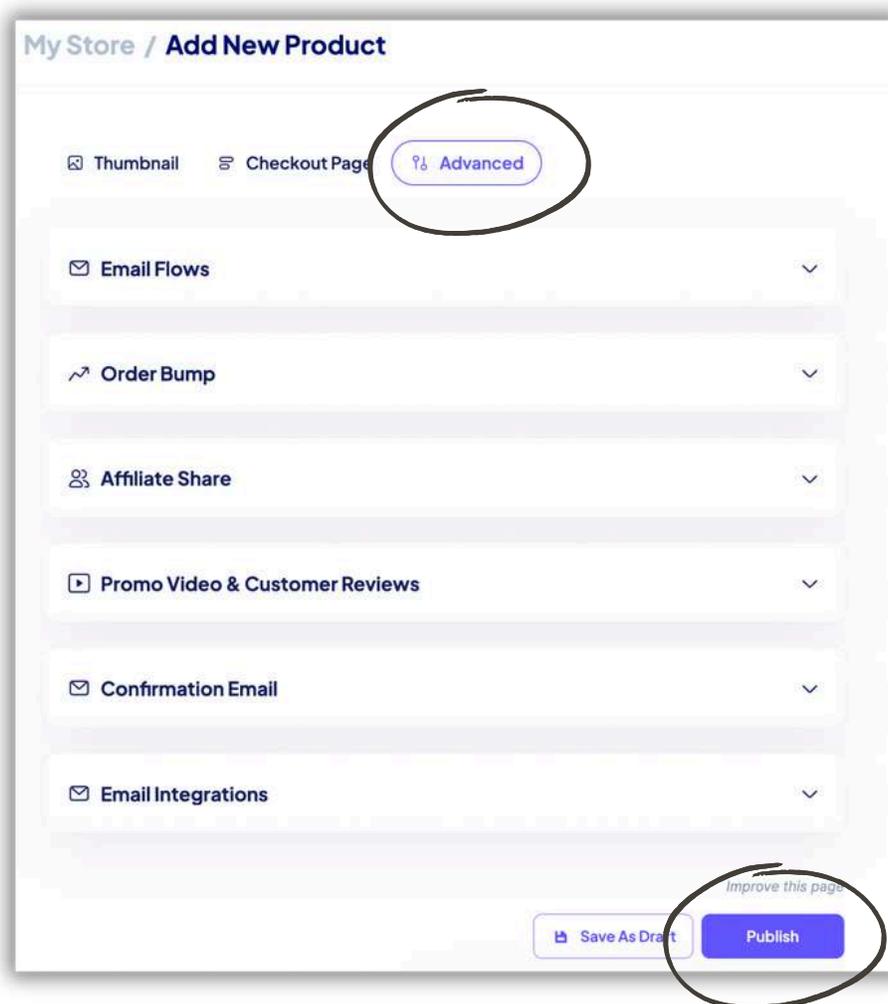


Some people will just want the digital product itself (without the want to resell it), so uploading a **PDF version** is recommended!

6. Click **“Advanced”** to utilize features such as email flows, order bump (you can upsell your higher or lower ticket product by selecting this), affiliate offers, promo videos, customer testimonials, edit confirmation email (**again I have a BONUS confirmation email template for you to copy + paste & edit up ahead!**).

I personally only use the email flows, order bump, promo video + testimonials and personalize my confirmation email.

NOW YOU'RE READY TO PUBLISH!



4 LESSON

SELLING YOUR DIGITAL PRODUCTS ON CAPTIVATION HUB

DIGITAL MARKETING
PROFITS

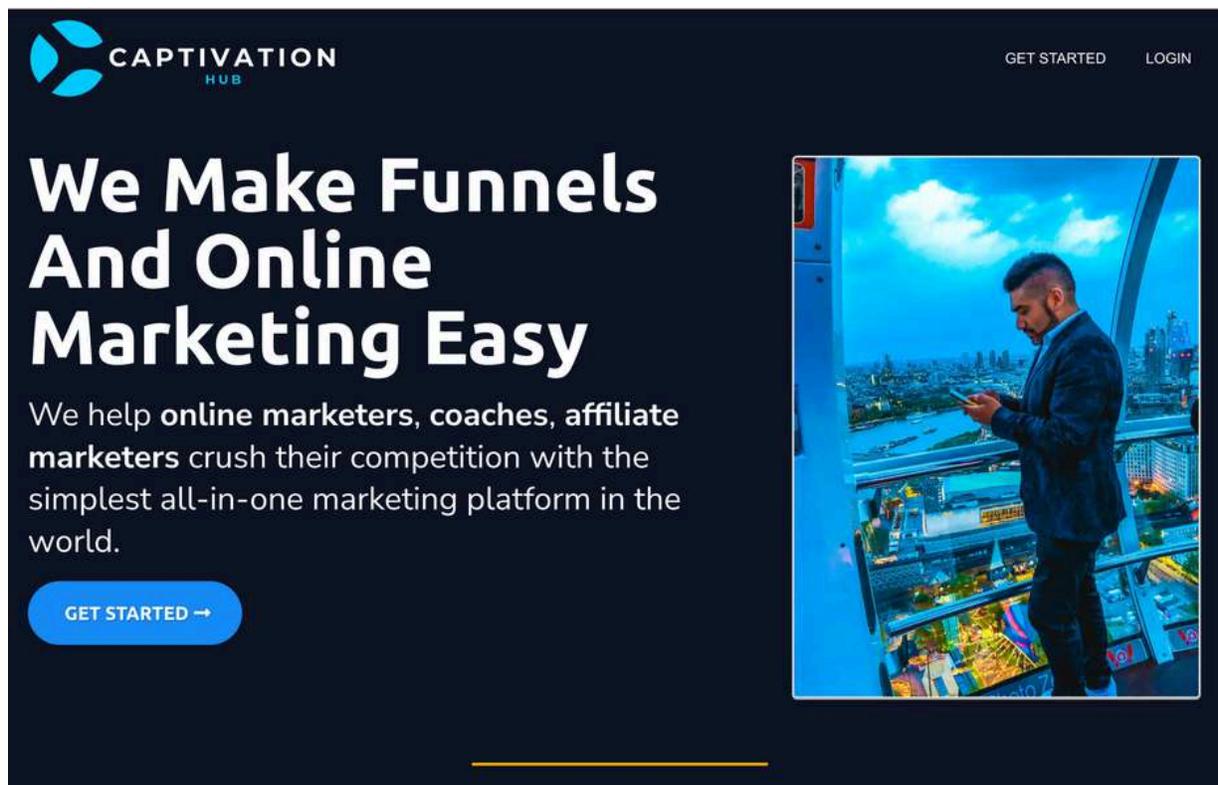
Setting Up Captivation Hub

STEP ONE:

Use [**THIS LINK**](#) to create your Captivation Hub account.

STEP TWO:

You'll need to confirm your email address and then your account will be activated!



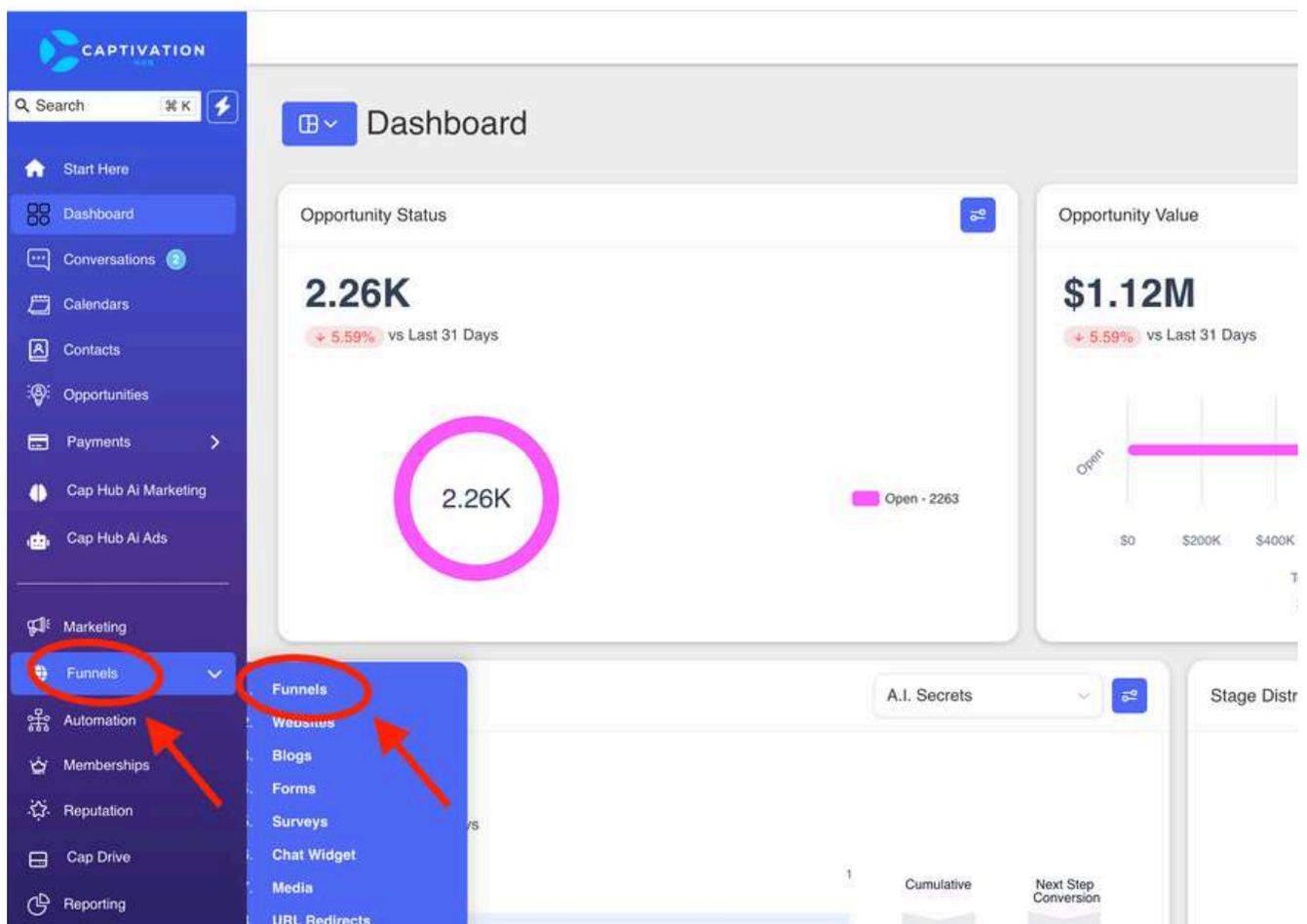
The image shows a screenshot of the Captivation Hub website. The page has a dark blue background. In the top left corner is the Captivation Hub logo, which consists of three blue curved shapes forming a circle, followed by the text "CAPTIVATION HUB". In the top right corner, there are two links: "GET STARTED" and "LOGIN". The main heading is "We Make Funnels And Online Marketing Easy" in large white text. Below this is a sub-headline: "We help online marketers, coaches, affiliate marketers crush their competition with the simplest all-in-one marketing platform in the world." At the bottom left, there is a blue button with the text "GET STARTED →". On the right side, there is a photograph of a man in a dark suit standing on a balcony or observation deck, looking at his smartphone. The background of the photo shows a city skyline at dusk or night, with lights and a river.

How to Create a Funnel in Cap Hub

1. Navigate to the Funnels Section

Go to the "Funnels" tab in your Captivation Hub dashboard. Once inside, click "Funnels" again from the dropdown menu to access the funnel builder. This is where you will create, manage, and customize your sales funnels.

(Refer to the image below for guidance.)

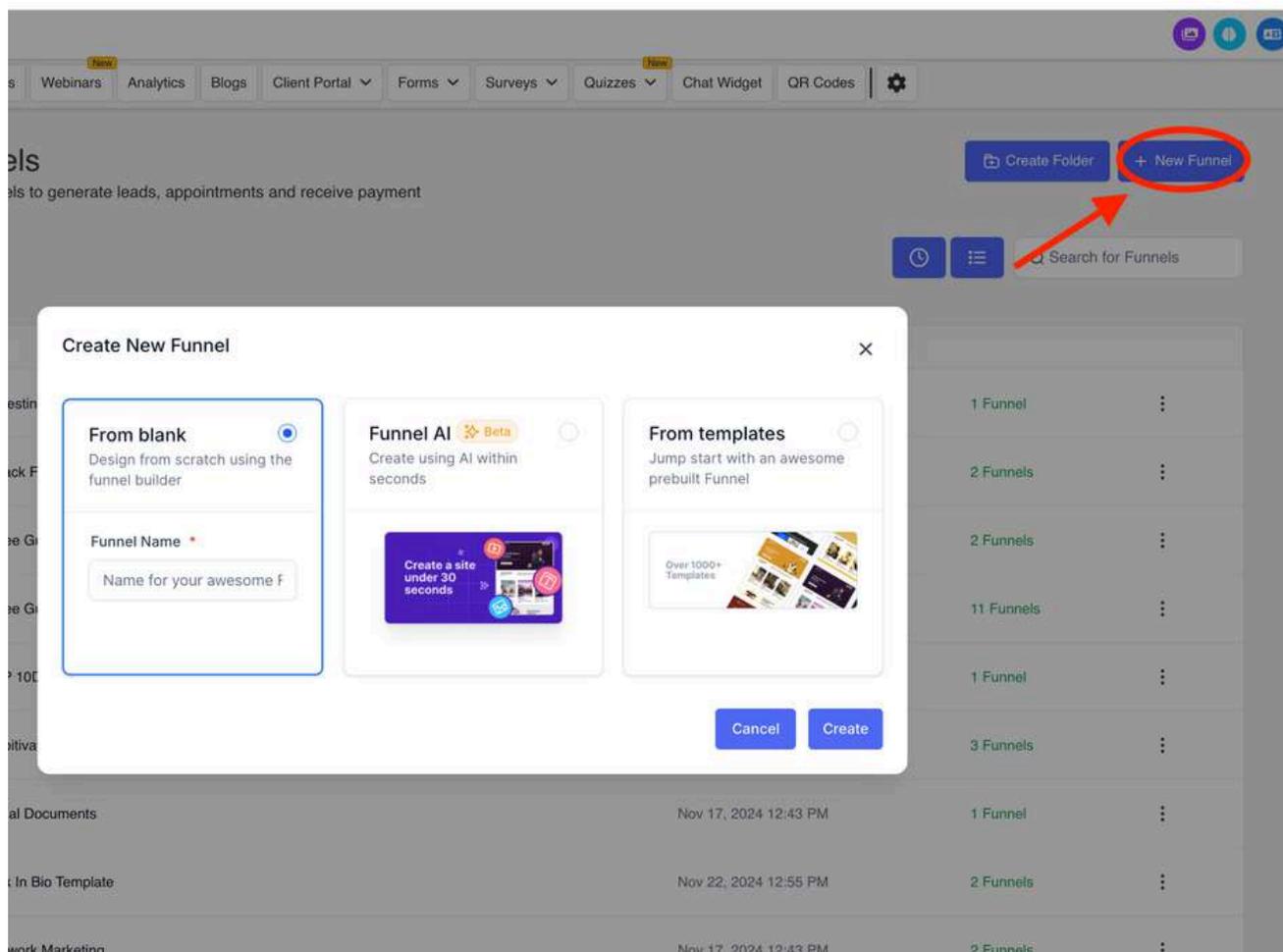


2. Create a New Funnel

Click on the "New Funnel" button in the top-right corner of your screen. A window will appear, giving you the option to choose how you want to create your funnel. You have three choices:

- From Blank – Start from scratch and build your funnel step by step using the funnel editor.
- Funnel AI (Beta) – Use AI to generate a funnel quickly based on your inputs.
- From Templates – Choose from a collection of pre-built funnel templates designed for different industries and purposes.

Select the option that best suits your needs, name your funnel, and click "Create" to proceed.

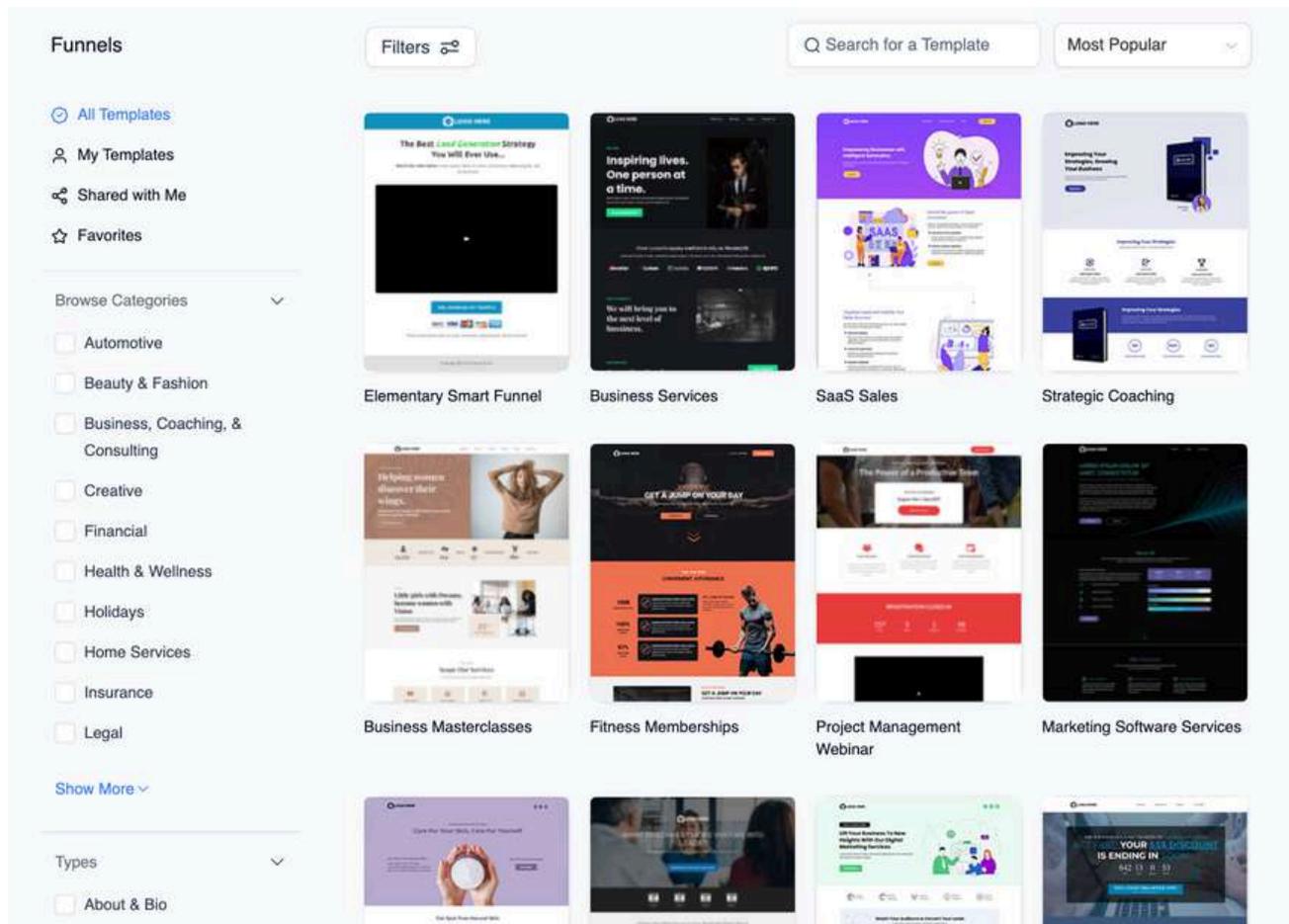


3. Select a Funnel Template

If you chose the "From Templates" option, you will now see a variety of pre-built funnel templates categorized by industry, business type, and purpose. Browse through the available options and select a template that aligns with your goals.

Templates help streamline the funnel-building process by providing a ready-made structure that you can easily customize. Use the search bar or filters to narrow down your options and find the perfect template.

Once you've made your selection, click on the template to begin customizing it.



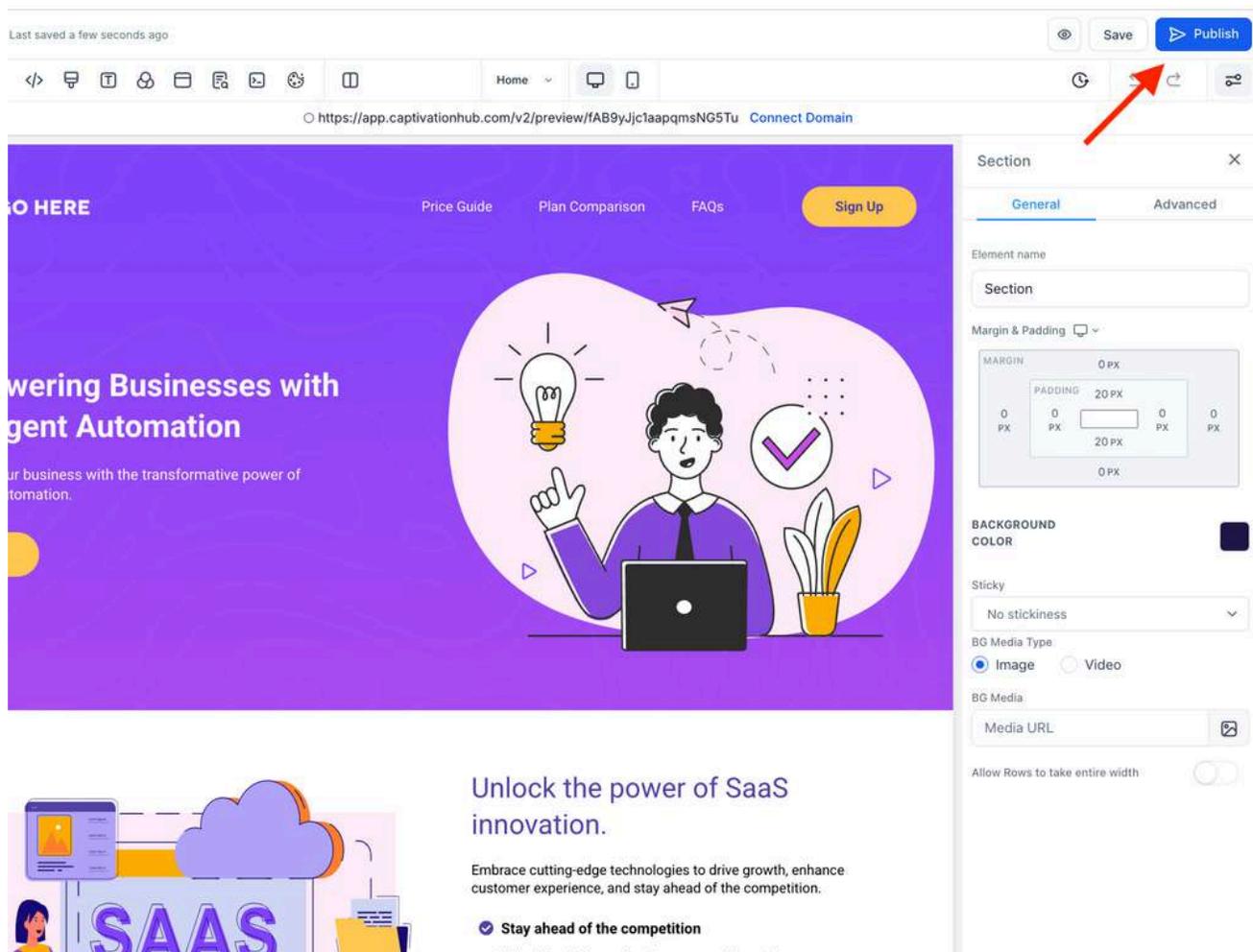
4. Customize Your Funnel & Publish

Now, it's time to tailor your funnel to fit your brand and objectives.

The funnel editor allows you to:

- Modify text, images, and colors to match your branding.
- Add, remove, or rearrange sections to fit your sales flow.
- Insert call-to-action (CTA) buttons, videos, and other interactive elements.
- Adjust settings such as background colors, margins, and padding for a polished look.

Once you're satisfied with the design and functionality of your funnel, click the "Publish" button in the top-right corner. This will make your funnel live and ready to capture leads or sales.



The screenshot displays a funnel editor interface. At the top, there's a status bar indicating "Last saved a few seconds ago" and buttons for "Save" and "Publish". Below this is a toolbar with various editing tools. The main preview area shows a landing page with a purple background. The page includes a navigation bar with "Price Guide", "Plan Comparison", and "FAQs", and a "Sign Up" button. The main content features a large illustration of a person at a laptop with a lightbulb and a checkmark, symbolizing ideas and success. Below this, there's a section titled "Unlock the power of SaaS innovation." with a sub-heading "Embrace cutting-edge technologies to drive growth, enhance customer experience, and stay ahead of the competition." and a bullet point "Stay ahead of the competition". On the right side, there's a settings panel for the selected section, with tabs for "General" and "Advanced". The "General" tab is active, showing fields for "Element name", "Margin & Padding", "BACKGROUND COLOR", "Sticky", "BG Media Type" (with "Image" selected), and "BG Media" (with a "Media URL" field). A red arrow points to the "Publish" button in the top right corner.

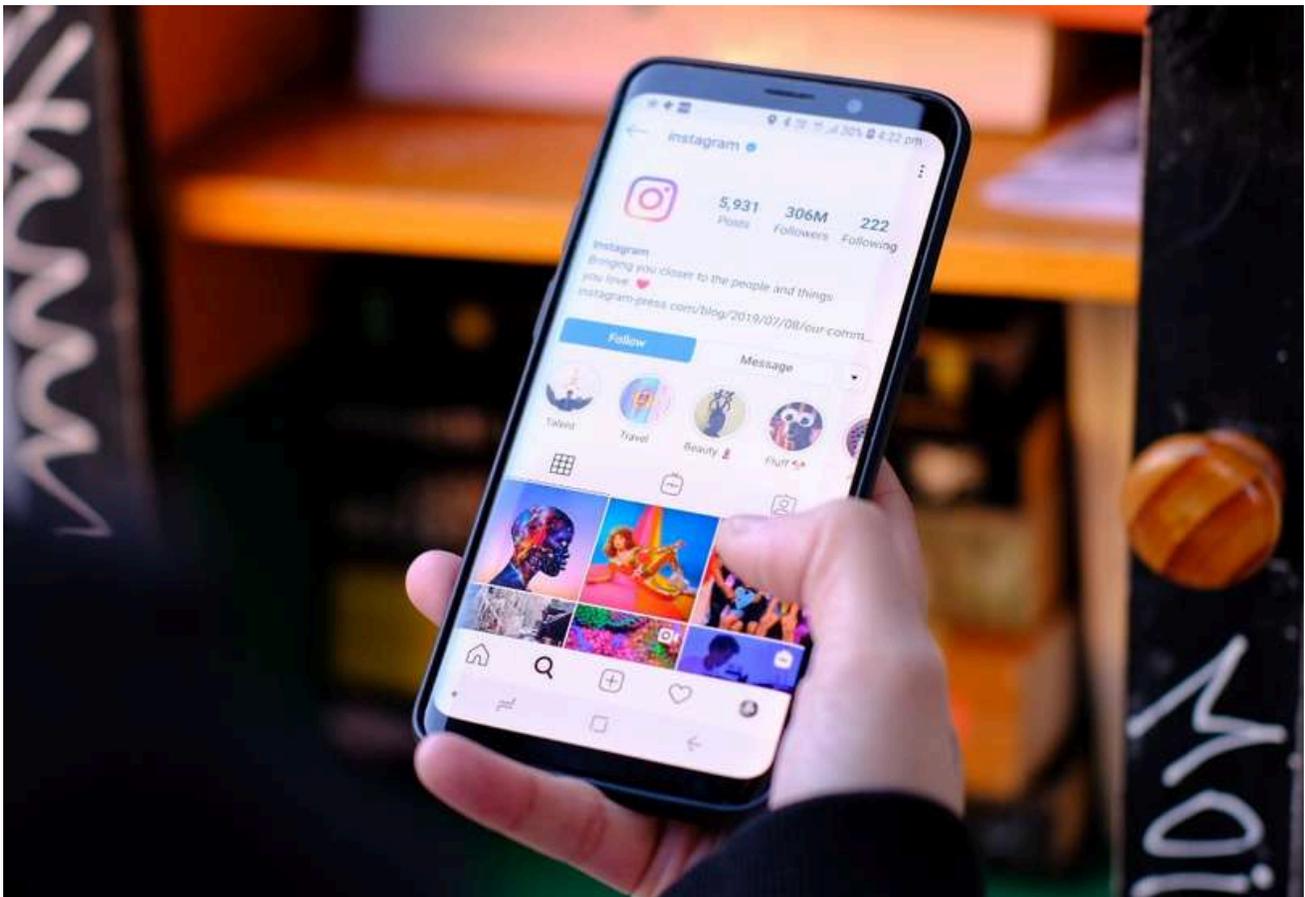
5 LESSON

LINK YOUR SALES PAGE
IN YOUR INSTAGRAM BIO

DIGITAL MARKETING
PROFITS

Add The Link to Your Sales Page in Your Bio

1. Open the Instagram app.
 2. Go to your profile (Tap your profile picture in the bottom right).
 3. Tap 'Edit profile'.
 4. In the 'Website' field, paste your sales page or link to your storefront.
 5. Tap 'Done' to save your changes.
- 🚀 Now, your audience can access your sales page directly from your Instagram bio!



Add The Link to Your Sales Page in Your Bio

Your bio copy should encourage visitors to click the link. Keep it clear, concise, and action-driven.

Effective Bio Examples:

- ✓ Helping busy moms earn online 📱 | Grab my free guide 📌
- ✓ Build your digital biz today! 🚀 Start here ↓
- ✓ Turn your skills into income 🔥 Get my step-by-step guide 📌

💡 **Pro Tip: Use emojis to make your bio eye-catching and guide users to the link.**

< **thebizzmomari** 🔒  



Arianna Anglin

354
posts

965K
followers

85
following

💰 Helping you earn with digital products & Instagram
🔥 From broke mom → 6-FIG biz owner
💬 DM me READY for my Free Guide
!! Signup for my FREE Class 📌

 www.thebizzmomari.com/start

6 LESSON

AUTOMATE YOUR SOCIAL MEDIA MESSAGES

DIGITAL MARKETING
PROFITS



Automate Your Social Media Accounts

Another game-changing tool you'll want to use to automate aspects of your Digital Marketing business is ManyChat! ManyChat is a meta-verified tool that automates your comment replies and DMs on Instagram and Facebook.

Not only will ManyChat assist in getting your material to people promptly and automatically, but it will save you so much time by automating work that would otherwise take hours to complete. ManyChat has helped over 1 million creators boost their social media engagement, sales, and conversions in their businesses. With ManyChat, you can drive up to 60% more sales in your Digital Marketing business and a lead will never slip away.





How ManyChat Works

1. The captions in your post will have a Call-To-Action (CTA) like the one below.

!!Comment "MRR" and I'll send you my free beginners guide and how you can get started to!

2. Your lead comments the keyword and gets an automated comment reply. See below.

A screenshot of an Instagram post showing four comments and replies. The first comment is from 'hartvoorkinderoefentherapie MRR' (3h, 1 like) with a reply from 'thebizmomari' saying 'Just sent it to you! Check your Instagram inbox.' The second comment is from 'mrs.drea.m Mrr' (4h) with a reply from 'thebizmomari' saying 'Sent! Please check your message requests!'.

3. They get an automated DM with the link to your product/freebie.

A screenshot of an automated direct message (DM) from ManyChat. The message reads: 'Hey! I saw your comment on my post! I am so happy you want to learn more about Digital Marketing. This is exactly how I've built a multiple 6-figure business from the comfort of my phone. I have attached my Free Beginner's Guide below to help you get started! Please let me know if you have any questions, here for you.' Below the text is a button labeled 'FREE GUIDE'.





Creating A ManyChat Account

STEP ONE:

Use [THIS LINK](#) to create your account and get a **FREE trial of ManyChat** (please note that if you go through the regular website, you won't get the FREE trial)!

STEP TWO:

Watch [THIS VIDEO](#) to learn how to connect your Instagram account to ManyChat.

STEP THREE:

Check out some of the pieces of training ManyChat provides!

[How to Build a Basic Flow](#)
[Button Types & Actions](#)
[How to Use Keywords](#)





ManyChat Subscription Options

Free

Get started with access to Manychat basic features to engage up to 1,000 contacts FREE OF CHARGE:

\$0 /mo

Get started ?

No credit card, or charge card, required!

Pro

Grow your business with access to all advanced Pro features, starting at a cost of:

\$15 /mo

Become pro

*scales with number of contacts

Premium

Take your automations to the next level with access to your dedicated Manychat automation expert

Custom

Talk to Sales

*fixed monthly cost

Channel Access:

- **Instagram Direct Messages**
- **Facebook Messenger**
- **WhatsApp**

Key features:

- **Automate conversations.** Unlimited custom flows to engage up to 1,000 contacts ?
- **Acquire new customers.** Access basic Growth Tools to drive leads to your automation
- **Segment your contacts.** 10 customer Tags

Channel Access:

- **Instagram Direct Messages**
- **Facebook Messenger**
- **WhatsApp**
- **SMS Text Messaging**
- **Email**

Everything in Free, plus:

- **Engage unlimited contacts.** Scaled pricing based on contacts
- **Expand customer reach.** Unlimited Growth Tools and Keywords
- **Build advanced campaigns.** Unlimited Tags, Custom Fields, & advanced Segments
- **Optimize performance.** Manychat Analytics & Insights tools
- **Save time.** Integrations with tools you already use
- **Make it your own.** No Manychat branding
- **Email support,** anytime

Channel Access:

- **Instagram Direct Messages**
- **Facebook Messenger**
- **WhatsApp**
- **SMS Text Messaging**
- **Email**

Everything in Pro, plus:

- **White glove 1:1 product onboarding and premium live chat support** from our experts to guide you along the way
- **Unlimited trainings** with a Customer Success Manager
- **Priority access** to Manychat automation experts
- **No price scaling** with number of contacts growth
- **24/7 Ticket Support**
- **Live Chat Technical Support***

*Live chat support is available M-F, 3AM EST to 7PM EST



How Has ManyChat Helped Other Business Owners?



Cassie Schoonover

@SIDEHUSTLEWITHCASS ⚡ 482k Followers

"Manychat has changed the game for my business! I am able to use various CTAs in my content, and get information directly to my audience in a timely manner... I have increased my sales by 60%!"



Amanda

@THATKINDERMAMA ⚡ 74k Followers

"Manychat has completely changed the way I spend time on my business...It truly transformed my business making passive income."



Giovanni Begossi

@ELPROFESSORDAORATORIA ⚡ 1.5m Followers

"My Instagram account gained over 1 million followers in less than a year, when I used a keyword on live TV, I received 11,000 direct messages in just 3 minutes. Imagine if I had to answer each of them by hand? Today, we use Manychat on more than one profile in our company. It is the tool for relationships and sales at scale."



Emily Barlow

@HANDMADE.FARMHOUSE ⚡ 270k Followers

"This week to my total surprise, I shared a recipe and have currently had 23.2k commenters requesting the recipe. Thanks to Manychat, I haven't had to worry about spending hours of time sending links out."



Setting Up ManyChat

1. You can use ManyChat both on your Instagram account and Facebook Page. Unfortunately, you are not able to add DM automation to Facebook profiles, therefore it has to be a Facebook Page. Additionally, even if you only plan to use ManyChat for Instagram, your Instagram account still needs to be connected to a Facebook page for ManyChat to work.

So your first step in setting up your ManyChat automation would be to create a Facebook Page, if you don't already have one (even if you do not plan to use the Facebook page at all -- it can be a dormant Facebook page, but nevertheless needs to be created.)

You can create a Facebook page by logging in to your Facebook account and clicking [HERE](#).

Pages > Create a Page

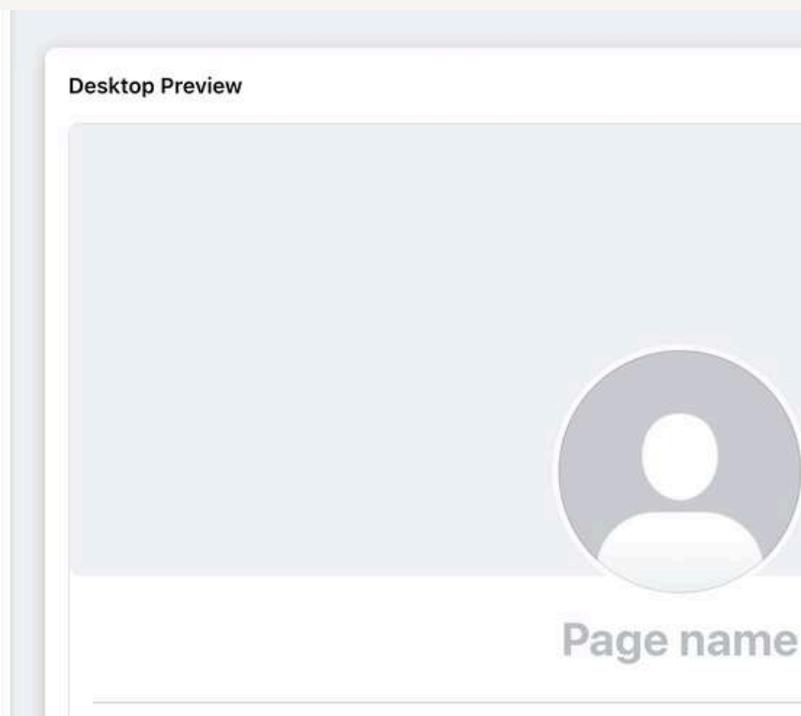
Create a Page

Your Page is where people go to learn more about you. Make sure yours has all the information they may need.

Use the name of your business, brand or organization, or a name that helps explain your Page. [Learn More](#)

Enter a category that best describes you.

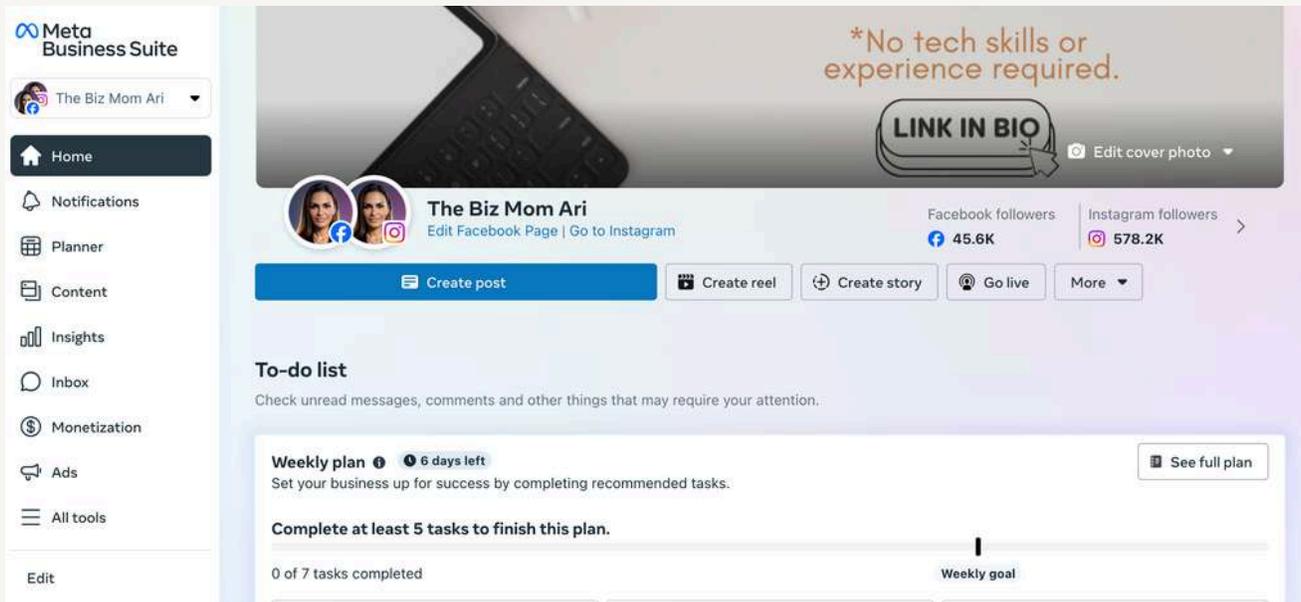
Tell people a little about what you do.



2. Once your Facebook Page has been created, you will need to connect your Instagram account to your Facebook Page in the Meta Business Suite.

You can log in to your Meta Business Account, by clicking [HERE](#).

Once your Instagram account and your Facebook page are connected, both profiles should appear together like the image below.



3. You'll then want to create your ManyChat account, by using the below link to get a FREE trial. Please note that if you go through the regular website, you won't get the FREE trial!

GET A 1 MONTH FREE TRIAL OF MANYCHAT HERE

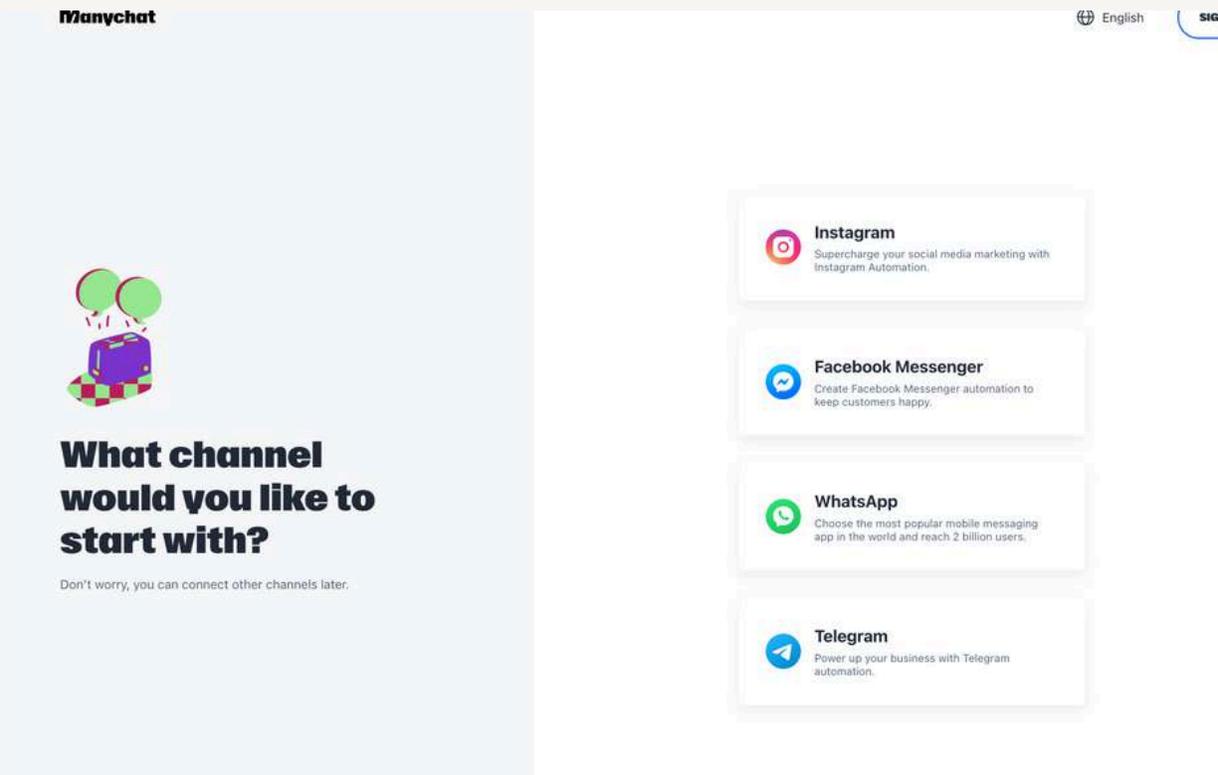


Please note that if you go through the regular website, you won't get the FREE trial.

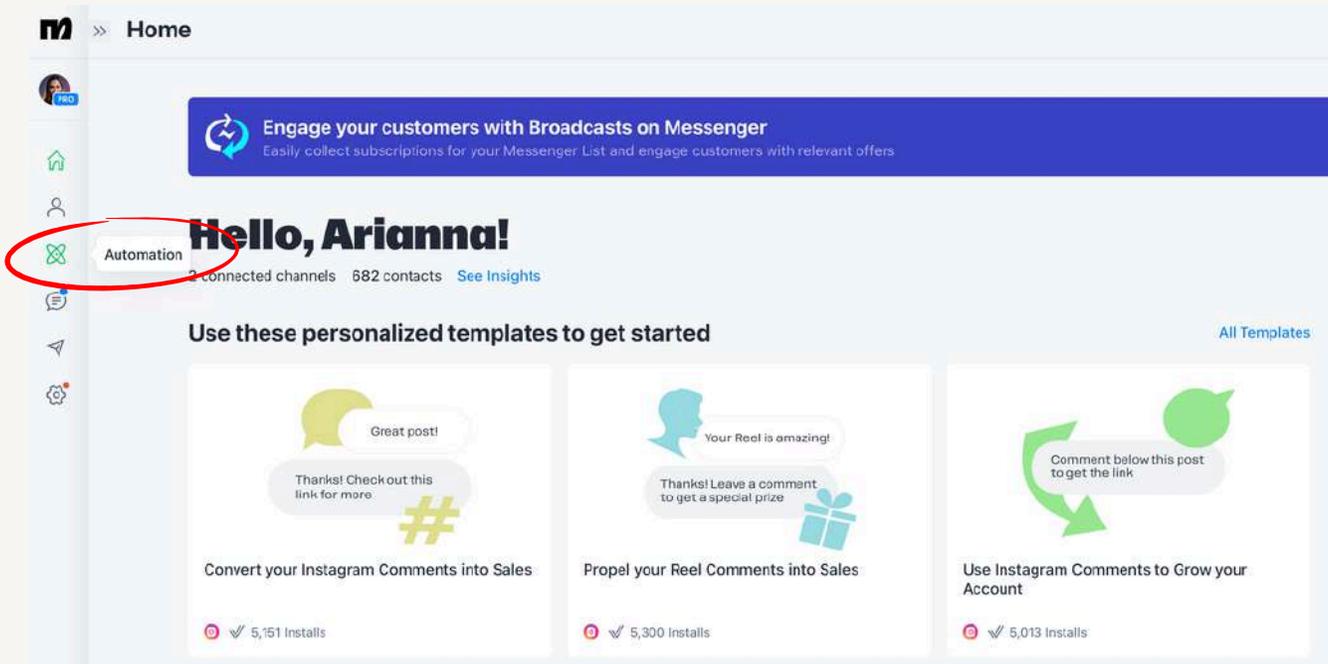
4. Once you click on the link above, it will take you to the ManyChat official website where you can try ManyChat for FREE



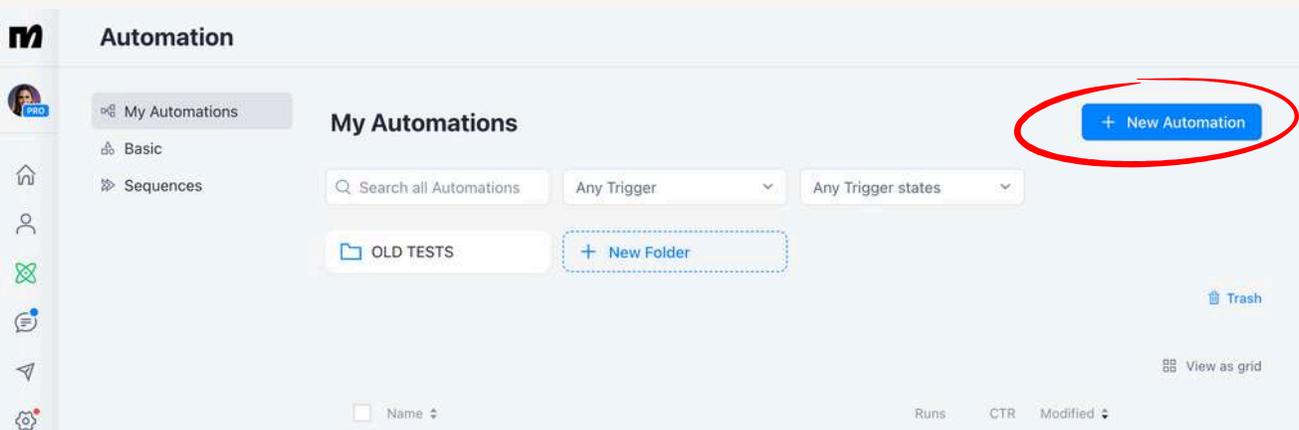
5. Once you have created your ManyChat account, you'll first connect it to your Facebook Messenger and then your Instagram account.



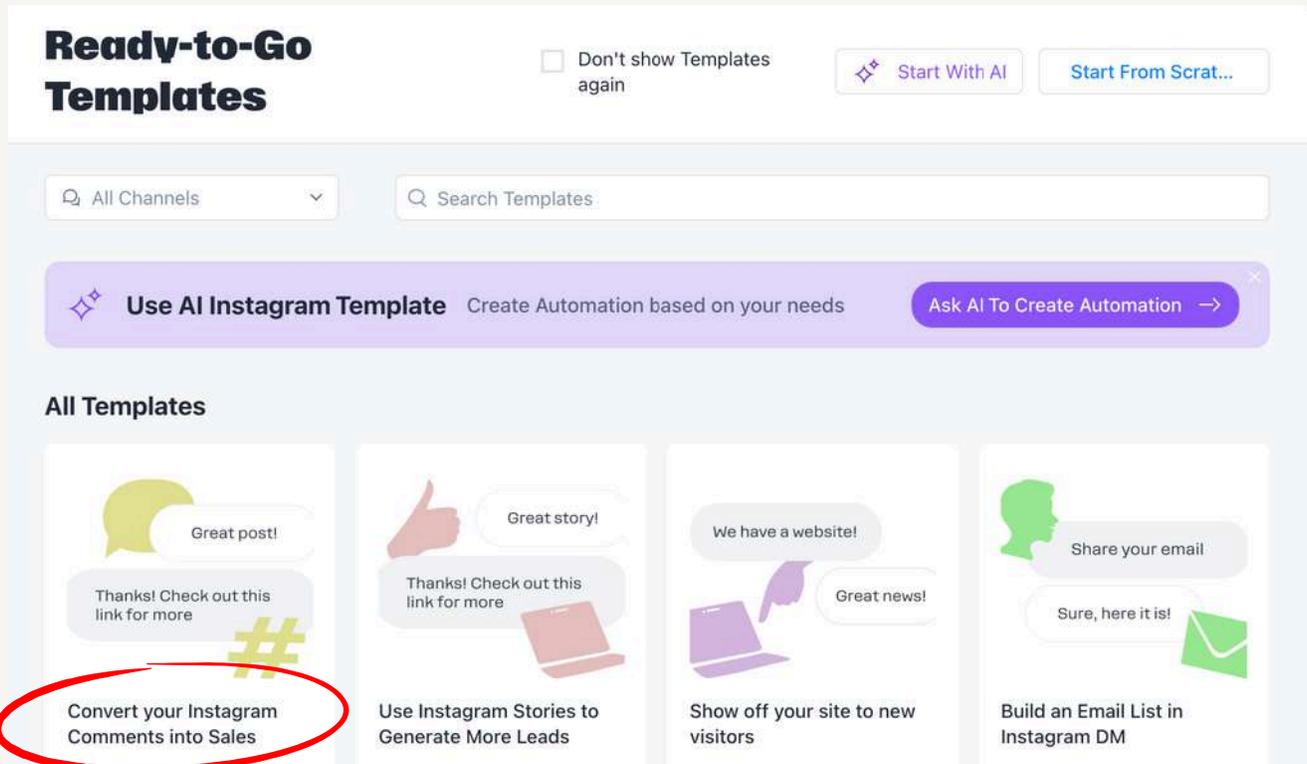
6. When your Facebook and Instagram accounts are connected to ManyChat, you will be ready to create your first automation! Start off by clicking “Automation” in your ManyChat dashboard. It will be located on the left hand side, as seen below.



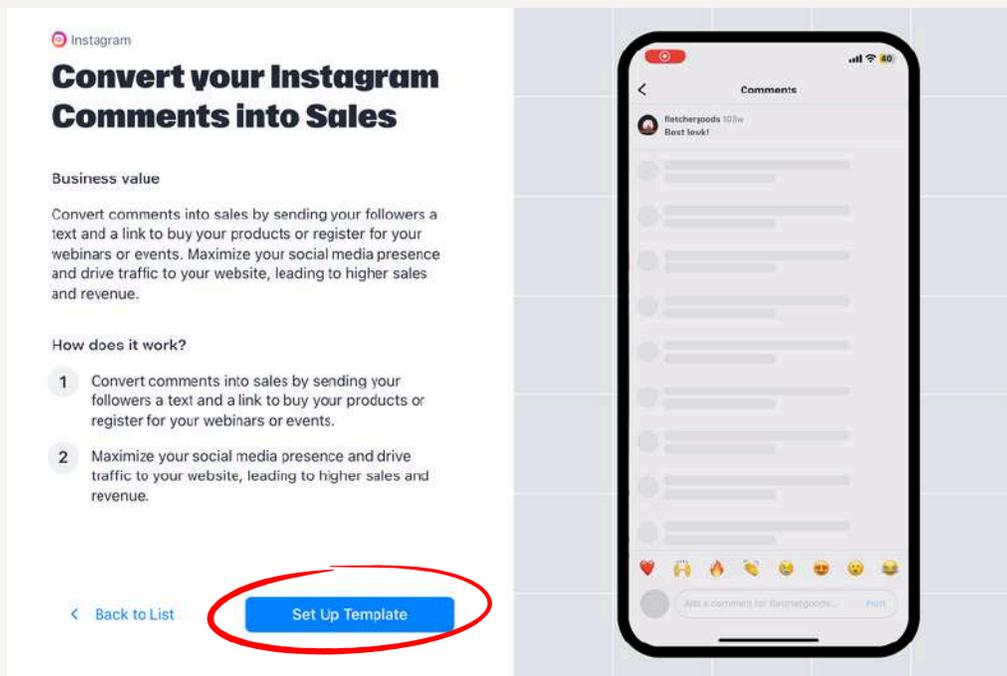
7. You'll then select “New Automation,” as seen below.



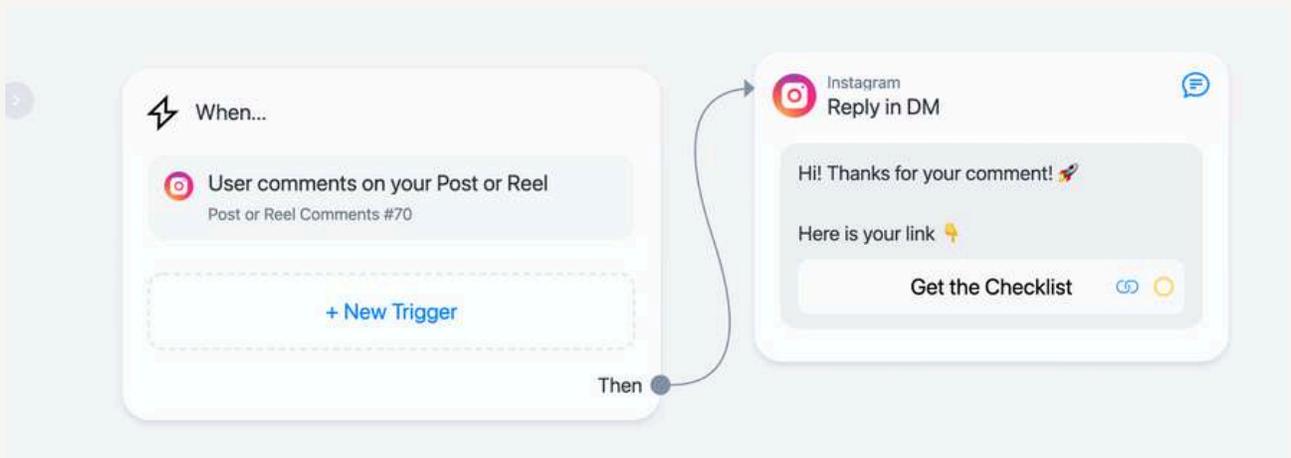
8. Then you'll select the option that says "Convert your Instagram Comments into Sales"



9. Then select "Set Up Template"



10. You'll then see the basic flow template below, which you will be customizing!



10. Then watch [THIS VIDEO](#), to learn how to set up the rest of your Instagram comments to DM automation.

11. Then watch [THIS VIDEO](#), to learn how to set up DM automation when people reply to your Instagram stories.

Manychat is used for some much more than just replying to comments and sending people your freebie. It can be used to create quizzes, grow followers, grow an email list, host giveaways, launch more products, etc.





Captivation Hub Autoresponder

If you plan on using Captivation Hub to host your digital products, then you won't need ManyChat! You can use the Cap Hub Autoresponder to automate all of your social media messages.

Please also read this article for more information, by clicking [HERE](#).

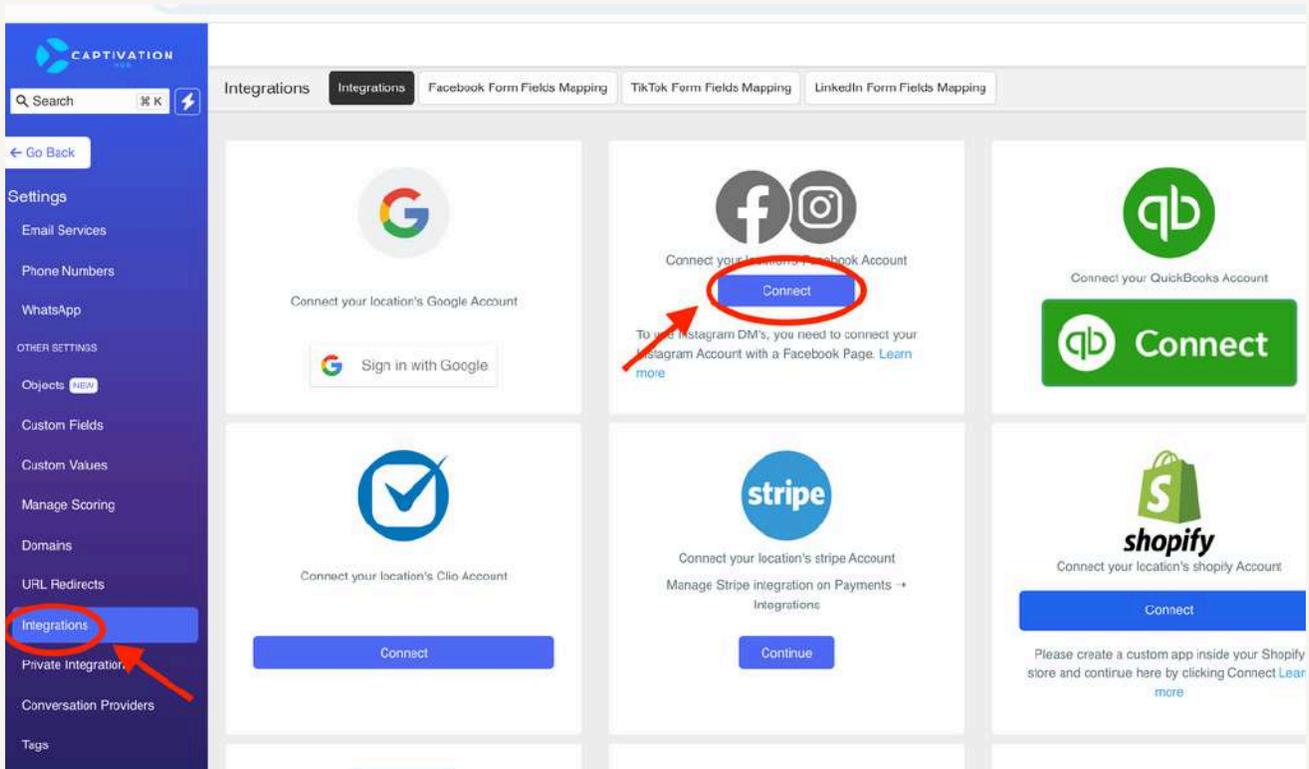
This is how you can set this up. Go to **"Settings"** in your Captivation Hub account:

The screenshot displays the Captivation Hub dashboard. The browser address bar shows the URL: `app.captivationhub.com/v2/location/pp8yql2a7ix4d45rNnJz/dashboard`. The dashboard includes several key metrics:

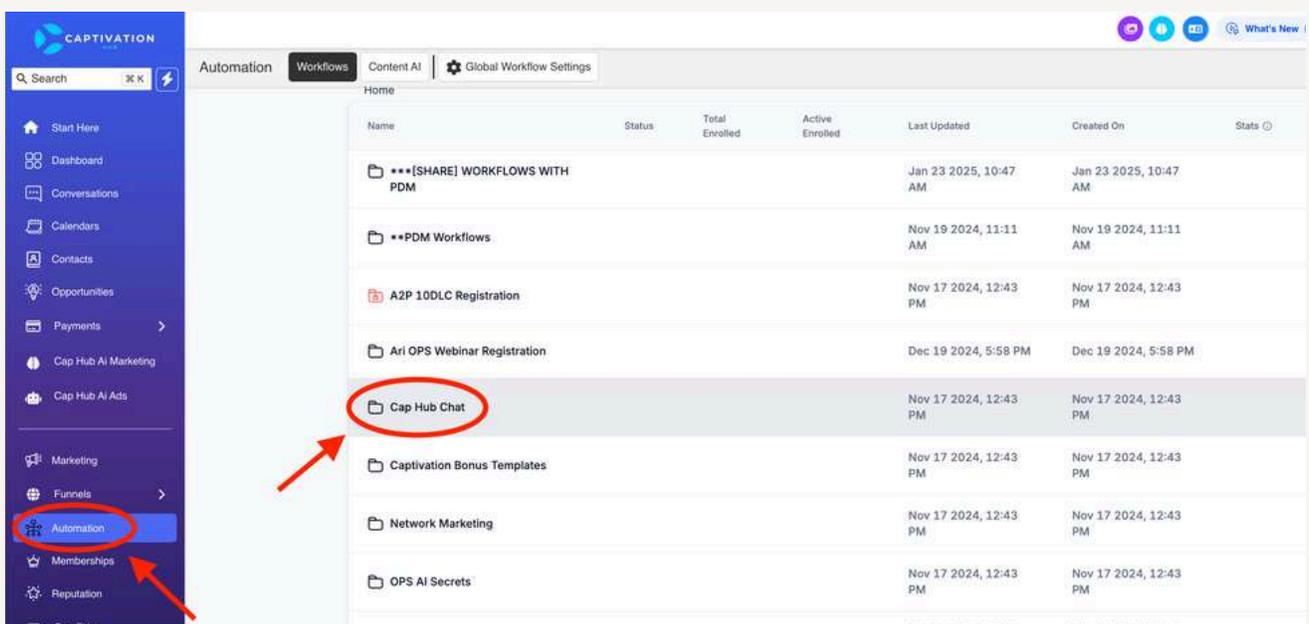
- Opportunity Status:** 1.99K, with a 7.09% increase vs Last 31 Days. A circular gauge shows 1.99K.
- Opportunity Value:** \$985.03K, with a 7.39% increase vs Last 31 Days. A horizontal bar chart shows the total revenue.
- Funnel:** \$0, with a 0% increase vs Last 31 Days. The funnel shows stages for 'Free A.I. Lead' and 'Purchased A.I. Course'.
- Stage Distribution:** A chart showing the distribution of leads across different stages.

The sidebar menu on the left contains various navigation options. The 'Settings' option at the bottom of the sidebar is circled in red, and a red arrow points to it.

Then go ahead and click on **“Integrations”** then connect your Facebook Page and Instagram account to CapHub:



Once connected, go to **“Automations”** and click on **“CapHub Chat”**:



Then click on **“Instagram Auto Reply on Post”**:

The screenshot shows the Captivation Automation interface. The left sidebar contains navigation options like Start Here, Dashboard, Conversations, Calendars, Contacts, Opportunities, Payments, Cap Hub AI Marketing, Cap Hub AI Ads, Marketing, Funnels, Automation (highlighted), Memberships, and Reputation. The main content area is titled 'Automation Workflows' and shows a 'Workflow List' table. The table has columns for Name, Status, Total Enrolled, Active Enrolled, and Last Update. Three workflows are listed: 'Instagram Auto Reply On Comment Word "AI" (Advanced)', 'Instagram Auto Reply On DM', and 'Instagram Auto Reply On Post (Simple)'. The third workflow is circled in red, and a red arrow points to it from the sidebar.

Name	Status	Total Enrolled	Active Enrolled	Last Update
Instagram Auto Reply On Comment Word "AI" (Advanced)	Published	0	0	Nov 17 20 12:43 PM
Instagram Auto Reply On DM	Published	0	0	Nov 17 20 12:43 PM
Instagram Auto Reply On Post (Simple)	Published	0	0	Nov 17 20 12:43 PM

You can set up your automation so that anytime somebody comments a keyword -- a message can be sent to them with the link to your sales page!:

The screenshot shows the 'Instagram Auto Reply On Post (Simple)' workflow builder. The 'Workflow Trigger' section is expanded, showing options for 'Instagram - Comment(s) on a Post'. The workflow builder interface includes tabs for Builder, Settings, Enrollment History, and Execution Logs. The workflow steps are: Trigger (Instagram - Comment(s) On A Post), Respond On Comment, INSTAGRAM-DM, and END. The 'Workflow Trigger' configuration panel shows the trigger name as 'Instagram - Comment(s) On A Post' and includes filter options for 'Select', 'Select', and 'Page Is'.

Getting Eyeballs on Your Offer!

Great job so far! Now, let's dive into how you can organically grow your Instagram account to attract high-quality leads and increase sales—without spending a dime on ads!

Building a strong Instagram presence is all about consistency, value, and engagement. By following these proven strategies, you'll be able to reach your target audience, build trust, and turn followers into customers.

In the next sections, I'll walk you through:

- ✓ How to optimize your bio and profile for conversions.
- ✓ The best types of content to attract and engage your audience.
- ✓ Smart hashtag and engagement strategies to boost visibility.
- ✓ How to leverage Instagram Stories, Reels, and DMs for lead generation.

By the end of the next chapter, you'll have a clear action plan to grow your Instagram organically and bring in free, targeted leads who are genuinely interested in your offer.

Let's get started! 🚀



CHAPTER 2

USING INSTAGRAM TO GET FREE LEADS

DIGITAL MARKETING
PROFITS

1 LESSON

WHY FOCUS ON INSTAGRAM?

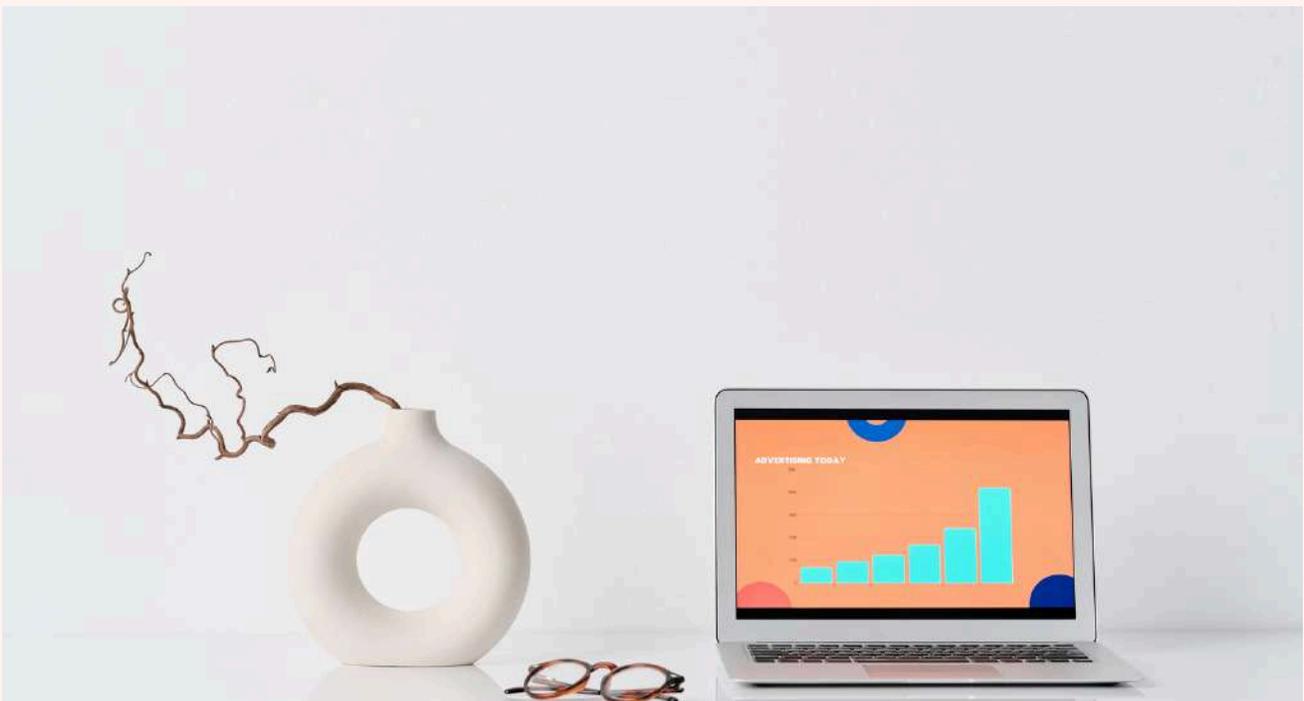
DIGITAL MARKETING
PROFITS

Why Instagram?

Instagram is a powerhouse platform for digital marketing due to its visual nature and massive user base. Businesses can showcase their products/services creatively through images and videos, engaging users in a visually appealing way. Its features like Stories, Reels, and IGTV offer diverse content formats to reach and engage with audiences. Plus, the platform's targeting options and analytics tools help businesses tailor their marketing strategies effectively.

In addition to that, with over a billion active users worldwide, Instagram offers businesses access to a vast and diverse audience across different regions and demographics. This global reach allows businesses to expand their market reach, penetrate new markets, and drive sales on a larger scale.

Growing an engaged following on Instagram has enabled me to make 6-figures online within 6 months of launching my digital marketing business. It is a crucial platform to learn about and understand as you take steps towards starting your own digital marketing businesses.



My Instagram Journey

I didn't expect my first reel to break the internet by any means, but I became increasingly discouraged when my first few reels didn't get good views. I realized that what I was doing wasn't working and that I needed to start improving things, a little at a time. I began taking inventory of my posts: what did well and what didn't, what increased views and engagement and what didn't, what my audience seemed to like, and what they weren't wild about.

If there's one main thing I've learned, it's that there is no cookie-cutter approach that will give you the exact same results as someone else. But - there are many things you can do that will take your Instagram profile to the next level (or 10 levels higher;) while unlocking authentic engagement and boosting your brand in the process.

And that's what I'm here to share.



"If there's one main thing I've learned, it's that there is no cookie cutter approach that will give you the exact same results as someone else."

Quality over Quantity

I'm not going to make any empty promises to you or guarantees on a specific number of followers you'll gain if you do exactly what I recommend. But what I can promise you is that this guide, in great detail, teaches how to reach your ideal audience.

What do I mean by that? I have come to wholeheartedly believe that connecting with your intended audience holds more value than simply amassing a large following.

Having 10,000 followers who are genuinely invested in your content, who trust your expertise, and will actually **buy what you're selling**, outweighs having 100,000 followers and only a handful of actual customers.

Ideally, in time, you will achieve both: an engaged audience that is large in number. But remember, it's all about quality over quantity. Stay true to that as you progress on this journey.



LESSON 2

CONTENT PILLARS

DIGITAL MARKETING
PROFITS

Crafting Your Content Pillars

Developing a solid Instagram content strategy starts with identifying captivating content pillars. These are the central themes you consistently emphasize in your posts. By basing your content on these pillars, you not only offer pertinent value to your audience but also shape a distinctive and authoritative brand identity.

DEFINING YOUR CONTENT PILLARS:

- ✓ Define your niche and audience to identify key themes.
- ✓ Match content pillars with niche topics and audience interests.
- ✓ Create balanced content, such as workouts, nutrition tips, and success stories.

CONTENT PILLARS HELP YOU MAINTAIN A BALANCED AND ENGAGING FEED THAT KEEPS YOUR FOLLOWERS COMING BACK FOR MORE.



Examples of Content Pillars

1

Health & Wellness

- Workout Routines and Techniques
- Healthy Eating and Nutrition
- Transformation Stories and Progress Updates
- Mental and Emotional Wellness Tips

2

Fashion & Beauty:

- Style Inspiration and Outfit Ideas
- Makeup Tutorials and Beauty Hacks
- Product Reviews and Recommendations
- Behind-the-Scenes of Photoshoots and Events

3

Personal Finance:

- Budgeting Strategies and Money-Saving Tips
- Investment Insights and Financial Planning
- Success Stories of Achieving Financial Goals
- Debt Management and Credit Building

4

Travel & Adventure:

- Travel Destinations and Itineraries
- Local Cuisine and Cultural Experiences
- Travel Photography and Captivating Stories
- Travel Tips for Solo and Group Adventures

5

Parenting & Family Life:

- Parenting Tips and Advice
- Child Development Milestones
- Family Bonding Activities and Traditions
- Sharing Personal Parenting Experiences



3 LESSON

OPTIMIZING YOUR INSTAGRAM PROFILE

DIGITAL MARKETING
PROFITS

Choosing Your Account Type



When setting up your Instagram profile, one of the initial decisions to make is choosing between a business, personal, or creator account. Each option has its benefits, tailored to your goals and how you intend to engage with your audience. Your account type will NOT affect your reel views. I personally use a Creator Account on Instagram.

WHERE DO YOU FIT?

Here are some examples of account types.

CREATOR

Public figures, content creators, photographers, artists, influencers, etc.

BUSINESS

Retailers, local businesses, brands, organizations, service providers, etc.

PERSONAL

Default account type, used by any standard Instagram user.



Creating Your Profile

Your Instagram profile serves as the digital doorstep to your online presence. It's the first thing people see when they come across your account, and as the saying goes, you never get a second chance to make a first impression. Crafting an engaging and optimized profile is crucial because it's your opportunity to captivate visitors and entice them to explore your content further.

PROFILE COMPONENTS:

- ✓ Profile Picture
- ✓ Username
- ✓ Bold Name
- ✓ Bio
- ✓ Links
- ✓ Highlights
- ✓ Verification

Whether you're choosing to convert your current account or or you're choosing to create a brand new account, you need to optimize it to make sure people know what you stand for and what you can do for them.



PROFILE PICTURE

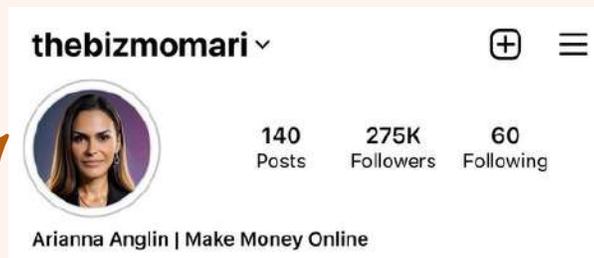
- Choose a clear, quality photo that's easy to recognize even in small thumbnails (no filters!).
- Reflect your niche. If you're In fitness, showcase a picture relating to your fitness journey. If you're in pets, it's entirely suitable to use a photo of your pet(s). Use what they will be seeing most in your content.
- Use colors that align with your theme to enhance recognition.
- If you're an individual, use a photo of yourself. If the account is for a brand, use the brand logo.
- Test: if you're undecided, consider running your options by a group of friends or your followers.

USERNAME

- Choose a username that is easy to remember to make your account easy to find.
- Beware of changing your username, especially as your account grows.
- If possible, keep your username consistent across all platforms.
- Incorporate keywords relevant to your content or industry.
- Avoid special characters (dots, numbers, underscores, etc). These are aesthetically unattractive and make it difficult for people to locate your account.

BOLD NAME

The bold name is the section of your profile that influences Instagram's algorithm.



Because of this, this line of your profile should contain a key word or phrase that relates to your niche or industry.

FOR EXAMPLE...

Arianna Anglin | Digital Marketer
Arianna Anglin | Fashion and Beauty
Arianna Anglin | Health and Fitness
Arianna Anglin | Social Media Expert

BRANDING

- Everything on your account should flow together to reflect your branding. This also helps with the trust factor and will help people become familiar with you more quickly.
- Some ways you can make sure your account reflects your branding is to use reel covers and use the same filter on each reel/video/or still post.
- You may even choose a few emojis that reflect your personality and brand and stick with those! Emojis can look messy when overused, but they can help speak to your brand when used correctly!

BIO

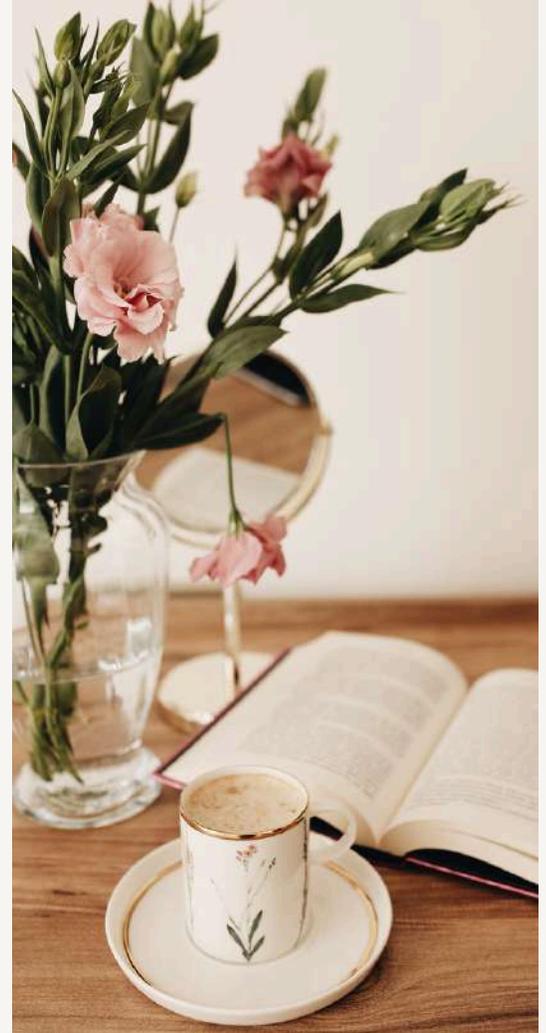
Your Instagram bio is your digital introduction to the world. It's a brief opportunity to convey who you are, what you do, and the value you offer. A well-crafted bio incorporates keywords, showcases your expertise, and includes a call to action to encourage engagement.

Your bio should:

- Describe what you do and who you do it for.
- List an accomplishment of yours or the value you offer.
- Include an invitation to engage with you via DM (optional).
- Finish with a Call-to-Action (CTA) that directs them to your link.

Your bio should NOT:

- Use fancy texts (these are a distraction)
- Include too many emojis (aim for one per line)
- Include irrelevant hashtags or tags to other accounts that don't benefit you
- Be a book! Keep It short and simple here



HERE'S AN EXAMPLE:

💰 | Helping YOU make money from home
📊 | DM me "FREEDOM" to start
💵 | \$0-10k per month
!! | FREE beginners guide - Start here !! 📌
www.wealthwitharianna.com/freedom

REMEMBER

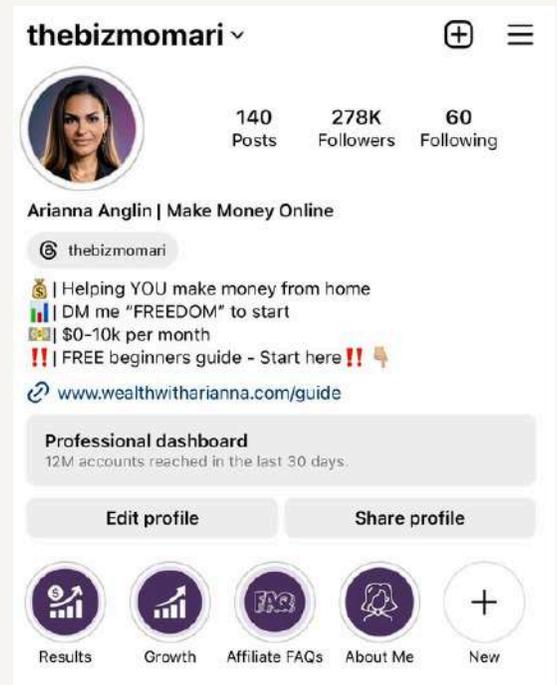
Remove anything that does NOT contribute to your digital presence or your brand.

Story Highlights

Instagram Highlights is a powerful tool that allows you to showcase your most important and engaging stories, keeping them accessible on your profile beyond the usual 24-hour story lifespan. These

Highlights are essentially curated collections of your past stories that represent different facets of your brand, personality, and content. It's important to make the most of them.

In case you're not familiar with them...



...these are highlights.

Choosing Your Highlights

To take your profile to the next level, add highlights to your profile (and don't just add random ones). Some questions you can ask yourself when deciding on your highlights are:

- Does this highlight truly help my followers?
- Does this highlight reflect my expertise in this niche?
- Does this highlight serve my overall goals for this Instagram account?

Other Highlight Examples:

Tips, Behind the Scenes, Achievements, Results, Students, My Growth, Testimonials

THE 4 ESSENTIAL HIGHLIGHTS

- **Start here:** A brief introduction to your Instagram account and what it's all about. Explain the value you are bringing to your audience.
- **About Me:** Here you will introduce yourself, your work, and why you're here. You can use photos and or/videos.*
- **Results:** Share what you or other people/students have accomplished.
- **Frequently Asked Questions:** Address the most common questions and doubts you receive.

***BONUS:** Tell your story by incorporating what's called "The Hero's Journey". Click

[HERE](#) for more info.

Creating Highlight Covers

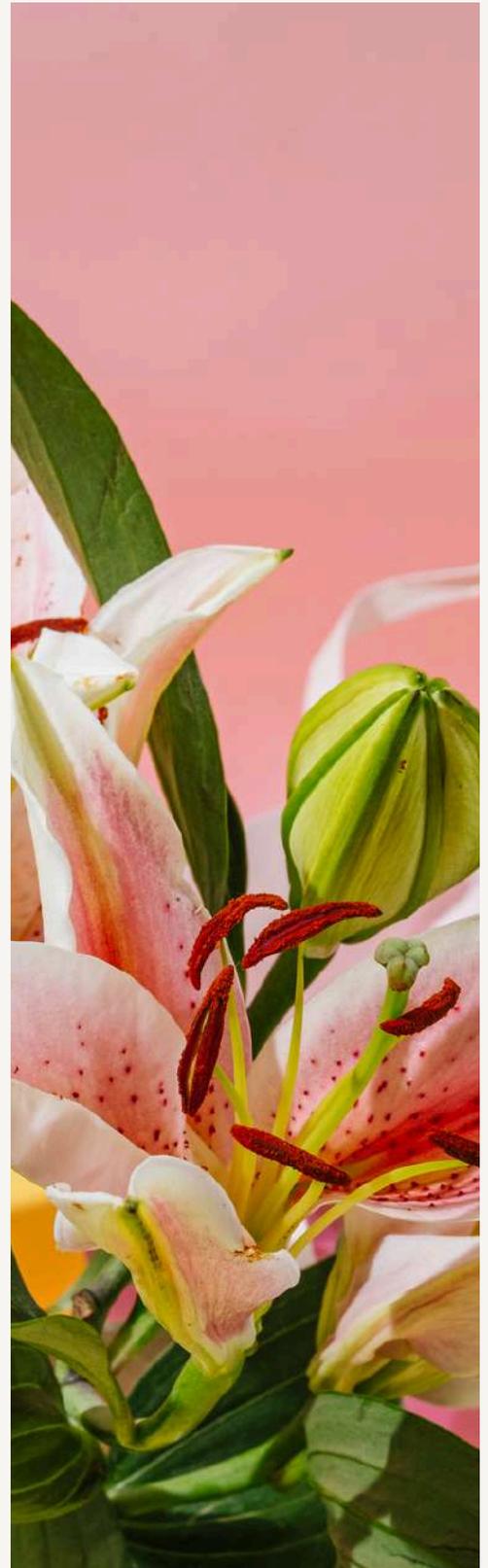
If you are going to have highlights on your profile, take the time to create high-quality thumbnail covers. This makes your profile more visually appealing, organized, and engaging.

Here's how to do it:

1. Go to [Canva.com](https://www.canva.com) and create a free account.
2. Once logged in, search Canva for "Instagram Highlight Covers."
3. Browse the options until you find a template you like.
4. Click on the template and click the purple "Customize this template" button.
5. Make your edits. You can adjust color, text, and more.
6. To download: click Share (top right-hand corner) > Download > PNG > select page(s) > Download



Not sure how to add a Highlight? No sweat! You can use [THIS LINK](#) to learn how to add a Story to a Highlight.



4 LESSON

CONTENT & GROWTH STRATEGY

DIGITAL MARKETING
PROFITS

All About Content

Your content is the number one factor that determines whether or not someone will follow you on Instagram. You could get everything else right, such as your profile setup and colors, but if your content is not engaging or relevant to your audience, they're not going to stick around.

Forms of Content

There are many different types of content that you can post on Instagram. Here are a few of the most popular:

- **Photos:** Photos are a classic form of content that is always popular on Instagram. When taking photos for Instagram, be sure to use high-quality equipment and lighting.
- **Videos/Reels:** Videos and reels are a great way to tell stories and connect with your audience on a deeper level. When creating videos or reels for Instagram, be sure to keep them short (5-90 seconds) and engaging. You can use videos or reels to share behind-the-scenes content, tutorials, product demonstrations, or anything else that you think your audience will find interesting.
- **Stories:** Stories are a great way to share behind-the-scenes content and connect with your audience in a more personal way. Stories disappear after 24 hours, so they're a great way to share content that you don't want to keep on your profile permanently.



"Your content is the number one factor that determines whether or not someone will follow you on Instagram."

Creating Posts

A good Instagram post is comprised of three things



- A hook
- A story
- A call to action (CTA)



Using Engaging Hooks

A hook is a technique that is used to grab the attention of your audience and keep them engaged. It can be used in any type of content, but it is especially important for Instagram, where users are constantly scrolling through their feeds and have short attention spans.

Hooks are crucial because...

A study by Later found that the most important factors in determining whether or not a reel goes viral are:

- hook (40%!!!)
- editing (30%)
- caption (20%)
- audio/sound (10%)

Types of Content

The last thing you want to do when it comes to content is to throw something together and just hope it sticks. You need a strategic plan! (Don't worry, I got you covered.) There are 3 different types of content you should be focusing on.

Attraction Content

This is the content where you'll address pain points, and not just address them, but SOLVE them! Don't just state their pain point...they are aware they have it. They need a solution, and here you come to provide it! (You're like a knight in shining armor!)

This is where you'll want to take the position of the expert, OR if you aren't an expert YET, let your product be the expert!

For example, if you sell a digital marketing course for beginners, letting the COURSE take center stage as the expert is the best strategy!

Example: "I didn't know X, but now I do and I learned it from this course!"



Nurture Content

This is the type of content that stirs up engagement. A great example of nurturing content is asking questions in your stories or reels to start conversations in the comments or DMs! If you're new to social media and you're building your following, or you're just launching your business, this is the MAIN type of content you'll want to focus on and post!

This content is how you'll nurture and grow connections and build trust with your new followers.



Types of Content

Relateable Content

You also want your nurture content to be relateable and for people to be able to think or say (or even better, COMMENT!) "Me too!"

And giving opinions is important too! People want to hear your opinions.

Example for someone in fitness: "Have you ever been so busy with everything else that you forget to eat enough protein!? my opinion is that you don't have to eat chicken breast all day to hit your protein goals! here's how I do it!"

Share your story often. Even if you're still at the starting point, people want to get to know you. And don't be afraid to share your struggles, too! They can be very relateable and encouraging to others, especially if you always seem like you have it all together. Think about how you connect with your friends, and speak that same way in your nurture content.



Valuable Content

You want your nurturing content to be highly valuable. *Don't give everything away* in the posts/reels/stories, but **DO** give them some value or tip they can take away and use.

Example for someone who owns a cleaning business: "*Hey, did you know that if you use X spray, it works better than X to remove the soap scum in your shower?*"

You want this content to be helpful, but also something that showcases your expertise!

Types of Content

Objection–busting Content

Your nurture content should also speak to objections that you may run into in private conversations, or even objections you had yourself.

For example, “I used to think that to make money in digital marketing, I had to make a fancy course or even have my digital product, but I was SO wrong! I was able to get started in digital marketing by selling a course someone else created and it taught me how to market ANY digital product and make it profitable!”



Conversion Content

This is the hard-sell content. The content you do more when you're pushing for a goal! (Whether that's a monetary goal or a certain number of leads you want to fill your funnel within a certain amount of time)

You only want to post this type of content 25% of the time because people will get sick of it and start to tune you out if EVERY piece of content you post is for conversion.

This is where you can use testimonials from your customers (or others in your community if you don't have any results yet), and even your results!

Social proof converts!

You don't have to be an expert, you just have to show that you (or your product) can help someone get from point A to point B.



Content Creation: Where to Start

When first starting, focus your content on providing valuable information for free to gain followers. My recommendation is for every 4 posts that you make of any of the above types of content, make 1 sales post, directly related to your offer.

When you're established: you may begin to post more sales posts and lessen up a bit on the content-heavy posts. Your sales posts can still include a lot of content and valuable information, especially if that information will influence people to want to buy what you're selling.

Content Ideas

Video/Reels

- **Tutorial or How-To:** Create short instructional videos demonstrating a skill, process, or DIY project related to your niche.
- **Behind-the-Scenes:** Offer a glimpse into your daily routine, workspace, or the making of your products/services.
- **Challenge or Trend:** Participate in trending challenges or start your own, encouraging your audience to join and share their experiences.
- **Product/Service Showcase:** Highlight a specific product or service you offer, focusing on its features, benefits, and how it can solve your audience's problems.
- **Q&A Session:** Gather questions from your audience and create a video where you answer them, providing insights and advice.

Photo/Carousels

- **Before and After:** Showcase transformations within your niche, whether it's a physical change, a project's progress, or a personal growth journey.
- **Educational Infographics:** Create visually appealing infographics that provide valuable information, tips, or statistics for your niche.
- **Comparison: Image vs. Reality:** Share a carousel post that compares idealized images with the real, behind-the-scenes situation, adding a touch of authenticity.
- **Customer Testimonials:** Share images and stories of satisfied customers using your products or services, highlighting their positive experiences.
- **Listicles:** Create a carousel that lists a set of tips, recommendations, or products related to your niche, providing easy-to-digest content.

Stories

- **Polls and Quizzes:** Engage your audience by asking questions or setting up polls to gather opinions or preferences.
- **Day-in-the-Life:** Share snippets of your day, providing an authentic look into your routine and activities.
- **Links:** Directly link to blog posts, products, other valuable resources, or something you're selling.
- **User-Generated Content:** Share content created by your followers, such as testimonials, reviews, or creative ways they're using your products/services.
- **Flash Sales or Offers:** Announce limited-time offers or discounts exclusively on your Stories to create a sense of urgency.

54 Viral Hooks

1. How I _ as a _.
 2. Come _ with me!
 3. How to _ in a flash!
 4. This is why I never _.
 5. My favorite _ as a _.
 6. The 4 best ways to _.
 7. The only _ I use for _.
 8. STOP _ if you want to _.
 9. You NEED this if you're a _.
 10. This is the easiest way to _.
 11. This feels so illegal to know _.
 12. You NEED to take my advice _.
 13. Only 5% of people know this _.
 14. Easiest _ hack you didn't know!
 15. 3 mistakes you're making with _.
 16. Are you _? Then this one's for you!
 17. 3 things they don't tell you about _.
 18. If you're looking for some _, here it is...
 19. She lost so much money by doing this!
 20. This is how I went from __ to __, doing _.
 21. Don't make this common mistake when _.
 22. My biggest secret when it comes to _ is...
 23. Things you won't find me doing as a _ (expert)
 24. Do you want the actual truth? Okay, I'll tell you...
 25. Your boss/society doesn't want you to know that...
 26. Stop scrolling! This is how you're going to _ _ _ _
 27. Stop spending money on _ _ _ and try this instead _ _!
 28. This simple hack changed the game for me as a _.
 29. If I had to start _ all over again, this is what I'd do...
 30. What it costs to _ (stay in obstacle/not accomplish x)
 31. Do you want to know what the most underrated _ _ _ _ is?
 32. Stop doing _ (what stands in their way) if you want to _ (goal)
 33. 3 things I wish I had known earlier _ (about industry/ before doing this)
 34. The worst advice I've heard about _ _ _ _ (industry, goal, obstacle)
 35. Grab your favorite drink and let's talk about _.
 36. I can't believe I'm going to say this right now.
 37. This is hard to share but I'm going to anyway.
 38. Can we take a moment to appreciate the _.
 39. Ready to embark on a new adventure? _.
 40. I NEVER thought this would happen, but
 41. When I realized this, I started to cry _
 42. Curiosity sparked, so let's explore _
 43. And that was when I realized that
 44. And that was when I just KNEW.
 45. Just a friendly reminder that _.
 46. Let's dive into the world of _.
 47. WHY is it always SO HARD.
 48. I bet you didn't know this.
 49. Feeling grateful for _.
 50. Life's too short to _.
 51. In a world full of...
 52. I was so upset.
 53. I felt so guilty.
 54. I felt so lost.
-

Bonus Hooks



1. "Here's a shortcut for ___" (how to go from A to B)
2. "How to ___ in (x) minutes" (insert your audiences' pain points) "The fastest way to ___" (achieve a specific goal)
3. "TOP5 ___" (insert a specific goal)
4. "Major mistakes most ___ make" (person of your niche)
5. "Step by step Playbook to ___" (insert a feasible goal)
6. "Why doing ___ (insert most common thing) will not help ___ (desire)!"
7. "Do this to ___" (how to go from A to B)
8. "5 toxic mistakes to avoid if you want ___" (desire)
9. "The biggest misconception about ___" (bust a myth)
10. "You've been doing ___ wrong your entire life!" (a specific topic)
11. "3 rules to unlock ___" (a specific outcome)
12. "5 ways to ___" (achieve a desired outcome)
13. "This hack will blow your mind!"
14. "My journey from 0 to ___" (name your current status)
15. "The real secret about ___" (a specific topic)
16. "You won't believe this ___ hack!"
17. "My secret strategy to ___"
18. "Fastest way to ___ now"
19. "If you want to ___ you need to try this!"
20. "Top 5 tips for ___"
21. "How to master ___"
22. "5 surprising facts about ___"
23. "If you want to achieve X, you need to ___"
24. "The most effective strategies for ___"
25. "My top resources for ___"
26. "The biggest misconceptions about ___"
27. "The most overlooked ways to ___"
28. "The #1 thing you need to know about ___"
29. "I never thought I could ___"
30. "The best advice I ever received about ___"

Telling Your Story

Telling your story is a powerful way to connect with your audience, build trust, and boost your affiliate marketing results.

- **Makes your recommendations more relatable:** When you share your story, you can explain why you like a particular product or service and how it has helped you. This can make your recommendations more relatable to your audience and make them more likely to buy from you.



- **Stand out from the competition:** There are many affiliate/digital marketers out there. By sharing your story, you can stand out from the competition and make yourself more memorable.
- **Be more persuasive:** When you share your story, you are essentially telling your audience why you believe in a product or service. This can make your recommendations more persuasive and make it more likely that your audience will take action.

Call to Action (CTA)

A call to action is when you give the viewer something to do. An overused and largely ineffective CTA is “link in bio.” I know it’s tempting (and we’ve all used it!) but avoid using the “link in bio” call to action when possible.

CTA Examples:

- Double-tap if you agree!
- Does this make sense to you?
- Let me know your thoughts below.
- Comment below with any questions.
- Tag someone who could also learn from this.
- Don’t forget to save this video so you can reference it later.

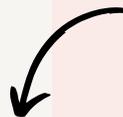
The Most Effective CTA

“If you want __, comment _ and I’ll send _ right to you”

For example: If you want to learn how I’m making 6 figures working 3 hours per day from home, comment LEARN and I’ll send you my free beginner’s guide.

CTA Examples:

- You are increasing the engagement on your post by getting people to leave comments, which means IG will push your post to even more people.
- You are getting straight into their DMs. This helps to start a conversation and ensures they can’t lose track of your account since you’re right in their inbox.



In time, responding to comments manually can become extremely time consuming. The solution to this problem is ManyChat! It’s what I use to save 5+ hours every day while ensuring my audience is taken care of.

Bonus CTAs



- See the caption for more 🙌
- Comment [WORD] for the link to ___
- Tag someone you know who needs to see this!
- Describe your day in 3 emojis ↓
- Caption this!
- Raise your hand if you can relate! 🙋
- Head to my stories for more info!
- Share the love! Tag your biz bestie in the comments
- Don't forget to SAVE this post for later!
- Follow me for more like this
- Share this with the first person who pops up when you hit share
- Share your take in the comments
- Share this with a friend who ___
- Can you relate? Comment below!
- Head to the link in bio for the free Playbook
- Steal my strategy in the caption
- If you found this post helpful, save it for later!
- Questions? Comment below!
- Head to the link in my bio to claim yours!
- If you agree, comment with your favorite emoji!
- What did I miss? Comment below!
- Save this post for the next time you need ___
- Go vote for your favorite in my stories!
- Seats are limited, save your spot now!
- Like this post if you ___
- Turn on post notifications so you don't miss the ___

The Importance of Captions

Keywords, keywords, keywords. When it comes to captions, keywords are your best friend. The words in your captions tell Instagram where to send your post and who to put it in front of. If you use the right keywords, Instagram will know exactly which accounts to send your posts to.

- The general rule I follow is deciding on the keyword I want to label this video. I consider:
 - 1) what this video is about and
 - 2) what category of people I want to see it.

Keyword/Search Engine Optimization (SEO)research:

- You can use websites like KeywordFinder, Answer the Public, or Wordstream.
- I usually just search for the name of my niche on Instagram and scroll through the top posts that pop up. Then, I read the captions of those posts to get ideas on keywords and hashtags.



Here's an Example:

For instance, if you are in the parenting niche and you're posting a video about tips on how to go from diapers/pull-ups to underwear, your keyword would be "potty training", and the goal would be to have that word in your post's caption 2-3 times.

Keyword Examples

Fitness

fitness, gym, gym rat, gym motivation, bodybuilding, powerlifting, gym life, workout, personal trainer, weight loss, diet, strength training, fitness tips, bodyweight exercises, running, weightlifting etc

Parenting

parenting, parenthood, motherhood, fatherhood, mom life, dad life, parenting tips, gentle parenting, toddlers, teens, family bonding, pregnancy and childbirth, postpartum, child development, etc.

Health

health, wellness, mental health, wellness lifestyle, holistic health, food as medicine, healing, chronic illness, health coach, nutrition, dietician, diet, health tips, food, weight loss, functional medicine, etc.

Wealth

wealth management, passive income, financial independence, retire early, investment tips for beginners, retirement planning, diversification of assets, stock market analysis, tax optimization, entrepreneur, build wealth, budgeting, etc

Travel

best travel destinations, travel tips and hacks, solo travel advice, luxury travel experiences, budget travel ideas, adventure travel activities, cultural travel experience, packing guides, hotel and accommodation reviews, travel insurance, etc

Personal Finance

budgeting tips, investing for beginners, credit score improvement, retirement planning, debt consolidation, saving strategies, tax-saving methods, passive income ideas, financial literacy, frugal living tips, etc.

Crafting Captions

Do you ever struggle to figure out the right caption that engages followers and gets results? I get It! I understand how it feels to put out content and see limited results. Following these five simple steps will help you start to see more results!



01. Start with a hook

This is the most important part, just like your reel, which needs a hook. Your captions also need a hook. Entice your audience to want to continue reading your caption. Take note that your hook is the only thing that your audience can see before deciding if they want to read more. You need to convince them with your hook that they should or need to.

02. State a pain point

Call out what is troubling them. Speak to their pain points.

03. Relate to the problem

Storytelling is a great way to identify and resonate with your audience.

04. Offer a solution

How can you help your audience resolve their problem? Make it clear in your captions.

05. Call to action (CTA)

What do you want your audience to do? Do you want them to give you a follow? Type a keyword? Maybe both? You always have to include a CTA in your captions.

Here is an example of the hook I used for my captions in this particular reel. Your hook for your captions has to be short and sweet.

Taking a Deeper Look at Our Captions



Our Hook

Our hook is short and seen, and the entire point can be seen while your audience is viewing your reel.

State a pain point

Here we are calling out to our audience's pain point. Which is a desire to make more money.. At the same time we are being relatable, showing them that we too, have experienced the same.



thebizmomari HOW I DID IT 🔥 ↴

2.5 months ago I started a simple side hustle after watching ordinary people making \$1,000s from home!

I started in hopes to make an extra \$300/week to help pay some bills!

I took this 2 weeks course that a girl was recommending, and I applied everything that I learned!

I setup an automated system that works for me 24/7 making money even when I'm not "working"

There's never been an easier time to make money online. We're living in the digital age and it's time to capitalize on it 🔥

I've made over 4 figures in my SECOND MONTH since I started this business 😊

!!Follow & comment "GUIDE" and I'll send you my free ebook plus the same exact training that I took to get where I am now

Relate to their problem

Let your audience feel that they can connect with YOU. It's hard to connect with an influencer, but its so easy to connect with an 'ordinary' person who has gone through similar pain points.

Offer a solution

The solution we are offering here is to help them learn the skills necessary in order to start making money online.

The CTA

Here we are asking our audience to comment the word "GUIDE" to learn more AND to give our profile a follow.



Hashtags

Hashtags are words or phrases preceded by the # symbol. They are used to categorize and organize content on Instagram. When you add hashtags to your posts, they make it easier for people to find your content when they search for those hashtags.

TIPS:

- ✓ Alternate as you can
- ✓ Be both specific and general
- ✓ Use Wordstream or look at IG accounts in your niche to find trending hashtags

SEO Hashtag Examples For Popular Niches:

Content Creation - #contentideas #contentwriter #contentwriting #contentcreator #contentcreation #contentcreators #contentstrategy #contentmarketing #contentcreationtips

Social Media Marketing - #socialmediatips #socialmediamanager #socialmediastrategy #socialmediamarketing #socialmediamanagement #socialmediaexpert #socialmediaagency

Digital Marketing - #marketingtips #marketingagency #marketingstrategy #digitalmarketer #digitalmarketing #digitalmarketingtips #digitalmarketingexpert #digitalmarketingagency #digitalmarketingstrategy #digitalproducts

Online Business - #onlinebusiness #onlinebusinessstips #onlinebusinesscoach #onlinebusinessowner #onlinebusinessideas #onlinebusinessmanager #smallbusinessstips #smallbusinessowner #smallbusiness #success #successmindset #moneymindset

Affiliate Marketing - #affiliatemarketing #workfromhome #makemoneyfromyourphone #passiveincome #timefreedom #affiliatemarketingforbeginners #financialfreedom #moneymindset #passiveincomestream #startyourownbusiness #makemoneyonline2024

You don't need to overdo it with hashtags. Occasionally I'll add a lot of hashtags to a post to test it out, but I've never noticed any benefit. I typically include 4-8 relevant hashtags per post and that has performed well for me.



Checking for Banned Hashtags

Using relevant hashtags on Instagram can boost your engagement and get your Instagram posts/reels in front of many more people. It also helps Instagram understand what your content is about so it can show it to the right audience.

But not all hashtags are good. Banned hashtags have been flagged/reported by the Instagram community for various reasons. The first apparent reason is that the hashtag is obscene, and people post things against Instagram's community guidelines. You will see many of these in the banned hashtags list.

Another reason is that those hashtags have been used by bots and spammers who like to post to those hashtags repeatedly (that's called SPAM).

So, you need to avoid using banned hashtags at all costs. Instagram could flag your account as spam or as violating its community guidelines.

Before using any hashtag on your reel, you can check to see if that particular hashtag is amongst Meta's banned list. You can do that at this website:

<https://metahashtags.com/banned-hashtags/>



Posting Times & Strategies

Posting Times:

Universal peak posting times

- The universal peak times to post are 9 am, 12 pm, 3 pm, 6 pm, and 9 pm, but I recommend verifying your audience's most active times by checking your account insights. For me, that's 9 am and 12 pm Eastern.
- Post 1-3 times per day. **I personally only post 2 times a day and that is what I recommend for optimal growth.** If you maintain a consistent posting schedule you WILL see growth. Period. A lot of people who aren't seeing growth aren't posting regularly enough, or they just haven't been consistent long enough.

Finding your account's insights

- When logged into your account, head to your profile.
- Professional dashboard > total followers > scroll down to the bottom of the page to "Most Active Times".
- Here, you can scroll through the days and view the most active days as well as the most active times for each day.

Posting times based on insights

- Your account insights tell you when your audience is most active. Post 15-30 minutes before peak activity times, as this will allow IG a bit of time to get your video into the algorithm before peak time. I often post 45 minutes before peak times and find that does very well, too. Especially when it's my first post of the day.

Before Posting:

- Engage a bit with your followers and the people you follow
 - Scroll through your feed, like some posts, save some posts, leave a few comments, and engage with comments left on your posts.
 - The more you engage, the more Instagram likes you. That being said, engage within reason. Show Instagram you're a good, active citizen, but don't allow it to take all of your time. I recommend 5-15 minutes of interaction before you post, if possible.

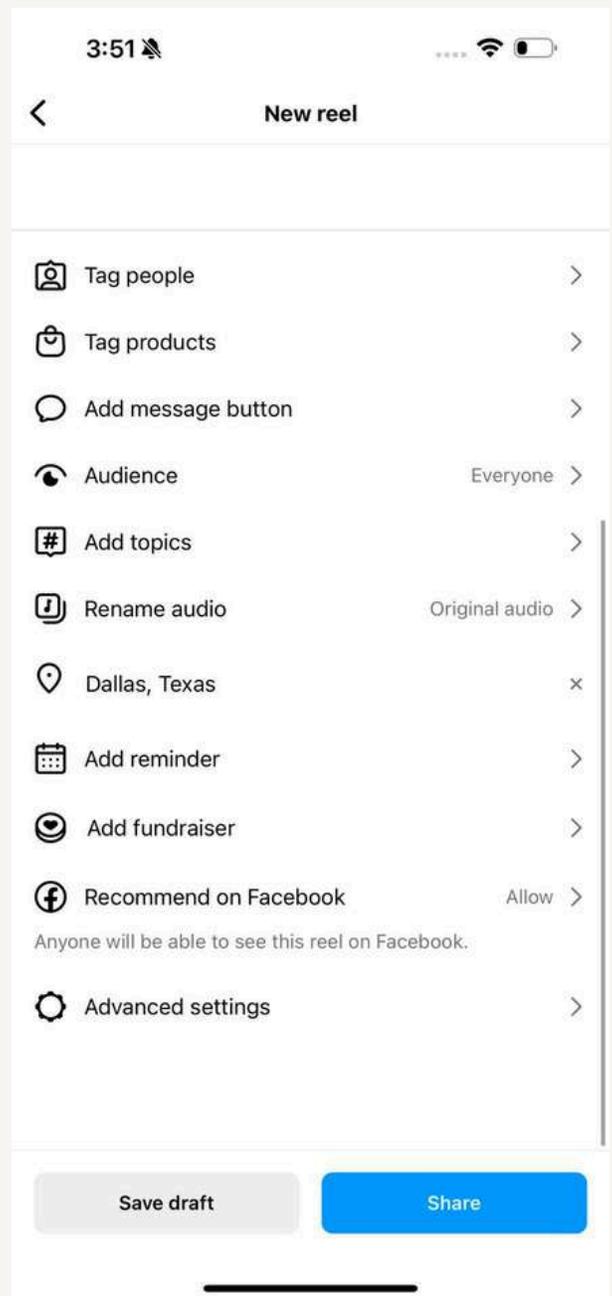
After Posting:

- These are optional but they will help you get more reach on your content!
 - Post a story explaining what your new post is about (then share the post too)
 - Go engage with anyone who supported your last post and they may check out your new post
 - Watch stories and reply to 5-10 of them to start DM conversations
 - Reply to any comments left on your posts
 - Pin 3 comments that add to your topic or community

Uploading Your Content

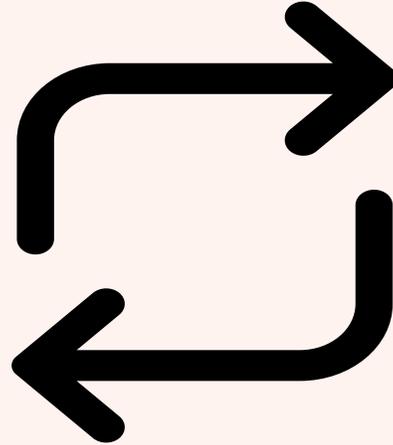
When uploading your reels. Make sure always to do the following:

- Allow your reel to be “Recommended on Facebook.” This will reach as wide an audience as possible. If you have a Facebook account, you can also log in and manually upload your reel there.
- If possible, avoid scheduling your posts in advance. You can create reel drafts in advance, but go to the app when you want to post and manually upload your reel to Instagram. Scheduling your post in advance for whatever reason limits your reach.
- Never “Add topics” to your reels. This also limits your reach.
- Ensure you turn on “Also share to Feed” when uploading your reel.
- When you post your reel, you can include any city in the USA, Canada, UK, or Australia. You generally want most of your audience to be based in these countries. Tagging a location when uploading your reels helps your content be pushed more to an audience in that location. I have included a screenshot of my selections before uploading my reels.



Reposting Your Content

Generally, when my reels go viral, it doesn't happen immediately. Sometimes, a reel can go viral a few days to a few weeks after posting. If you have a reel that has either gone viral or performed well. You can either repost it after a few weeks or recreate it



Reposting Your Viral Content

- ✓ Copy the link of your reel and download it without a watermark using a third-party app like indown.io or snapinsta.app. You can then reupload the reel using the same captions, as the original post, to your Instagram account.
- ✓ Please take note that if you download a reel and post it on a backup account, it will NOT perform well. Instagram is able to track that it is not original content to that account and will limit its reach. You can only download and reupload the viral video to the SAME account it went viral on if you want to try to go viral a second time with the same reel.
- ✓ If the same reel goes viral a second time, you can even follow the same exact steps above and reupload the same reel a third time after a few weeks to try to have it go viral a third time.



Recycling Your Content

If your reel performs well, you can also try recreating the same reel by using the same text on-screen with a different background video clip. See the example below:



PRO TIP

It's important to constantly check your analytics and reel views to see which of your posts are performing well. Always wait for your reel to slow down or completely stop trending before you try to recreate it or repost it. Waiting at least 4 - 6 weeks before recreating the same content is generally a good rule of thumb. You don't want to show the same content to your audience within a short time frame.

Tips, Tricks & Other Tidbits

Posting:

- Always include captions on the screen for talking videos. This increases watch time.
- If you make your reels outside of Instagram like me (I use TikTok) write some in-app text on your reel when you're in the IG editing stage and drag it off the screen so it's not visible. IG will THINK you're using the in-app editor which helps engagement on your reel.
- Don't change the cover of your reels to a photo or fancy-looking cover. This makes it extremely difficult for a follower of yours to relocate a video they saw of yours, which usually leads them to give up and click away from your account altogether.

Overall Account Health:

- Be Active! - IG wants to see you're a "good citizen"
- It's better to respond to comments throughout the day than just a bulk response 1 time per day
- Be consistent every day
- Never delete a post or change the caption after it's posted
 - This hurts the algorithm of your account
 - If you really need to take something down, archive it, but don't completely delete it.

- Rename your original audios after posting so your account will be associated with your niche. Here's how:

- At the bottom of your reel, click on this:



- On the next page, click the 3 dots at the top right corner.
- Click "rename audio"
- Rename the audio following this formula: Keyword + audience + your name

This is such a cool hack! The renamed audio name will further influence IG's SEO, which means your content will be pushed to your Ideal audience.

- Avoid shortcuts: Instagram rewards real-time engagement. Uploaded drafts and scheduled posts may underperform compared to manually created, real-time posts. Third-party apps might also hinder reach. While it's more time-intensive, investing effort can yield rewards. (See tip two under "For Posting").
- Hashtags: Don't use too many of the same words in multiple hashtags (so writing multiple variations of one word/topic) as this will flag up as 'spammy' and affect your engagement.

Using ManyChat to Boost Engagement & Grow on Instagram and Facebook

I discussed ManyChat earlier on this [page](#).

Not only do I use ManyChat to automate my entire Social Media Marketing on Instagram and Facebook Messenger, but it also boosts my engagement rates, helping all of my accounts grow much more quickly.

ManyChat saves me hours of work, allowing me to serve my followers more effectively and increasing my engagement on all my content. After starting to use ManyChat, I saw a significant increase in views, likes, comments, and people clicking on my links.

ManyChat has been a secret tool in my business, helping me grow more quickly on Instagram and my Facebook page.

[CLICK HERE](#) to boost your social media growth and create a FREE ManyChat account.

The logo for ManyChat, featuring the word "Manychat" in a bold, black, sans-serif font. The letter "M" is significantly larger and more stylized than the rest of the text, with a white negative space cutout in its center.

5 LESSON

VIRALITY, FOLLOWERS AND SALES

DIGITAL MARKETING
PROFITS

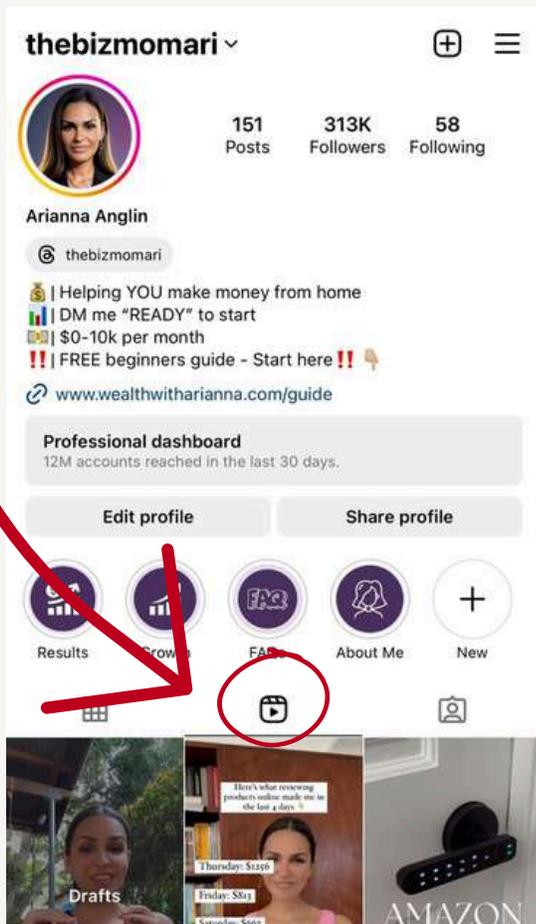
Going Viral

Going viral is easier than you think. If you start putting into practice all of the above pages, you will be well on your way to building a solid social media presence.

Now, in terms of creating content that will get you thousands, if not hundreds of thousands, or even a million views or more, it is important to focus on these factors more than the rest specifically:

- While watching reels on Instagram, start noting content that has gone viral for others in your **niche**. You can do this by visiting their page, clicking the reels tab, and exploring their content and reel views.

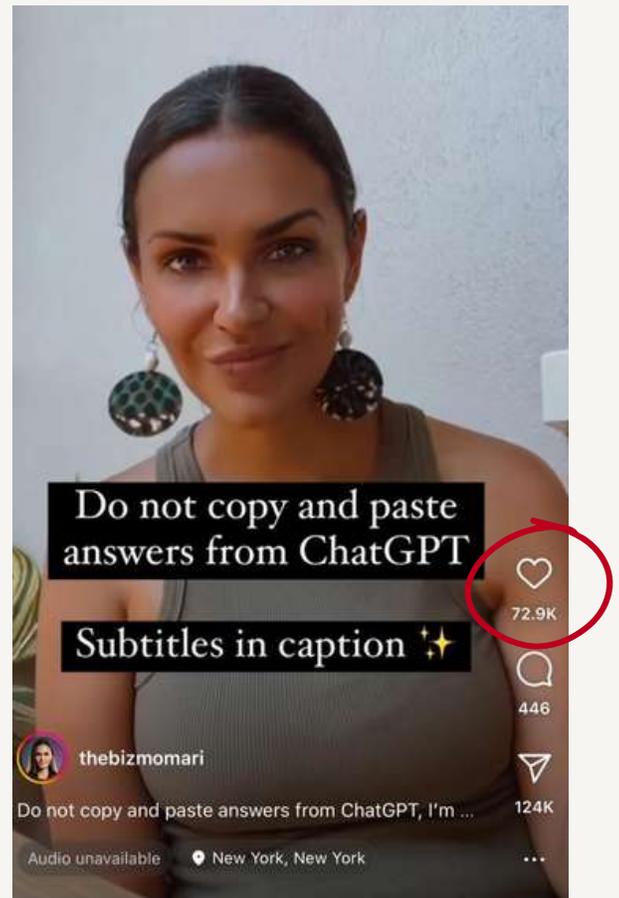
- You can also take note of viral content while scrolling your home page. Viral content will have thousands of likes, comments, and/or shares, like this ChatGPT reel I made (check the next page).
- When I come across viral content related to my specific niche, I save it and find ways to recreate it later by using the same hook or similar on-screen text.
- I recommend you try this out on your own account: Identify viral content that is within your niche, use a similar hook and/or the exact on-screen text, and see how it performs on your account!



Going Viral

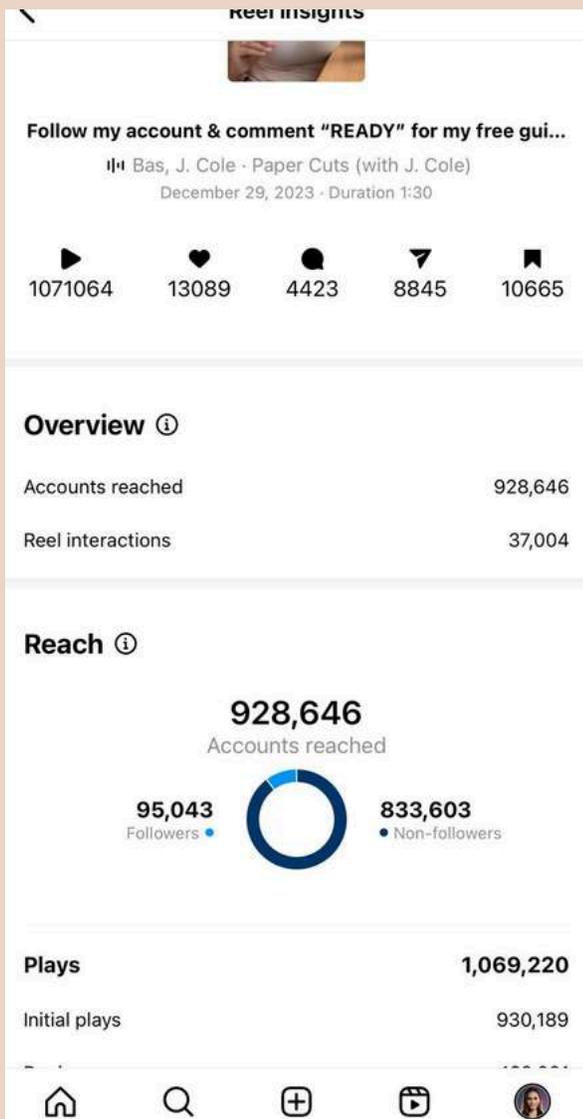
Let's dissect why this reel went viral

- **The hook:** I used a compelling hook! I told my audience not to do something and to do something else. Starting with a negative statement, also known as using a "negative hook," can be a powerful way to grab your audience's attention. I said, "Do not copy and paste answers from ChatGPT," and within the first three seconds of my reel, I grabbed my audience's attention.
 - Why 3 seconds? Based on Facebook's standard for measuring views, three seconds is long enough to determine if a viewer intends to watch the entire video or not. If viewers aren't hooked after three seconds, they will likely lose interest and move on to something else. So in other words, 3 seconds is all you have to sell yourself to your audience.
- **The audio:** Although the audio says unavailable here in the bottom left of the image, I initially added a trending audio to the background that I felt matched the tone and overall feel of my reel.
- **The editing:** I cleared up the audio, removed all background noise using CapCut, and added on-screen text.



Engagement: This reel sparked a lot of engagement! The content made people want to like, save, and share this information. And as we know, the more engagement there is on a reel, the more Instagram pushes that content out to other users on the app! We always want to make sure that our posts encourage engagement. We can do this by asking questions, asking people to comment below, or providing valuable information that will make people want to save and share the reel with others!

Going Viral



In summary, I have been able to go viral on Instagram on several occasions, primarily for the following reasons:

- By consistently utilizing powerful hooks (from the list of 54 viral hooks I listed above).
- Using trending audio in the background of my talking reels and always on my non-talking reels.
- Using on-screen text and/or captions.
- Increasing engagement on my reels by either asking my audience questions asking them to comment below or providing them with content that will make them want to save the post or share it with others.
- And by recreating viral content by people who are in the same niche as me.

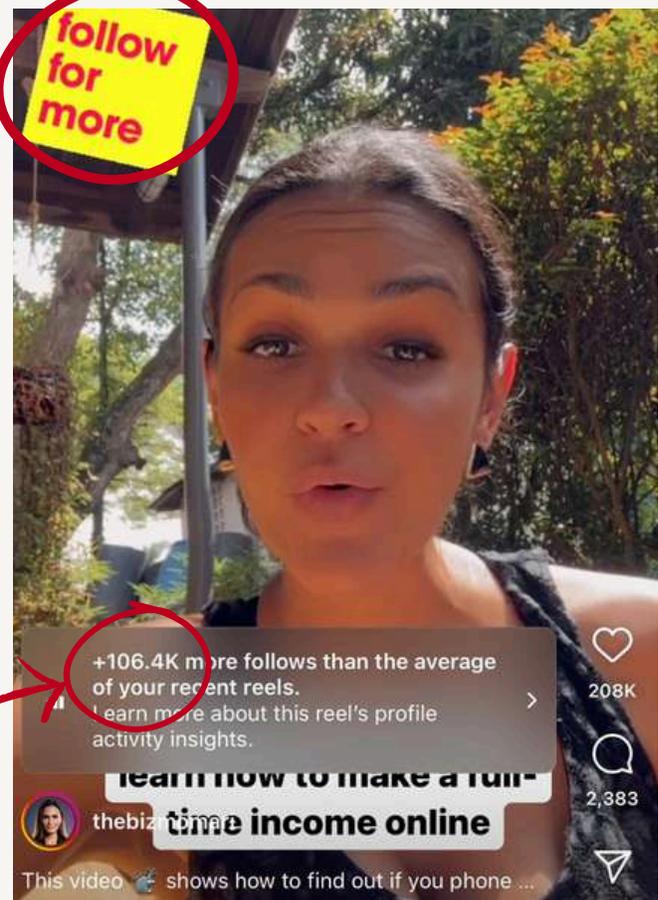


Converting Views into Followers

Although Instagram Reels is a fantastic tool for visibility, it's more important to learn how to convert viewers into actual followers on your page.

Here are my top 3 tips for doing so:

- **#1. Always have a powerful Call-To-Action (CTA) in your reels and captions.** You can do this by asking your audience directly in the reel to "follow you" if they liked your content and again by asking them to follow you for more in your captions.
 - In this reel, which I have included a screenshot of, I asked my audience to follow me in 3 different ways. I asked them to follow me verbally at the end of the reel, I asked them to follow me by using the "follow for more" sticker on the top right corner, and I asked my audience to follow me in my captions. And you want to know what the result was? This reel alone brought in 106,000 followers to my Instagram page!! That is how powerful it is to have a Call to Action, and I did it 3 times in 1 reel.



Converting Views into Followers

- **#2 When creating reels, do a three- or more-part series.**

You can inform your audience that this is Part 1 of __. This will make them want to follow you so they don't miss the upcoming tips you share related to this series. You can see how I have posted a series with these reels. People who enjoyed this content followed me to see what I would post for Part 2.



- **#3 Let people who visit your page and engage in your content know you care and appreciate them.**

You can do this by replying to comments you receive on your content, responding to DMs, and appreciating your audience in your Instagram stories. When doing this, you create a sense of community by nurturing relationships with your audience. However, as your account grows, it will be harder to reply to everyone, but while your account is growing, you can make as much effort to engage with people that visit your page.



Converting Followers into Buyers

Getting views and followers on social media is great, but it's most important that you learn how to convert viewers and followers into actual buyers and customers, which will allow you to monetize your social media account. Try the following tactics and watch your social media conversion rate increase.



How to Build Your KLT

- **#1 Build your Know, Like & Trust (KLT) Factor.** This is the foundation of any good social media strategy. If you want anyone to buy from you, whether in real life or online, you must establish Know, Like, and Trust with them. The order of Know, Like, and Trust is also important.
 - Customers need to trust you to buy from you.
 - But they can't trust you until they like you.
 - And they can't like you until they get to know you.
- So, for someone to go from a stranger on social media to a loyal fan, they need to:
 - Get to know you
 - Start to like you
 - Build trust with you
- The point is – that you can't just show up on Instagram and start expecting people to purchase the second you post a photo. Luckily, it's super easy to establish all 3 factors of KLT on social media.
- **Instagram Stories** is a powerful tool for building your KLT factor. Show up in your stories regularly and give your audience a glimpse into who you are. Be your authentic self. People want to see a connection between who they see in your photos and videos and who you show up as in your stories.
- **Voice Notes** allow people to better connect with you. You can occasionally send voice notes to people who message you so they can better connect with you as an individual. You may do this with only serious leads who want to ask more profound questions.
- **Going live** to answer your audience's questions or to talk about a product you promote also helps your audience get to know you better and interact with you more authentically.

Converting Followers into Buyers

- **#2 Engage with your audience.** Would you buy from someone who completely ignores you?? Probably not. Social media requires you to be social!! If you want someone to turn into a customer, you must engage with them by responding to their comments and/or messages.
- **#3 Consistency is key.** If your goal is social media conversions, you must be consistent! Your followers will never trust you enough to buy if you aren't consistently posting on social media and engaging with them.
- **#4 Create strong CTAs.** CTAs are everywhere, from your social posts to your sales pages, and you need to make sure they are effective and entice your audience to click. Don't just say "Buy now" or "Click here." Try this instead:
 - Make the CTA's benefit very clear. How will your audience benefit from your content or products and services?
 - Show proof of value. For example, "If you want to learn more about how completely ordinary people make more than \$1000/day..." You're building value by showing that other ordinary people have succeeded with this business model.



- **#5 Show your audience how your product has changed your life or will change theirs.** Your audience would need to see how your offer will logically improve their situation. You can help them make this connection by creating posts or using Instagram stories to talk about your offer and how it has either changed your life or will improve theirs.
- **#6 Use lead magnets.** Lead magnets are the last tool you can use to convert social media leads into customers! In the next section, I discuss the importance of lead magnets and how to use them.

6 LESSON

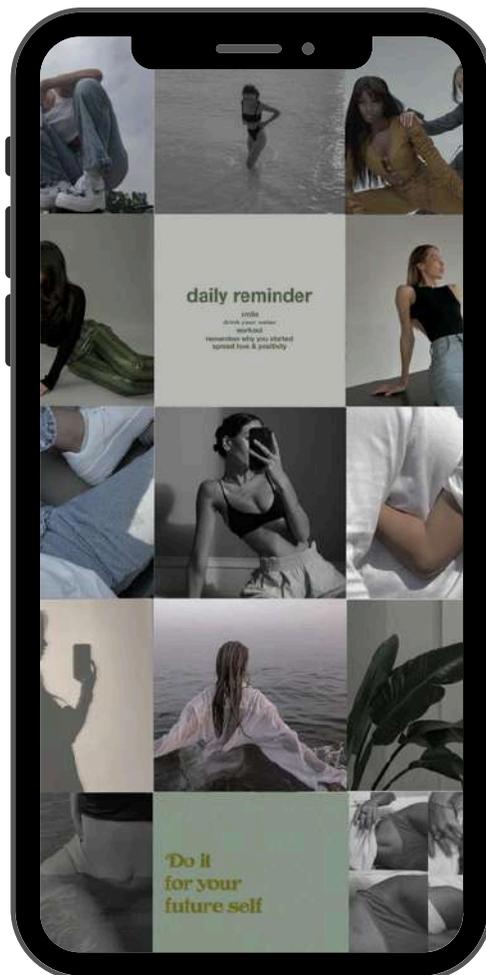
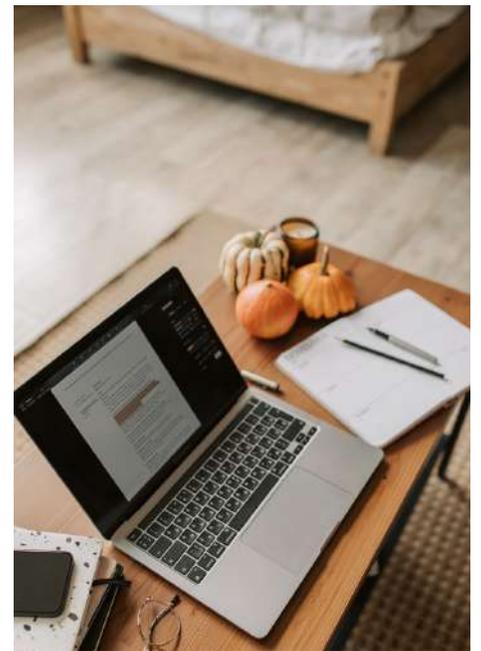
FACELESS DIGITAL MARKETING

DIGITAL MARKETING
PROFITS

Faceless Digital Marketing

Faceless marketing is when you build an online presence and promote products without revealing your personal identity or showing your face.

FACELESS MARKETING IS FOR ANYONE WHO DOESN'T WANT TO BE ON CAMERA!



Building Your Brand, Faceless

Creating a brand without showing your face is about making a visual identity that speaks to the people you want to connect with. This includes things like your logo, graphics, and brand name, all working together to show what your content is about. The aim is to build a consistent look that not only reflects your message but also stays in people's minds. Think of it as the face of your brand, a symbol that stands out and helps you connect with your audience even if you're not in front of the camera.



Important Factors

Choose a compelling brand name

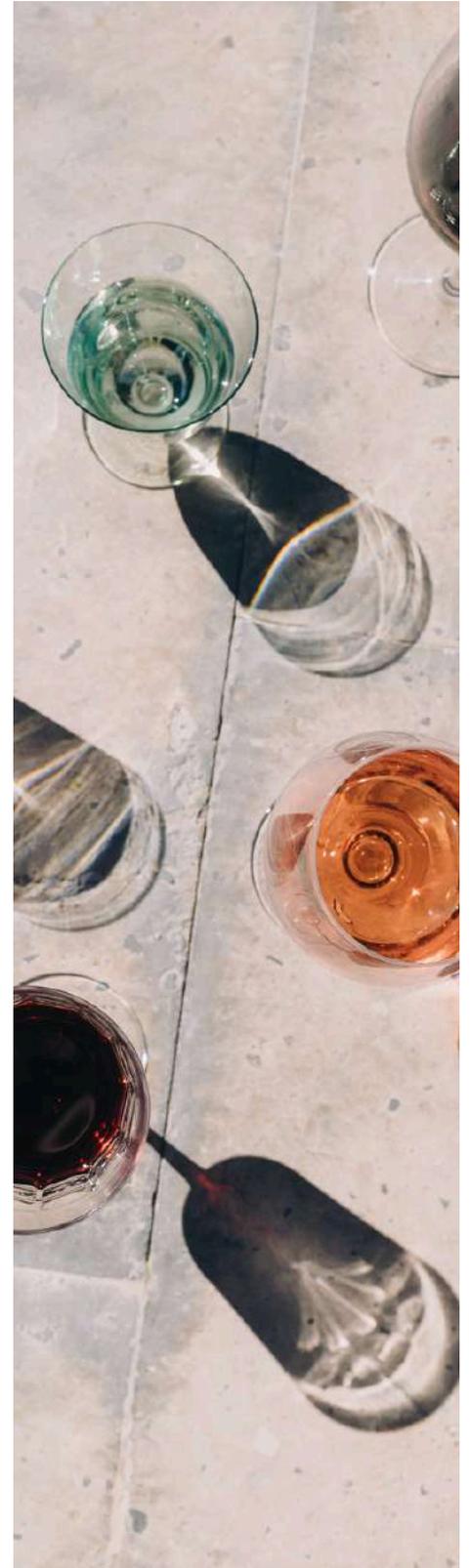
This is what people will remember, so make it unique, relevant, and easy to recall. Aim for something that encapsulates the essence of your content or the value you provide. The goal is to establish a name that resonates with your target audience, making your account memorable and distinct in the vast online space.

Create a logo/visual to be recognized by

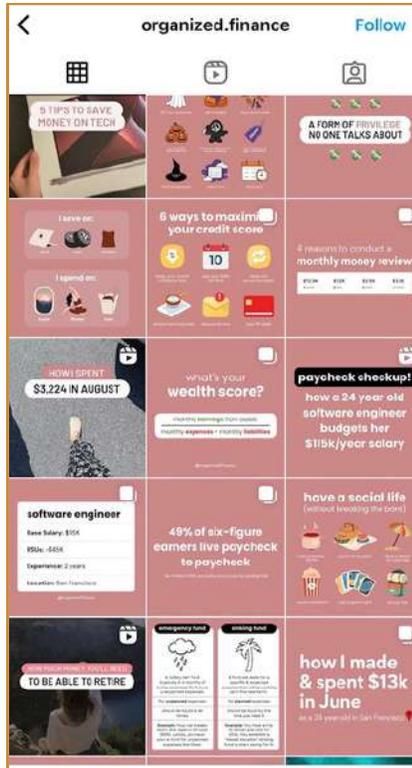
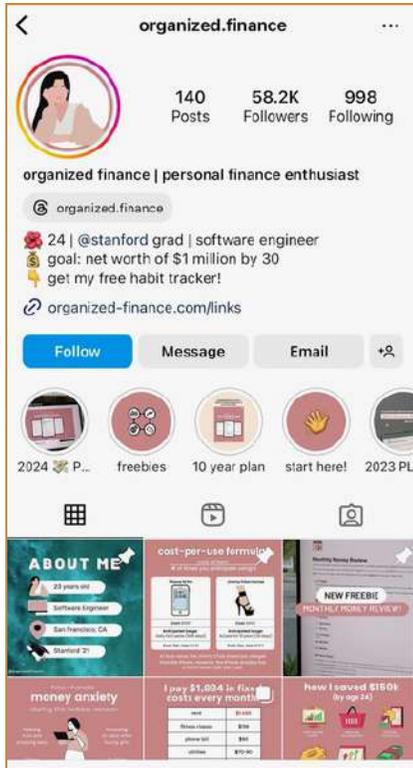
Design a logo or visual representation that reflects the personality and theme of your brand. This visual cue will become the symbol of your content across platforms, fostering recognition. The goal is to cultivate a consistent and visually appealing representation that, even without a face, tells a story and forms a connection with your audience.

Craft a compelling social media bio

This is your chance to concisely communicate who you are and what your brand stands for. In the absence of a face, your bio becomes the voice of your brand. Keep it succinct, engaging, and aligned with your overall theme. A well-crafted bio serves as the entry point for followers, setting the tone for what they can expect from your content.



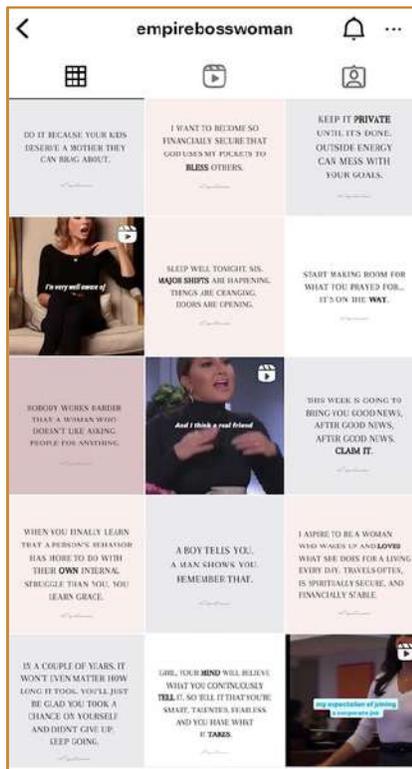
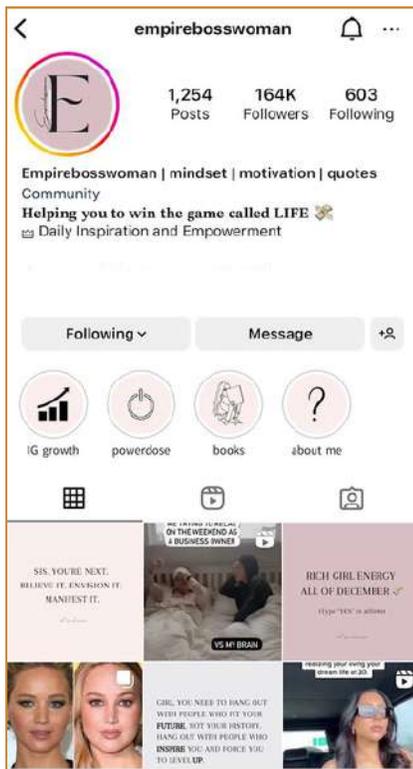
Examples of Successful Faceless Accounts



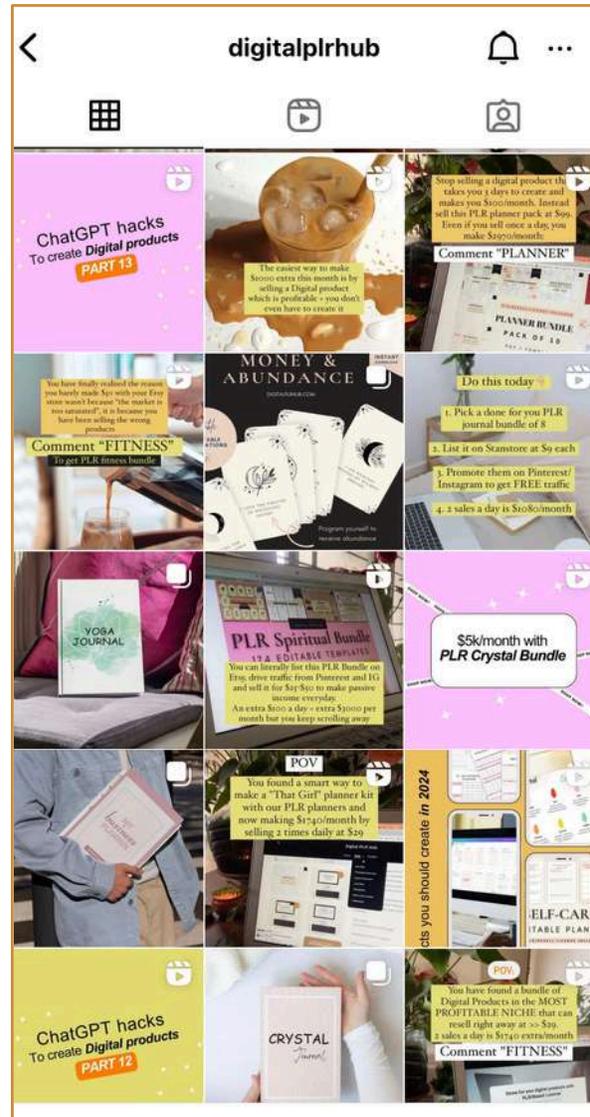
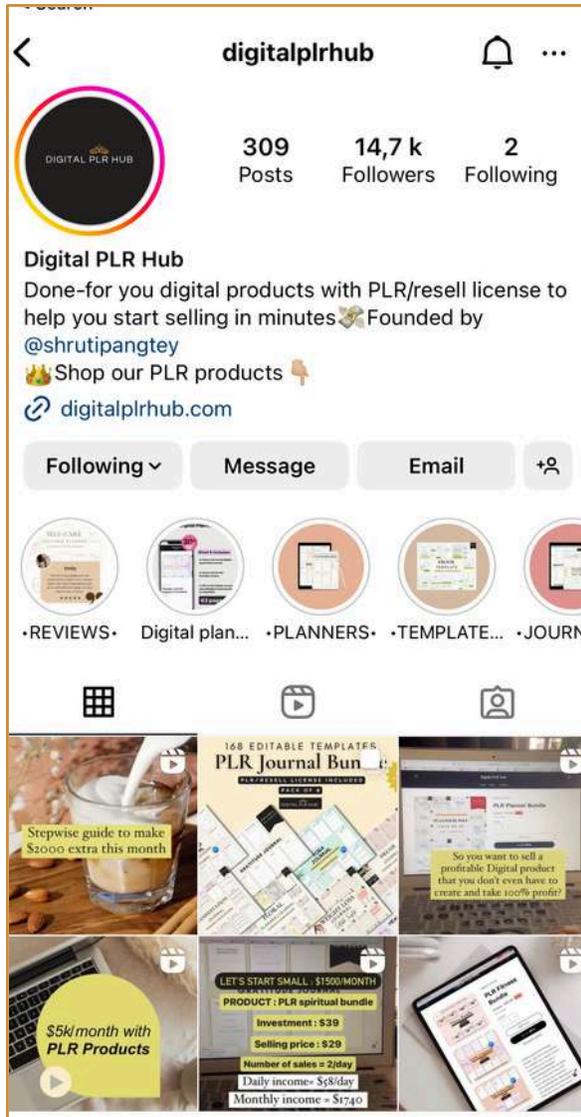
ANALYZE THESE SUCCESSFUL ACCOUNTS

Ask yourself:

- What makes people stop and look at them?
- Why would someone want to share this account?
- Are the creators engaging people so they want to comment on it?
- Are their posts worthy of saving for later?
- Is their branding and aesthetic clear?



Successful Faceless Accounts Do This



Establish Trust with Followers

Without showing your face you have to get creative. Show your human side. Be transparent, share successes, interact in stories, etc.

Curate a Specific Aesthetic

Without showing your face, this is an essential part of establishing your brand identity.

Create Quality Content

Your account grows when people engage with your content. Before designing a post, ask yourself what value it provides.

Establishing Trust with A Faceless Account



Building trust with a faceless social media account requires consistency, authenticity, and transparency. Focus on providing valuable content, engaging with your audience, and being open about who you are and what your intentions are. Share personal stories or behind-the-scenes glimpses to humanize your account and establish a connection with your followers. Additionally, respond promptly to comments and messages to show that you're attentive and accessible.

Glimpses Behind the Scenes

Craft content centered on genuine glimpses into the real you without revealing personal identifiers.

For example, an author can share:

- Details on productive writing habits
- A peek at their home office mood board
- The nostalgic scent of a fall candle evokes
- An anecdote about their hilarious pet

These resonate with followers more than staged perfection.

Genuinely Connect

Building Community Connections

Reply to follower DMs and comments with the same candor you would a real-life friend. Ask thoughtful questions to spark reciprocal sharing. Comments foster faster bonds than mass emails. I can't stress enough the benefits of audio messages. Audio messages are personal and this helps your customer to see that there really is another person on the other side.

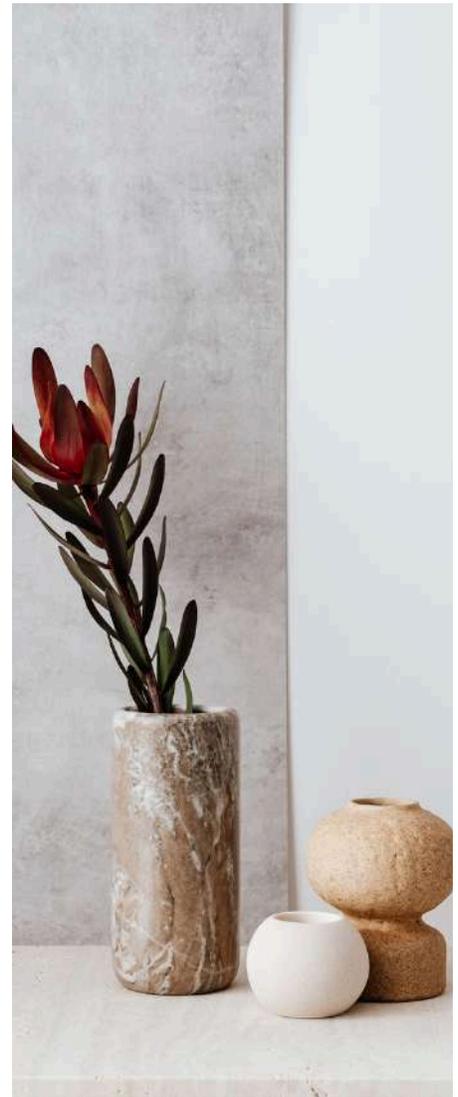
Consistent Engagement

Commit to regular social media interaction and posting so supporters feel connected to your ongoing journey.

This habit-building retention develops an invested audience who can't wait for your next check-in. They feel intrinsically part of your community.

Anonymity permits filtering what you share strategically without compromising authenticity.

By bonding with followers through intimate interactions minus visuals, your empire flourishes on trust.



**Build trust
and
relatability
as an *faceless*
*brand.***

Creating Faceless Content

The heart of a faceless brand lies in its content strategy. What you put out to the world matters, and it's not just about creating content; it's about creating content that resonates with your target audience. Crafting content that speaks directly to your audience increases engagement, appeal, and, ultimately, the likelihood of conversion.



Aesthetic Stock Videos

In this digital age, the options for creating faceless content are as expansive as the online landscape itself. You can utilize your own videos and photos, expertly shot without revealing yourself, or leverage resources like stock images, videos, and even AI-generated content, eliminating the need for on-camera filming.

Here are the websites I recommend for accessing aesthetic stock videos, which you can use on your social media accounts:

[**Social Stocks Co.**](#)

[**The Studio Brief**](#)

[**Packsia**](#)

[**My Vanilla Gallery**](#)



7 LESSON

ONE MONTH OF
MRR REEL IDEAS

DIGITAL MARKETING
PROFITS

DAY ONE... REELS

ONE

EXAMPLE REEL

IN THE CAPTION GO IN DETAIL EXPLAINING TO YOUR AUDIENCE HOW PEOPLE ARE MAKING MONEY WITH YOUR MRR COURSE.

EXPLAIN WHAT THEY WILL LEARN INSIDE OF THE COURSE & THE WAYS THAT THEY CAN MAKE AN INCOME WITH IT.

IF YOU START MASTER RESELL RIGHTS TODAY...

You could have your site and systems up in 48 hours

You would make your initial investment back in 1 sale

You could start making \$10k/ month as a beginner

HOW ARE PEOPLE MAKING \$500-2K A DAY?

BY SELLING A DONE FOR YOU DIGITAL COURSE WITH 100% MASTER RESELL RIGHTS.

TWO

EXAMPLE REEL

THIS IS A POSSIBILITY REEL, BE VULNERABLE & SHARE WHY YOU DECIDED TO START DESPITE FEELING SCARED OR HAVING DOUBTS ETC. THIS WILL MAKE YOU RELATABLE TO OTHERS.

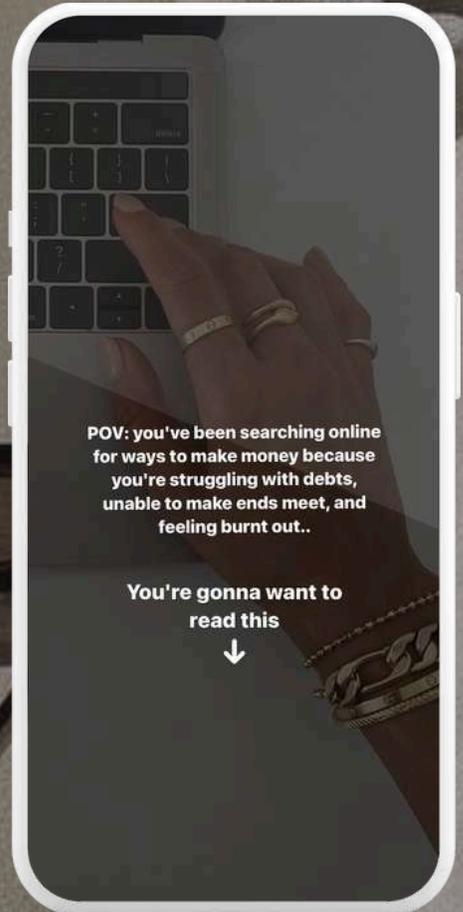
REMINDER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

DAY TWO REELS

ONE

EXAMPLE REEL

THIS IS AN EDUCATIONAL REEL, WHEN IT COMES TO EDUCATING THROUGH YOUR TEXT ON SCREEN, KEEP YOUR CAPTIONS SHORT.



TWO

EXAMPLE REEL

THIS IS A RELATABLE REEL, SHARE YOUR PAIN POINTS BEFORE STARTING AND SHARE WHAT YOU'VE BEEN ABLE TO ACCOMPLISH SINCE STARTING YOUR DIGITAL MARKETING JOURNEY.

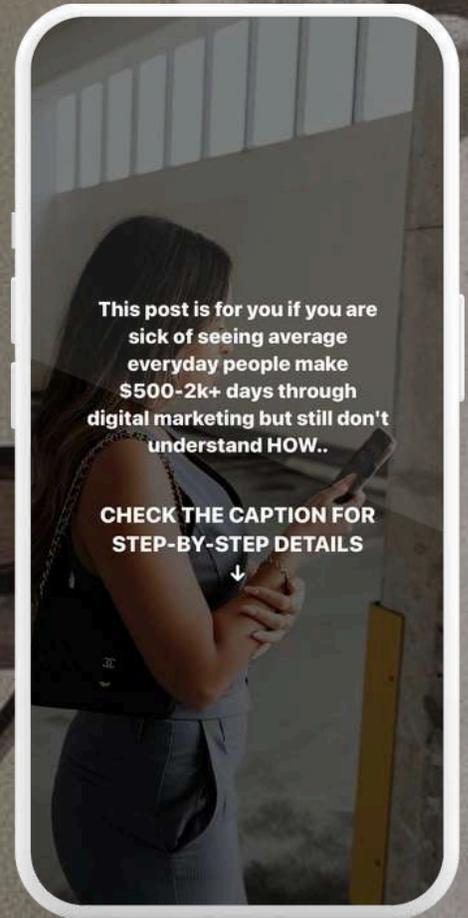
REMINDER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

DAY THREE REELS

ONE

EXAMPLE REEL

THIS IS AN EDUCATIONAL REEL: ADD VALUE IN THE CAPTION BY SHARING WHAT HAS HELPED YOU THE MOST SINCE STARTING YOUR DIGITAL MARKETING JOURNEY.



TWO

EXAMPLE REEL

THIS IS AN EDUCATIONAL REEL: SHARE THE STEPS YOU TOOK TO GET STARTED WITH DIGITAL MARKETING.

REMINDER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

DAY FOUR REELS

ONE

EXAMPLE REEL

THIS IS A POSSIBILITY REEL: SHARE WITH YOUR AUDIENCE WHAT IS IT THAT YOU DO & HOW THEY CAN DO IT TOO.



You're trying to tell people that just by posting 5 second reels on social media, you can make enough to quit your 9-5 & travel the world but you keep scrolling...



When you've made \$___ by ___pm & you're trying to tell people they don't need to make their own digital products they can simply sell a "done for you product" for 100% profit...

HERE'S HOW ↓

TWO

EXAMPLE REEL

THIS IS AN INCOME / POSSIBILITY REEL: SHARE YOUR WINS WITH YOUR AUDIENCE & SHARE HOW THEY CAN GET STARTED WITH A "DONE FOR YOU" PRODUCT.

IF YOU HAVE NOT MADE A SALE, YOU CAN SKIP THIS REEL

REMINDER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

DAY FIVE REELS

ONE

EXAMPLE REEL

THIS IS A POSSIBILITY REEL: EXPLAIN TO YOUR AUDIENCE THE ADVANTAGE OF BEING ABLE TO MAKE MONEY WITH DIGITAL PRODUCTS YOU DID NOT HAVE TO CREATE.



POV: It's a random Thursday & you're spending the day at the beach while receiving \$_____ all in one day from digital products...



Imagine waking up on a random Tuesday while your business makes you another \$2k/day from your phone with done for you digital products.

DM ME INFO

TWO

EXAMPLE REEL

THIS IS AN INCOME / POSSIBILITY REEL: SHARE WITH YOUR AUDIENCE WHAT IS POSSIBLE WITH DIGITAL MARKETING AND THE FREEDOM IT PROVIDES.

IF YOU HAVE NOT MADE A SALE, YOU CAN SKIP THIS REEL

REMINDER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

DAY SIX REELS

ONE

EXAMPLE REEL

THIS IS A POSSIBILITY REEL: SHARE WITH YOUR AUDIENCE THE FREEDOM DIGITAL MARKETING HAS GIVEN YOU. CAST THE VISION OF WHAT LIFE COULD LOOK LIKE IF THEY STARTED TODAY.

I wake up
I work for 2 hours
Make \$500-\$1k a day
Do whatever I want for the
rest of the day.

Digital products are the
cheat code.



LOOKING FOR WAYS TO MAKE
\$500 A DAY FROM HOME?

SELL MY DONE FOR YOU DIGITAL
COURSE WITH MASTER RESELL
RIGHTS FOR 100% PROFIT

TWO

EXAMPLE REEL

THIS IS AN EDUCATIONAL REEL: SHARING WITH YOUR AUDIENCE HOW THEY CAN MAKE \$ FROM HOME SELLING A PRODUCT THEY DIDN'T HAVE TO CREATE. TALK ABOUT YOUR DONE FOR YOU PRODUCT AND THE VALUE IT OFFERS.

REMINDER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

DAY SEVEN REELS

ONE

EXAMPLE REEL

THIS IS A POSSIBILITY REEL: SHARING WHAT IS POSSIBLE IF SOMEONE MAKES JUST ONE SALE A DAY. IF YOU WERE SCARED OR NERVOUS BEFORE STARTING TALK ABOUT THAT IN THE CAPTION AND SHARE BRIEF INFORMATION ON THE VALUE YOUR PRODUCT OFFERS WITH A CALL TO ACTION ON HOW TO GET STARTED.

think about this...

Imagine the power of transforming your life with just a single sale of \$497 every day.

With consistency, that single transaction evolves into a steady stream of income, adding up to \$14,910/ month

WHAT I DID TO MAKE
\$ ____ IN X ____ DAY

TWO

EXAMPLE REEL

THIS IS AN INCOME / POSSIBILITY REEL: SHARING WITH YOUR AUDIENCE HOW YOU'VE BEEN ABLE TO MAKE \$__ IN X AMOUNT OF DAYS. GIVE THEM A BRIEF OVERVIEW OF YOUR DONE FOR YOU DIGITAL PRODUCT IN THE CAPTION.

IF YOU HAVE MADE SALES ADD A SCREENSHOT IN THE REEL.

IF YOU HAVE NOT MADE A SALE, YOU CAN SKIP THIS REEL

REMINDER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

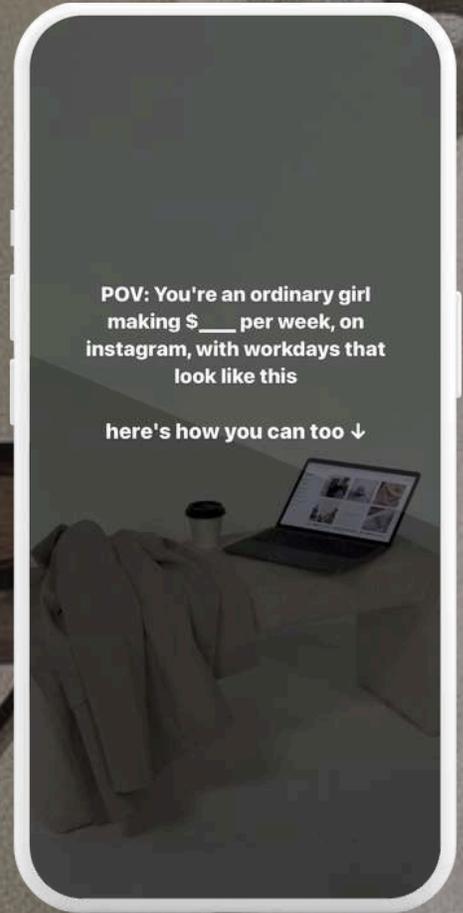
DAY EIGHT REELS

ONE

EXAMPLE REEL

THIS IS AN INCOME / POSSIBILITY REEL: SHARE WITH YOUR AUDIENCE WHAT IS POSSIBLE WITH DIGITAL MARKETING AND THE FREEDOM IT PROVIDES.

IF YOU HAVE NOT MADE A SALE, YOU CAN SKIP THIS REEL



TWO

EXAMPLE REEL

THIS IS A POSSIBILITY REEL: SHARING WITH YOUR AUDIENCE WHAT IS POSSIBLE WITH DIGITAL MARKETING. GIVE THEM INFORMATION ON WHAT YOU DO TO MAKE AN INCOME ONLINE AND HOW THEY CAN GET STARTED TODAY.

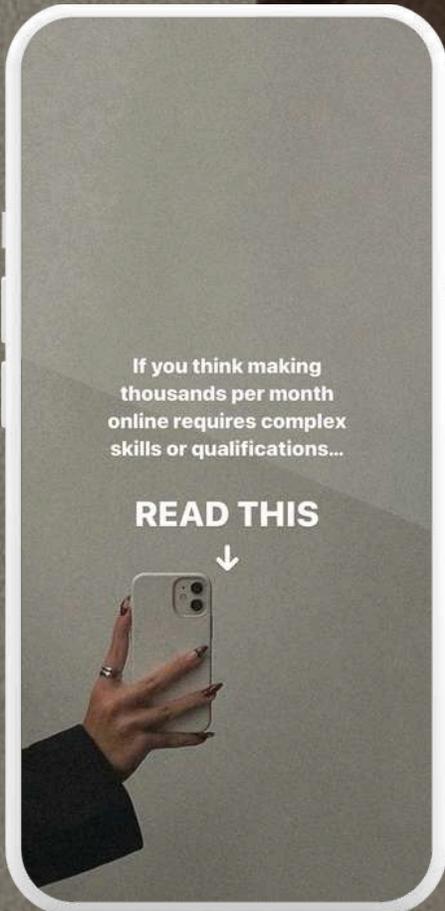
REMINDER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

DAY NINE REELS

ONE

EXAMPLE REEL

THIS IS AN EDUCATIONAL REEL: GO OVER PEOPLES LIMITING BELIEFS & SHARE WHAT YOU HAVE BEEN ABLE TO ACCOMPLISH BECAUSE YOU DECIDED TO TAKE A CHANCE ON YOURSELF.



TWO

EXAMPLE REEL

THIS IS AN EDUCATIONAL REEL: SHARING WITH YOUR AUDIENCE A BREAKDOWN OF HOW THEY CAN GENERATE AN INCOME ONLINE.

REMINDER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

DAY TEN REELS

ONE

EXAMPLE REEL

THIS IS A POSSIBILITY REEL: SHARE HOW THE DIGITAL MARKETING INDUSTRY IS NOWHERE NEAR SATURATED, & ADD FACTS ABOUT THE INDUSTRY.

(YOU CAN GOOGLE FACTS ABOUT DIGITAL MARKETING)

It's crazy because **ONLY 5%** of us are making money on social media..

The market isnt saturated, you're just letting your self-doubt win bestie ❤️

If we can do it so can you!
DM me: INFO

"How did you make \$ ___ in ___ weeks?"

I bought a digital course with master resell rights

set up my automated systems

started posting 5-7 second reels like this 2-3x a day

DM me: INFO

TWO

EXAMPLE REEL

THIS IS A EDUCATIONAL REEL: SHARING WITH YOUR AUDIENCE THE STEPS YOU TOOK IN ORDER TO MAKE \$___ IN ___ DAYS. LIST STEPS/ TIPS IN THE CAPTION.

REMINDER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

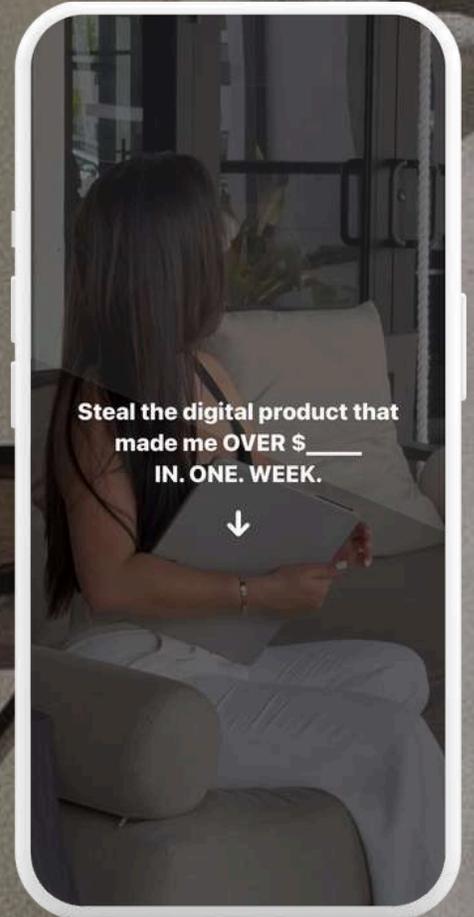
DAY ELEVEN REELS

ONE

EXAMPLE REEL

THIS IS AN INCOME REEL: SHARE WITH YOUR AUDIENCE HOW YOUR JOURNEY HAS BEEN GOING .

IF YOU HAVE NOT MADE A SALE, YOU CAN SKIP THIS REEL



TWO

EXAMPLE REEL

THIS IS AN INCOME / EDUCATIONAL REEL: SHARING WITH YOUR AUDIENCE INFORMATION ON YOUR DONE FOR YOU PRODUCT AND THE BENEFITS OF SELLING IT. IF YOU HAVE MADE SALES SHARE A SCREENSHOT AT THE BOTTOM OF THE REEL.

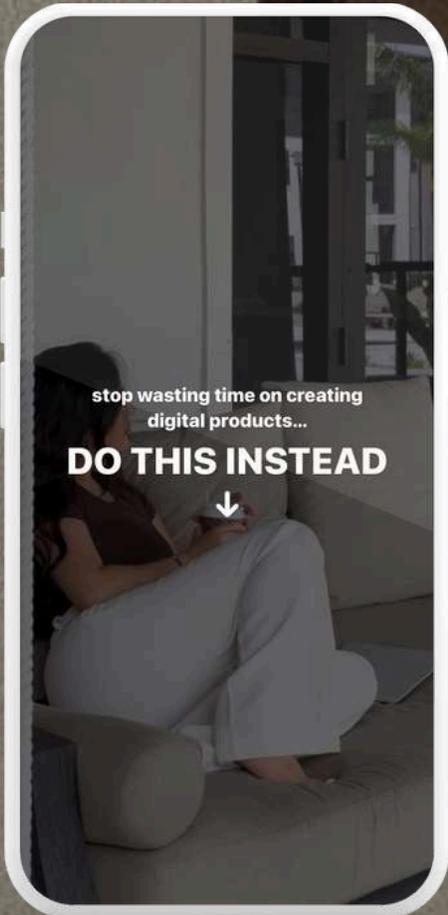
REMINDER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

DAY TWELVE REELS

ONE

EXAMPLE REEL

THIS IS AN EDUCATIONAL REEL: SHARE WITH YOUR AUDIENCE THE BENEFITS OF HAVING A DONE FOR YOU PRODUCT THAT YOU CAN MAKE 100% PROFIT FROM. TALK ABOUT HOW THEY GET TO SAVE TIME WITH DFY PRODUCTS.



TWO

EXAMPLE REEL

THIS IS A POSSIBILITY REEL: SHARING WITH YOUR AUDIENCE WHAT IS POSSIBLE WITH DIGITAL MARKETING & ADDING BRIEF INFO ON YOUR DONE FOR YOU DIGITAL PRODUCT IN THE CAPTION.

REMINDER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

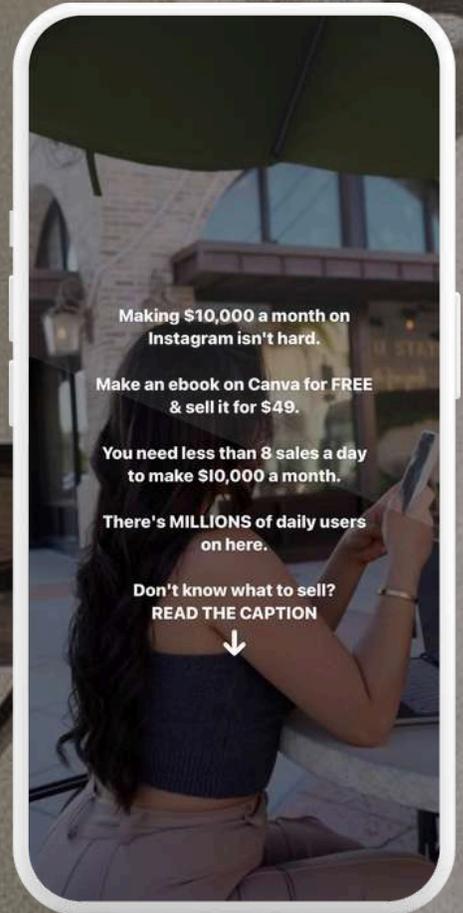
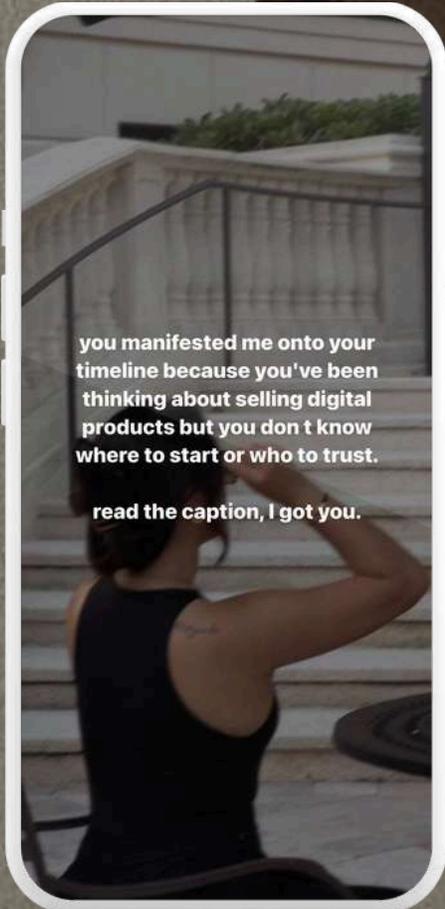
DAY THIRTEEN

REELS

ONE

EXAMPLE REEL

THIS IS A RELATABLE REEL: SHARE YOUR DIGITAL MARKETING JOURNEY AND THE STEPS YOU TOOK TO GET STARTED.



TWO

EXAMPLE REEL

THIS IS A POSSIBILITY REEL: GO OVER PEOPLES LIMITING BELIEFS & SHARE WHAT YOU HAVE BEEN ABLE TO ACCOMPLISH BECAUSE YOU DECIDED TO GO FOR IT. GIVE BRIEF INFO ON YOUR DONE FOR YOU DIGITAL PRODUCT AND HOW THEY CAN USE IT TO START MAKING \$\$\$ RIGHT AWAY.

REMINDER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

DAY FOURTEEN

REELS

ONE

EXAMPLE REEL

THIS IS A POSSIBILITY REEL: SHARE WITH YOUR AUDIENCE WHAT YOU LEARNED IN 1-2 WEEKS OF STARTING YOUR DIGITAL MARKETING JOURNEY, TALK ABOUT WHAT'S INSIDE OF YOUR MRR COURSE.



What would happen if I take 2 weeks to learn high ticket affiliate marketing...



Making \$10k+ a month is not as hard as people would think.

You just need one side hustle that can make you \$340/day.

Mine brings me \$1k a day, I can show you how but you'll probably keep scrolling...

DM me: INFO

TWO

EXAMPLE REEL

THIS IS A POSSIBILITY REEL: GO OVER PEOPLES LIMITING BELIEFS & SHARE WHAT YOU HAVE BEEN ABLE TO ACCOMPLISH BECAUSE YOU DECIDED TO GO FOR IT. GIVE BRIEF INFO ON YOUR DONE FOR YOU DIGITAL PRODUCT AND HOW THEY CAN USE IT TO START MAKING \$\$\$ RIGHT AWAY.

REMINDER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

DAY FIFTEEN REELS

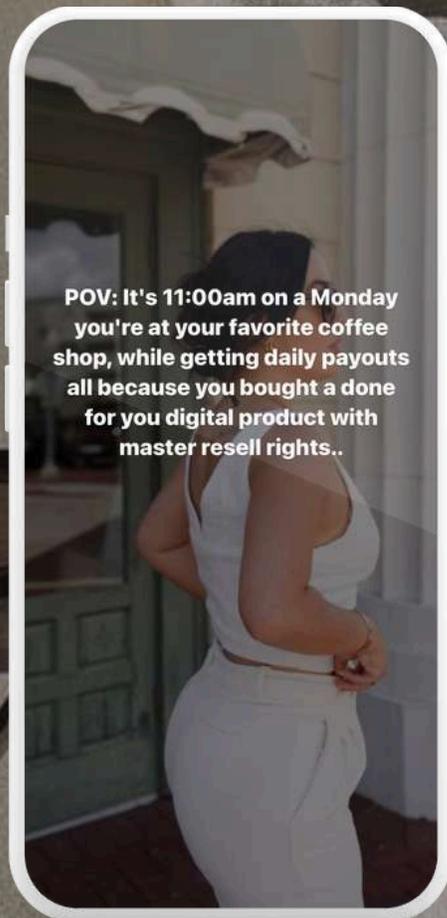
ONE

EXAMPLE REEL

THIS IS AN EDUCATIONAL REEL: SHARE WITH YOUR AUDIENCE HOW ORDINARY PEOPLE ARE MAKING MONEY WITH DIGITAL MARKETING & HOW THEY CAN GET STARTED.



Exposing how people are making more than doctors while working only 2-3 hours a day...



POV: It's 11:00am on a Monday you're at your favorite coffee shop, while getting daily payouts all because you bought a done for you digital product with master resell rights..

TWO

EXAMPLE REEL

THIS IS A POSSIBILITY REEL: SHARING WITH YOUR AUDIENCE WHAT IS POSSIBLE WITH DIGITAL MARKETING & GIVING THEM FACTS ABOUT THE BENEFITS OF SELLING A PRODUCT WITH MASTER RESELL RIGHTS

REMINDER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

DAY SIXTEEN REELS

ONE

EXAMPLE REEL

THIS IS A POSSIBILITY REEL: SHARE WITH YOUR AUDIENCE YOUR EXPERIENCE SINCE STARTING YOUR DIGITAL MARKETING JOURNEY.

Me realizing that it took me 7 days to learn a skill that brings me \$500-1k a day passively by only working 1-2 hours a day.

DM me: INFO



I'm 28.

I make 6 figures online.

I'm out for brunch on a random Monday at 11am.

While only working 1-2 hours remotely.

Not here to brag, but to inspire. Don't settle for less than you deserve.

DM me: INFO
to learn more

TWO

EXAMPLE REEL

THIS IS A POSSIBILITY REEL: SHARING WITH YOUR AUDIENCE WHAT IS POSSIBLE WITH DIGITAL MARKETING & GIVING THEM SOME "FACTS" ABOUT THE INDUSTRY.

IF YOU HAVE NOT MADE A SALE, YOU CAN SKIP THE INCOME LINE IN THE REEL THAT SHARES HOW MUCH YOU HAVE MADE.

REMINDER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

DAY SEVENTEEN

REELS

ONE

EXAMPLE REEL

THIS IS AN EDUCATIONAL REEL: EXPLAIN TO YOUR AUDIENCE HOW THIS COULD BE POSSIBLE IF THEY STARTED DIGITAL MARKETING,



TWO

EXAMPLE REEL

THIS IS A POSSIBILITY REEL: SHARING WITH YOUR AUDIENCE WHAT IS POSSIBLE WITH DIGITAL MARKETING & GIVING THEM SOME "FACTS" ABOUT THE INDUSTRY.

REMINDER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

DAY EIGHTEEN REELS

ONE

EXAMPLE REEL

THIS IS AN INCOME / POSSIBILITY REEL:
SHARE WITH YOUR AUDIENCE WHAT IS
POSSIBLE WITH DIGITAL MARKETING AND
THE FREEDOM IT PROVIDES.

IF YOU HAVE NOT MADE A SALE, YOU CAN
SKIP THIS REEL.



TWO

EXAMPLE REEL

THIS IS A POSSIBILITY / INCOME REEL: SHARE WITH YOUR AUDIENCE HOW YOU FELT WHEN YOU KEPT HEARING ABOUT DIGITAL MARKETING, ALSO SHARE HOW YOU FEEL NOW GOING THROUGH THE JOURNEY.

REMINDER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

DAY NINETEEN

REELS

ONE

EXAMPLE REEL

THIS IS AN INCOME / POSSIBILITY REEL:
SHARE WITH YOUR AUDIENCE WHAT IS
POSSIBLE WITH DIGITAL MARKETING AND
YOUR STORY SINCE STARTING.

IF YOU HAVE NOT MADE A SALE, YOU CAN
SKIP THIS REEL.

Want to learn how to make
\$500- \$1,000+ a day?

Do you have:

1. Phone
2. Wi-Fi
3. 2-3hrs a day

Do you want:

- No boss
- Work anywhere
- Actually living your life

DM me: INFO

It's crazy how life can just change.

I went from working late hours and
stuck behind a computer to making
\$___ in a month working 2 hours a
day with digital marketing.

DM me: INFO

TWO

EXAMPLE REEL

THIS IS AN EDUCATIONAL / POSSIBILITY REEL:
SHARE WITH YOUR AUDIENCE WHAT IS
POSSIBLE WITH DIGITAL MARKETING & WHAT
YOU'VE BEEN ABLE TO ACCOMPLISH SINCE
STARTING.

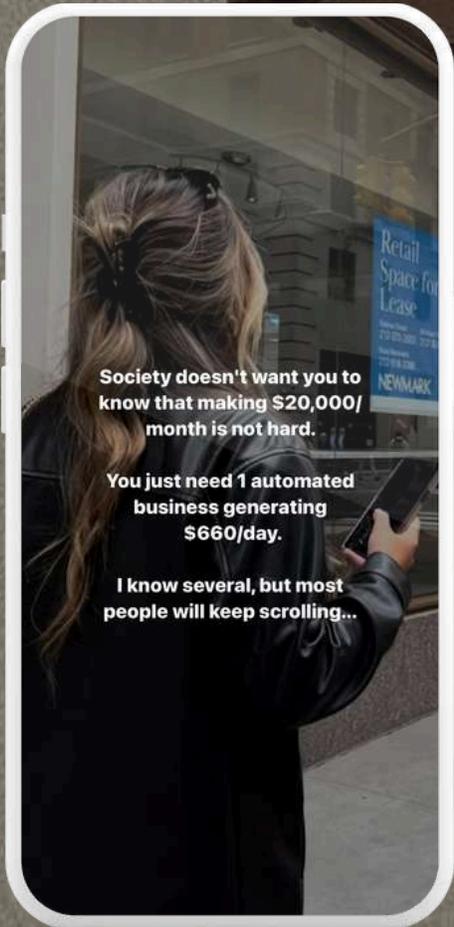
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TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION
"DM ME "INFO".

DAY TWENTY REELS

ONE

EXAMPLE REEL

THIS IS AN EDUCATIONAL REEL: EDUCATE YOUR AUDIENCE ON HOW THEY CAN MAKE \$\$\$ WITH YOUR DIGITAL MARKETING COURSE / DIGITAL PRODUCT.



Society doesn't want you to know that making \$20,000/month is not hard.

You just need 1 automated business generating \$660/day.

I know several, but most people will keep scrolling...



You are aware that you can make one million online but you don't know where to start I got you girl...

IN THE CAPTION



TWO

EXAMPLE REEL

THIS IS AN EDUCATIONAL REEL: SHARE WITH YOUR AUDIENCE HOW ORDINARY PEOPLE ARE MAKING THOUSANDS FROM THEIR PHONE WITH THIS BUSINESS MODEL.

REMINDER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

DAY TWENTY-ONE REELS

ONE

EXAMPLE REEL

THIS IS AN EDUCATIONAL REEL: IF YOU HAVE CREATED YOUR OWN DIGITAL PRODUCTS FROM WHAT YOU LEARNED INSIDE THE COURSE, SHARE WITH YOUR AUDIENCE YOUR RESULTS FROM DOING SO.



TWO

EXAMPLE REEL

THIS IS AN INCOME / POSSIBILITY REEL: SHARE WITH YOUR AUDIENCE WHAT IS POSSIBLE WHEN THEY DECIDE TO PROMOTE DIGITAL PRODUCTS THEY DON'T EVEN HAVE TO CREATE.

REMINDER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

DAY TWENTY-TWO REELS

ONE

EXAMPLE REEL

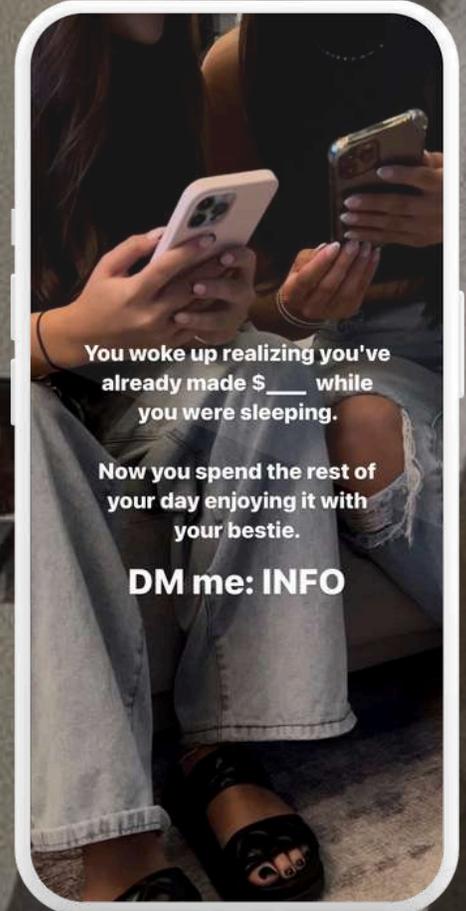
THIS IS AN INCOME / RELATABLE REEL:
SHARE WITH YOUR AUDIENCE WHAT YOU
HAVE GAINED FROM TAKING THIS COURSE.

I saw a girl on IG talking about
her "little side hustle" & decided
to give it a shot

My goal was to work less hours
and have more time with my kids.
The last ___ days I've made over
\$___ working 1-2 hours a day!

I had no experience just a desire
to work less and make more

DM me: INFO



You woke up realizing you've
already made \$___ while
you were sleeping.

Now you spend the rest of
your day enjoying it with
your bestie.

DM me: INFO

TWO

EXAMPLE REEL

THIS IS AN INCOME REEL: SHARE YOUR WINS,
& WHAT YOU LOVE MOST ABOUT DIGITAL
MARKETING.

IF YOU HAVE NOT MADE A SALE, YOU CAN
SKIP THIS REEL

REMINDER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A
TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION
"DM ME "INFO".

DAY TWENTY-THREE REELS

ONE

EXAMPLE REEL

THIS IS AN EDUCATIONAL REEL: EDUCATING YOUR AUDIENCE ON YOUR SIDE HUSTLE, GIVE THEM THE BREAKDOWN ON WHAT YOU DID TO GET STARTED.



TWO

EXAMPLE REEL

THIS IS AN INCOME / POSSIBILITY REEL: SHARE WITH YOUR AUDIENCE WHAT DIGITAL PRODUCT YOU PROMOTE & WHY YOU DO.

REMINDER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

DAY TWENTY-FOUR REELS

ONE

EXAMPLE REEL

THIS IS A POSSIBILITY REEL: SHARE WITH YOUR AUDIENCE HOW TO START & SHARE THE ABILITY TO WORK LESS & MAKE MORE WITH DIGITAL PRODUCTS.



TWO

EXAMPLE REEL

THIS IS A POSSIBILITY REEL: SHARE WITH YOUR AUDIENCE WHAT IS POSSIBLE WITH DIGITAL MARKETING. EXPLAIN THE IMPORTANCE OF MAKING TIME FOR YOUR GOALS, NOT JUST A 9-5

REMINDER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

DAY TWENTY-FIVE REELS

ONE

EXAMPLE REEL

THIS IS AN EDUCATIONAL REEL: GIVE YOUR AUDIENCE IN THE CAPTION MORE DETAILS ON HOW THEY CAN GET STARTED, & HOW THE COURSE WILL TEACH THEM HOW TO CREATE THEIR OWN DIGITAL PRODUCTS.

Here's how you'll make
\$35,000- every month selling
digital products:

Sell a \$500 course 2x/ day

Sell a \$100 ebook 75x/ week

Sell a \$50 guide 150x/ week

It's that simple, y'all.

**DON'T HAVE A PRODUCT
TO SELL?**

HERE'S ONE



TWO

EXAMPLE REEL

THIS IS A POSSIBILITY REEL: SHARE WHAT'S POSSIBLE WITH DIGITAL PRODUCTS AND THE VALUE YOUR COURSE BRINGS.

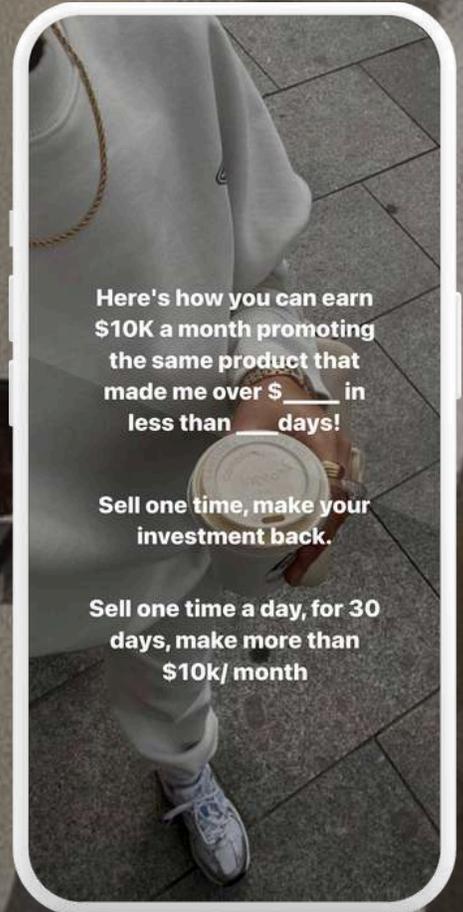
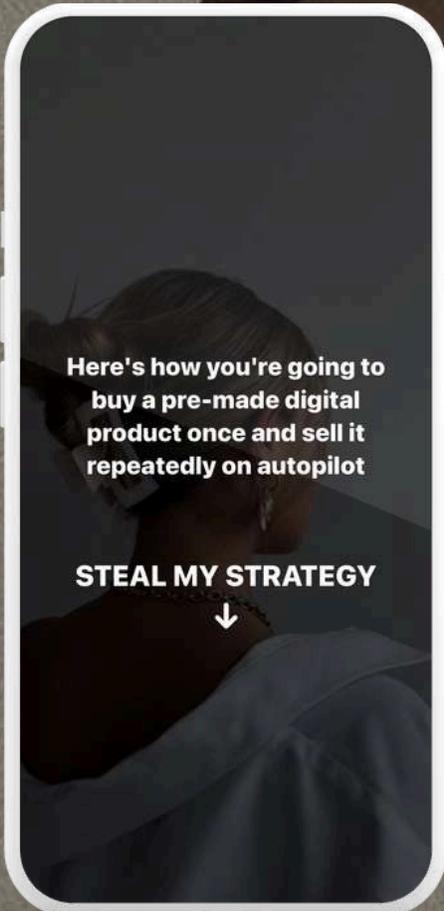
REMINDER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

DAY TWENTY-SIX REELS

ONE

EXAMPLE REEL

THIS IS AN EDUCATIONAL REEL: GIVE YOUR AUDIENCE THE BREAKDOWN ON HOW THEY COULD GET STARTED , & SHARE YOUR "STRATEGY" ON HOW YOU WERE ABLE TO DO IT.



TWO

EXAMPLE REEL

THIS IS AN INCOME / POSSIBILITY REEL: SHARE WITH YOUR AUDIENCE YOUR JOURNEY & HOW THEY CAN GET STARTED THE SAME WAY YOU DID.

REMINDER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

DAY TWENTY-SEVEN REELS

ONE

EXAMPLE REEL

THIS IS AN INCOME / POSSIBILITY REEL:
EXPLAIN TO YOUR AUDIENCE WHAT YOU
DO & HOW YOU ARE ABLE TO MAKE AN
INCOME WITH DFY PRODUCTS.



TWO

EXAMPLE REEL

THIS IS AN INCOME / POSSIBILITY REEL:
SHARE YOUR STRATEGY AND THE STEPS YOU
TOOK INSIDE THE COURSE TO GET GOING.

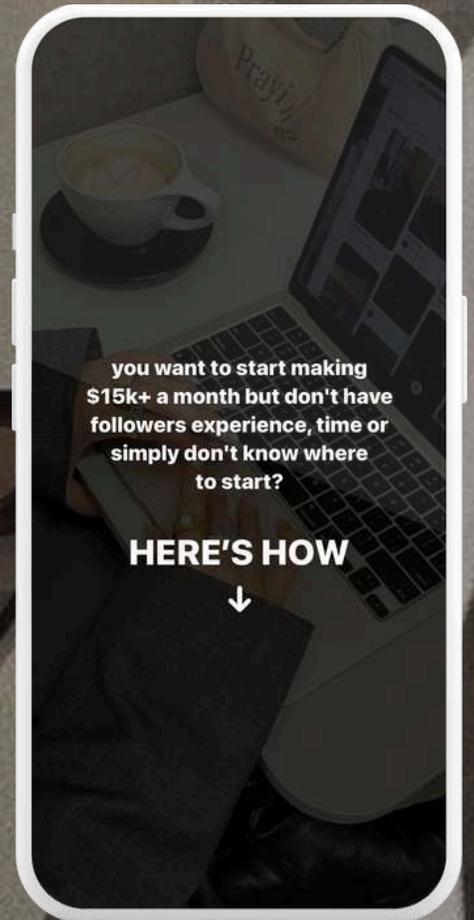
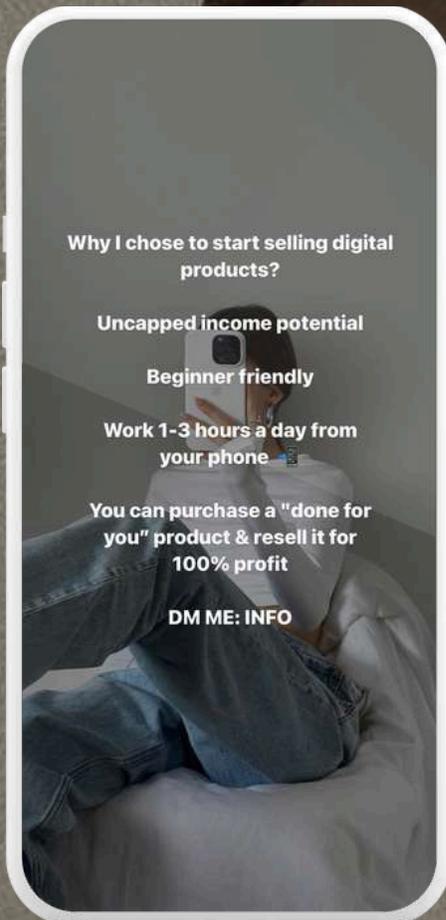
REMINDER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

DAY TWENTY-EIGHT REELS

ONE

EXAMPLE REEL

THIS IS AN EDUCATIONAL REEL: EDUCATE ON THE BENEFITS OF DIGITAL PRODUCTS. SHARE HOW YOU GOT STARTED & YOUR JOURNEY SO FAR.



TWO

EXAMPLE REEL

THIS IS AN EDUCATIONAL / POSSIBILITY REEL: SHARE WITH YOUR FOLLOWERS HOW YOU CAN START DIGITAL MARKETING WITH LITTLE TO NO FOLLOWERS & HOW PEOPLE ARE THRIVING WITH BRAND NEW IG ACCOUNTS,

REMINDER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

DAY TWENTY-NINE REELS

ONE

EXAMPLE REEL

THIS IS AN INCOME / POSSIBILITY REEL: SHARE HOW SIMPLE IT CAN BE TO START MAKING MONEY WITH DIGITAL MARKETING FROM ANYWHERE IN THE WORLD.



TWO

EXAMPLE REEL

THIS IS AN EDUCATIONAL REEL: SHARE WITH YOUR AUDIENCE HOW DIGITAL MARKETING IS NOWHERE NEAR SATURATION.

REMINDER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

DAY THIRTY

REELS

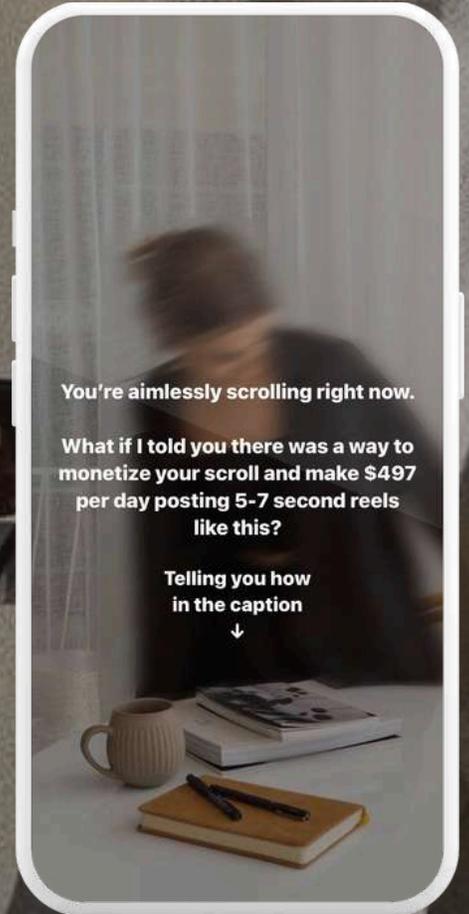
ONE

EXAMPLE REEL

THIS IS A POSSIBILITY REEL: SHARE WHY YOU DECIDED TO START WITH DIGITAL MARKETING.



POV: your dream job is no job.
You just want to wake up whenever you want, spend your weeks doing things that make you feel alive, travel as often as you please, & make an uncapped passive income as your own boss.



You're aimlessly scrolling right now.

What if I told you there was a way to monetize your scroll and make \$497 per day posting 5-7 second reels like this?

Telling you how
in the caption



TWO

EXAMPLE REEL

THIS IS AN EDUCATIONAL /POSSIBILITY REEL: SHARE HOW YOUR DONE FOR YOU PRODUCT CAN HELP SOMEONE GENERATE AN INCOME ONLINE DAILY.

REMINDER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

8 LESSON

MORE DAILY REELS

DIGITAL MARKETING
PROFITS

More DAILY REELS

ONE

TOPIC: Share your Truth

HOOK: POV: You heard this type of content is going viral

CAPTION: Speak your truth. Have you seen faceless content before? What was your first impression? Did you do your research? Who was the person who sparked hope for you. What was the turning point that made you take the leap of faith? What position were you in that made you want to begin making money online in the first place?

TWO

TOPIC: Your Official Launch

CAPTION: Educate your audience. Talk about how you got started. Talk about how quickly you are able to set up your systems. Talk about how you can learn as you grow. Remember, you have the option to finish the whole course before launching but you can start your journey before. Which option did you choose? Talk about it.

THREE

TOPIC: Facts and Possibilities

CAPTION: Share the possibilities. Did you make a sale right away? Share facts about the industry. How long has digital marketing been around? Tell your audience how you make 100% profit on everything you sell, even if you did not create the product. Did you wish you would have started sooner?

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More DAILY REELS

TOPIC: Be Relatable

ONE

HOOK: I want to make an income online, but I don't want to show my face

CAPTION: Be relatable. Talk about how you wanted to make an income online and now you took action to make it become your reality. Did you make your first sale? Share it! Share how this made you feel. Did you wish you started sooner? Is it getting you excited for the future possibilities? Talk to the past version of yourself who was watching someone else hoping that it would be you in the future.

TOPIC: Possibilities

TWO

CAPTION: Talk about how they can be making an income without showing their face. Tell them how you got started and how they can too. If you have a testimony of your own, share the results. Or share a testimony from someone in your community.

TOPIC: Results

THREE

CAPTION: Give an update. This reel should show your results so far with digital marketing. Talk about how long ago you started. Show where you are now. Share your excitement and reflect on your beliefs now versus before you started.

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More DAILY REELS

ONE

TOPIC: Results

CAPTION: Give an update. This reel should show your results so far with digital marketing. Talk about how long ago you started. Show where you are now. Share your excitement and reflect on your beliefs now versus before you started. What was your goal when starting? Did you reach it? Getting close? Surpass it?

TWO

TOPIC: Marketing

HOOK: Want to start digital marketing, but don't know what to sell?

CAPTION: Share the course and the products. Let your audience know that they do not have to make their own digital products to sell digital products.

THREE

TOPIC: Educational

CAPTION: Have you received a common question? Address it. Use this as an opportunity to educate your audience. Talk about what this course has to offer. Share a few of the hot topics that the course covers. Tell them how they can learn from this course too.

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More DAILY REELS

TOPIC: Results

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TOPIC: Solve a Problem

TWO

HOOK: Want to start digital marketing, but you can't afford it right now

CAPTION: Be relatable. Talk about where you were not long ago. How this has made a change for you. Talk about a lower ticket item such as the faceless guide, or success with stan store that can help them kickstart their journey to make money online.

TOPIC: Educational

THREE

CAPTION: Talk about how online digital marketing can be done faceless. Be transparent with your audience and let them know if you are using stock content. (Don't share where you get it from though, this can be an opportunity to have them buy the FWG or even the whole course to get this information). Add value. Share your tips.

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More DAILY REELS

TOPIC: Results

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TOPIC: Be A Resource

TWO

CAPTION: Share 3 things that can help someone watching add value or educate them. This can be tips, reel suggestions, ebooks/guides, etc.

TOPIC: Inspirational

THREE

HOOK: POV: You stopped caring what other people think

CAPTION: Share where you've made it to since you stopped caring what other people thought of you or your passions. Talk about how you took a leap of faith, started something that made you uncomfortable and now you live comfortably not caring what others think of you.

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More DAILY REELS

TOPIC: Results

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TOPIC: What is this?

TWO

CAPTION: Breakdown what it is that you are doing/selling. Be clear. Talk about the products. How did you hear about it? Why did you want to start?

TOPIC: Be A Resource

THREE

CAPTION: Share a tip or a hack you have found. This could be an Instagram hack or something you learned in PDM. The point is to share something simple that adds value so your audience will want to learn more from you. This builds relationships and trust that you will continue to provide knowledge for them.

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More DAILY REELS

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TOPIC: Inspire To Start

TWO

HOOK: POV: You started a faceless account one week ago and you are able to pay this months bills through this income alone.

CAPTION: Share the facts. What are common questions your are asked. Debunk scams/rumors. Share what you believed before starting versus what you know now.

TOPIC: Be A Resource

THREE

CAPTION: Share 3 things that can help someone watching, add value or educate them. This can be tips, reel suggestions, ebooks/guides, etc.

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More DAILY REELS

TOPIC: Results

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TOPIC: Use A Hook To Share A Hook

TWO

HOOK: The ONE hook that got my faceless account from this > to this >

CAPTION: SAVE THIS! Create urgency and curiosity in the beginning of the caption. Explain why a hook matters. Explain the point of a hook. Share the results using hooks and what it did for you.

TOPIC: Mistakes To Avoid

THREE

CAPTION: Share 3 things that can help someone watching, add value or educate them. This can be tips, reel suggestions, ebooks/guides, etc.

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More DAILY REELS

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TOPIC: Inspirational

TWO

CAPTION: What is your audience missing out on? Is there one decision that can change their life? What has one decision done for you in your lifetime?

TOPIC: Spill The Tea

THREE

CAPTION: Share how you make your content. Do you use canva? Capcut? What makes this easier for you. Leave a call to action at the end telling your audience you will DM them WHERE you get your content if they comment a keyword of your choice. Send them ONE of your favorite websites via DM and share that they can find more in the FWG.

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More DAILY REELS

TOPIC: Results

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TOPIC: Possibilities

TWO

CAPTION: Share your growth. What have you seen change in your time since you started. Keep screenshots of your sales, instagram growth or any other proof that digital marketing is working for you.

TOPIC: Going Viral

THREE

CAPTION: Share tips or audio to help your audience go viral and what has been successful for you.

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More DAILY REELS

TOPIC: Results

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TOPIC: Growth Results

TWO

HOOK: POV: You gained xxx in xxx days

CAPTION: Share your growth. What have you seen change in your time since you started. Keep screenshots of your sales, instagram growth or any other proof that digital marketing is working for you.

TOPIC: Results

THREE

CAPTION: Share your results. Talk about PDM. Ask common questions and answer them in the caption.

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More DAILY REELS

TOPIC: Results

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TOPIC: Use A Hook To Share A Hook

TWO

HOOK: Another hook that got my faceless account from this > to this >

CAPTION: SAVE THIS! Create urgency and curiosity in the beginning of the caption. Share your excitement. Talk up your results. They matter! Explain why a hook matters. Explain the point of a hook. Share the results using hooks did for you.

TOPIC: How to _____

THREE

CAPTION: Talk about faceless marketing and how they can get started too. Share how you got started. Talk about PDM and the products you have to offer.

REMINDER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

More DAILY REELS

TOPIC: Results

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TOPIC: What You've Learned Since Starting

TWO

HOOK: What I have learned since xxx

CAPTION: Share 3 to 5 things you have learned since starting digital marketing. It can be anything. How your life is changing. New things you have learned about instagram. Things you have learned from the courses and ebooks. Create value that your audience will want to know about.

TOPIC: Inspire To Invest In Yourself

THREE

HOOK: POV: Your \$497 investment xxx days ago turned into xxx

CAPTION: Talk about the truth. Talk about how one investment can turn into a larger payback. One sale = 100% money back on the course. Share how the course is more than just to sell. Share how your audience can learn from it and create their own products to increase their return on investment beyond just MMR.

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More DAILY REELS

TOPIC: Results

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TOPIC: Mistakes To Avoid

TWO

CAPTION: Share 3 things that can help someone watching add value or educate them. This can be tips, reel suggestions, ebooks/guides, etc.

TOPIC: Here's How _____

THREE

CAPTION: Talk about the course. Share _____ and how it can be a full guide to get started in the digital marketing industry. Share facts. Share your results.

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More DAILY REELS

TOPIC: Results

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TOPIC: TIPS

TWO

CAPTION: Share 3-5 tips on the strategy you have developed to grow and make sales. What did you ask yourself when creating new reels?

TOPIC: Here's Your Sign

THREE

HOOK: POV: Your one of those girls online making money off of Digital Products you did not create...

CAPTION: Talk about the course. Share PDM and share the facts and talk about MMR.

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More DAILY REELS

TOPIC: Results

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TOPIC: Address One Hot Top Question

TWO

CAPTION: What is the question you see the most? Shed some light on it. Share facts and keep it on track with one topic.

TOPIC: Share Your Results

THREE

CAPTION: Talk about this opportunity for passive income. Tell your audience how to get started. Share how much work you have put into this and what you have got out of it also.

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More DAILY REELS

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TOPIC: Results

TWO

CAPTION: Shed light on the course. Talk about PDM. Educate your audience on what it has to offer. What it has done for you and what it can do for them.

TOPIC: Share Your Results

THREE

CAPTION: Talk about the possibilities. Put numbers into perspective. Share how one sale can be 100% return on your investment. Share how you make 100% profit. Share how this has covered your bills, or even your whole salary. Talk numbers to share the possibilities for your audience.

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More DAILY REELS

TOPIC: Results

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TOPIC: Results

TWO

CAPTION: Get personal. Be a story teller and reflect on where this has taken you. Where were you 1 year ago compared to now. Take it way back even before you started the course.

TOPIC: Share Your Results

THREE

CAPTION: Talk about your change in perspective. Be relatable to your audience. What has this done for you? How are you going to pass it forward? Are you helping others make an income online? Sharing your knowledge? Why are you passionate about digital marketing?

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More DAILY REELS

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TOPIC: Inspire to Invest In Yourself

TWO

HOOK: POV: Your \$497 investment xxx days ago turned into xxx

CAPTION: Talk about the truth. Talk about how one investment can turn into a larger payback. Talk about how decided to take a leap of faith and it has paid you back beyond your dreams.

TOPIC: Share Your Results

THREE

CAPTION: Show the proof. Screenshots tell all. Share your results beyond just telling people you how much you made. Show them! Tell them how you did it.

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More DAILY REELS

TOPIC: Empower With Results

ONE

CAPTION: Give an update. This reels should show your results so far with digital marketing. Talk about how long ago you started. Show where you are now. Share your excitement and reflect on your beliefs now versus before you started. What was your goal when starting? Did you reach it? Getting close? Surpass it?

TOPIC: Possibilities

TWO

CAPTION: What have you done through the possibility of starting an online business to actually living in it. What is the driving force between you in your success. What is your why?

TOPIC: Share The Opportunity

THREE

CAPTION: Get out of your comfort zone, it may feel reduntant to share results each time but it is your truth. Talk about why you share. It is not to show off. It is to help others. Without other people sharing would you have known about the opportunity? Would you have believed this could be possible for you? Talk about why you share and what your intentions are for your audience.

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More DAILY REELS

TOPIC: Share The Opportunity

ONE

CAPTION: Talk about the decision. Share other decision's you have made in your life that has changed your life. Be relatable. Share what this one decision has done for you.

TOPIC: Mindset Shift

TWO

CAPTION: Talk about your mindset shift. Be relatable. We have all had imposter syndrome. Let your audience know they aren't alone and it is possible. Inspire!

TOPIC: Tell Your Audience How...

THREE

CAPTION: Give them specific actionable steps that you took to make this happen. How long did these steps take you? Be transparent.

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More DAILY REELS

TOPIC: Common Questions

ONE

CAPTION: Select 3 common questions you get asked and answer them. Be honest. Be transparent.

TOPIC: Share Some Knowledge

TWO

CAPTION: What did you do to grow? Do you have actionable tips to share? What are some instagram hacks that have helped you on your journey. Remember to provide value. Just because it may be familiar to you, someone else may not have ever heard this before! Share! Share! Share!

TOPIC: Results

THREE

CAPTION: Give an update. This reel should show your results so far with digital marketing. Talk about how long ago you started. Show where you are now. Share your excitement and reflect on your beliefs now versus before you started. What was your goal when starting? Did you reach it? Getting close? Surpass it?

ER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

More DAILY REELS

TOPIC: Results

ONE

CAPTION: Share the ick. What didn't you do. What do people think this business is that it isn't? When exploring a new opportunity people will make false assumptions that stop them from taking a leap of faith. Address that. Reassure them that its not what they believe and that it works!

TOPIC: Share Your Growth

TWO

CAPTION: Its not just about the money. It's about the community you are building. Share that! If it wasn't for your community you wouldnt be where you are today. Show your appreciation.

TOPIC: Action Steps

THREE

CAPTION: What does it take to make money in digital marketing? Debunk the scam rumors and tell your audience how they can do it too and what it's done for you.

ER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

More DAILY REELS

TOPIC: Talk About The Course

ONE

CAPTION: Did you focus on selling the course? Are you creating digital products to add to the course when you resell it? Are you selling those products separately? Are you using this course to build another business and take advantage of the knowledge it provides for all of social media and digital marketing?

TOPIC: Transparency

TWO

CAPTION: Tell your story. What made you start? Were you nervous? What was your motivation? What has this opportunity done for you?

TOPIC: The Truth

THREE

CAPTION: Get candid. It's good to be honest. What has the course done for you? What sets you apart from others? Share your success.

ER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

More DAILY REELS

TOPIC: Add Value

ONE

CAPTION: Are you creating something new? Do you have tips to share? Create some anticipation so your audience comes back for the next reels. Add a call to action so that they can leave a comment and be the first to know!

TOPIC: Possibilities

TWO

CAPTION: Cancel the doubt. Reassure the possibilities. This works and can work for anyone who is consistent. Break down the steps for your audience.

TOPIC: Mindset

THREE

CAPTION: Share the spiritual work and mindset shift you have made to get here if any. We know that it only works if you believe. Share why. Inspire your audience to believe in this, to declare what is possible not what isn't. We can't do this on our own.

ER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

More DAILY REELS

TOPIC: Actionable Steps That Lead To Results

ONE

CAPTION: Give 3-5 steps that you took to make this happen. What is mindset? Was it learning? Was it reading? What is creating the page and start? Whatever steps you took to make this happen, share it. It will help someone else.

TOPIC: Results

TWO

CAPTION: Share the different ways this can make you money. Selling the course. Affiliate links. Creating new digital products. There's so many possibilities beyond just selling it for profit.

TOPIC: Life Update

THREE

CAPTION: Share all your results over the course of x amount of days. Make this post about numbers. People want to see proof. Talk about it.

ER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

More DAILY REELS

TOPIC: Results

ONE

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TOPIC: Share Your Journey

TWO

CAPTION: How did you get here. Where did you first see digital marketing? What made you go for it? How long did you take to go for it? What took you so long?

TOPIC: Results

THREE

HOOK: POV: X days ago I invested \$497 into a course... Today I have made X back

CAPTION: Be transparent. If you didnt have instant results like most of us. Share that. But share what consistency has done for you.

ER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

More DAILY REELS

TOPIC: Results

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CAPTION: Give an update. This reel should show your results so far with digital marketing. Talk about how long ago you started. Show where you are now. Share your excitement and reflect on your beliefs now versus before you started. What was your goal when starting? Did you reach it? Getting close? Surpass it?

TOPIC: Your Journey

TWO

CAPTION: Who are you? Why did you start? Remember, your reels aren't for your current audience, it is for the ones you have never reached before.

TOPIC: TIPS

THREE

CAPTION: Share your instagram tips. A story hack. An aesthetic trend. Something you do for all your reels to keep them branded and consistent.

ER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

More DAILY REELS

TOPIC: Share The Facts

ONE

CAPTION: What is taught inside of the course? Talk about one topic. Provide value and show that the course has a lot to offer. Dive into this!

TOPIC: Educate

TWO

CAPTION: What do you need for digital marketing? What don't you need? What time have you put in? What has time and financial freedom done for you?

TOPIC: Results

THREE

CAPTION: Give an update. This reel should show your results so far with digital marketing. Talk about how long ago you started. Show where you are now. Share your excitement and reflect on your beliefs now versus before you started. What was your goal when starting? Did you reach it? Getting close? Surpass it?

RE: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

More DAILY REELS

TOPIC: Limiting Beliefs

ONE

CAPTION: What did you believe before digital marketing? What did you believe about mindset? What did you believe about spirituality? What did you believe about money? What did you believe about yourself?

TOPIC: Debunk The Scam and Rumors

TWO

CAPTION: Share how this is just like any other course, skill or lesson. Just because its not being sold by a college doesn't mean it's a scam. It is created with proven results. Share your success or the testimony of others.

TOPIC: Things You Have Learned

THREE

CAPTION: Share 3-6 things you have learned in the last 30 days. Your opinions, knowledge and take aways matter to your audience. Remember, they are connecting to relate to you. They want to learn these things too. They want to be the hero of their journey the same way you were for your own journey.

ER: ALL REELS SHOULD BE NO LONGER THEN 10 SECONDS. CREATE A HOOK. USE A TRENDING AUDIO THAT HAS LOW USAGES. ALWAYS ADD A CALL TO ACTION "DM ME "INFO".

9 LESSON

INSTAGRAM STORIES

DIGITAL MARKETING
PROFITS

Instagram Stories

If showing up authentically in your stories daily isn't in your business plan, you're missing the boat.

Instagram Stories are like the secret weapon in your digital marketing arsenal. They're your direct line to your audience, offering an authentic, unfiltered peek into your world and your brand's personality. ✨

Facts tell, stories sell. You need to be connecting with your audience daily, and it doesn't have to be complicated.

WHAT SHOULD DO IN YOUR STORIES?

1 Behind the Scenes Glimpses

Show them the people, processes, and stories that make your brand unique. Whether it's a quick office tour, a look at your workspace, or a sneak peek of an upcoming project, behind-the-scenes content builds transparency and trust. Also, get personal. Show them a peek into your daily life also and share some opinions!

2 Product Teasers:

Create anticipation by sharing teasers of upcoming product launches, events, or promotions. Use countdown stickers or polls to engage your audience and get them excited about what's coming.

3 User-Generated Content (UGC):

Showcase content created by your customers or fans. Share their posts and stories that feature your products or services. It not only fosters a sense of community but also acts as social proof.

4 Interactive Features:

Use Instagram's interactive features like polls, questions, and quizzes to engage with your audience. It's an excellent way to gather feedback, conduct market research, and keep your followers actively involved.



Instagram Stories

- 
- 5 Educational Content:** Position yourself as an authority in your niche by sharing valuable tips, how-tos, or industry insights. Whether you're a fashion brand sharing styling tips or a tech company explaining a new feature, educational content adds value and builds credibility.

BUILDING KNOW, LIKE & TRUST

- 1 Authenticity** Be yourself. Share your brand's values, mission, and even the occasional vulnerability. Authenticity resonates with people and makes your brand relatable.

- 2 Consistency** Stick to a regular posting schedule. Your audience should know when to expect your Stories. Consistency builds trust and keeps you top-of-mind. If you show up, you'll see that your audience will begin to show up too.

- 3 Engagement** Respond to comments and messages promptly. Create two-way conversations with your audience. Make them feel heard and valued.

- 4 Story Highlights** Use Story Highlights to curate and showcase your best and most valuable content. This is a chance to organize your stories into categories, making it easier for new followers to explore your brand.

- 5 Storytelling** Craft compelling narratives. Use Stories to tell your brand's story, share customer success stories, or document your journey. People remember stories more than facts and figures.

Instagram Stories Examples

- Share why you started your Business
- Share what inspired your branding or name
- Share what inspired a certain product
- Share your core values & why they matter to you
- Share your mission and why your audience is part of it
- Share a breakthrough a customer had with you
- Share your transformation story, before - during - after
- Share a hardship or struggle & how you overcame it
- Share a mistake you have made and what you have learned from it
- Share a story about something that happened this week
- Share a lesson you learned this week and how it can help them too
- Share a common misconception about yourself or your brand
- Share something about you your target audience will relate with
- Share a mindset shift you had when using your product
- Share a funny story or something that made you smile
- 3 tips to help you _____
- 5 tools to help you _____ Debunk an industry myth
- Share a shocking statistic related to your industry
- Share a how to tutorial



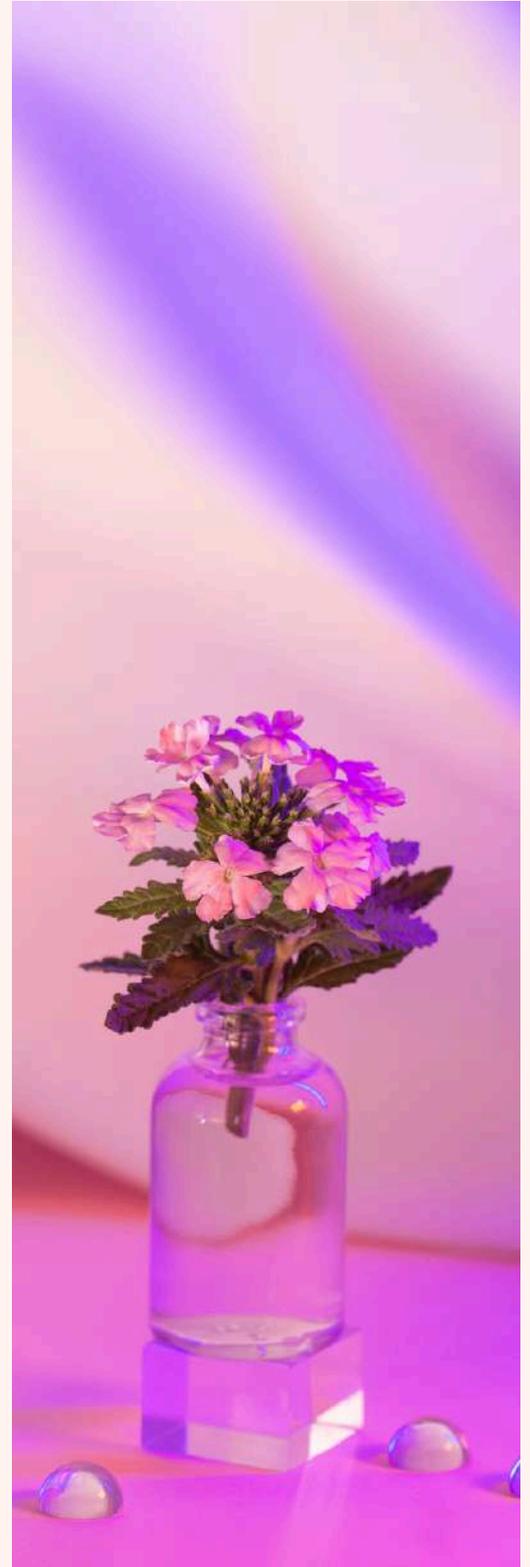
Instagram Stories Examples



- Share a time-saving hack related to your industry
- Share a money-saving hack related to your industry
- Interview another industry expert
- Do a Q&A answering top industry questions
- Do a 7-day challenge dropping knowledge every day
- Do an 'Ask me Anything' post and answer in comments
- Share top industry websites to help
- Share top books to read in your industry
- Share top podcasts to listen to in your industry
- Share helpful apps in your industry
- Share why something is the way it is in your industry
- Share an industry-related historical fact or two
- Share mistakes to avoid in your industry
- Share a checklist for something industry related
- Share customer reviews
- Share a customer transformation story (from your perspective)
- Share user generated content from customers (ex. unboxing)
- Do a product demo / how it works demo

More Instagram Stories Examples

- Do a product comparison to a competitor
- Share tips on how to get the most out of your product
- Share a unique & unexpected way to use your product
- Share what makes your product unique
- Share what customers say they like best about your product & why
- Have a friend/stranger do an impromptu product review
- Do a product tour (show all you offer)
- Ask for product feedback
- Share a before and after of using your product
- Share a common misconception about your product
- Resolve a common objection when it comes to using your product
- Share how your product saves people's time
- Share how your product actually saves people money
- Show what life would look like with your product
- Show what life would look like WITHOUT your product
- Share a motivational quote or thought
- Call in your target customer by describing who you're looking for



More Instagram Stories Examples



- Create "relatable" content based on an industry frustration or funny moment
- Visually showcase your community and what you stand for
- Share a random thought your target customer would agree with
- Call out to a problem of your target customer & solve it
- Show how you are like your target customer
- Share a motivational story about a customer
- Share your favorite memory of a customer/your business
- Show how your customers are connected to each other
- Share your favorite creators or experts to follow in the industry
- Host an industry meet-up (virtual or in person)
- Share an unpopular opinion your target customer would agree with
- Share an uncommon or unknown fact about your community
- Share which product someone should buy based on their characteristics
- Share a business or community milestone
- Show how you are bettering your surrounding community
- Share why someone would want to be a part of your community

Stories Engagement Tip

If you find that your engagement is down at any point, delete all previous stories to reset the algorithm. You will see an INCREDIBLE spike in views just from doing this! I know, it's painful to do, but it can be the difference maker, especially in the middle of a launch or promotion you have going on! One idea is to save the stories you delete and post them again another time. (don't ever be afraid to repurpose content!)

A modern living room with a large window, a potted plant, and a coffee table. The room is bright and airy, with a view of a blue sky and clouds. A large potted plant is in the foreground, and a coffee table with drinks and a vase is in the foreground. The text is overlaid on a white rounded rectangle in the center of the image.

Take Note: Stories Are Where It's At to Boost Sales!

Over 70% of people say they prefer looking at stories over page content. People like to see real life, and the typical post in the feed isn't "real life." Stories are real, and real makes people feel good. People want to know who you really are - that's not something they can get from a your feed.

10 LESSON

REEL COVERS

DIGITAL MARKETING
PROFITS

Instagram Reel Covers

Reels covers can be used to give followers a glimpse at what your Reels are about when viewing your Grid. It all helps build a solid and recognizable brand. So when someone sees a piece of your content, they instantly recognize it as being from your brand. Click the links to go straight to the Canva template, where you can edit the covers, colors, fonts, etc.!

These cover templates look great cropped to the grid.



JESSICA

COLOR PALETTE



FONTS

Noto Serif Display ExtraC
AGRANDIR

EXAMPLE REEL COVERS



[CLICK HERE TO ACCESS THE REEL COVER TEMPLATES](#)

SARAH

COLOR PALETTE



FONTS

Cormorant Garamond
ROXBOROUGHCF

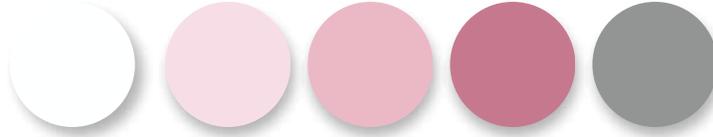
EXAMPLE REEL COVERS



[CLICK HERE TO ACCESS THE REEL COVER TEMPLATES](#)

RACHEL

COLOR PALETTE



FONTS

RoxboroughCF

EXAMPLE REEL COVERS



[CLICK HERE TO ACCESS THE REEL COVER TEMPLATES](#)

GRETA

COLOR PALETTE



FONTS

TT Drugs

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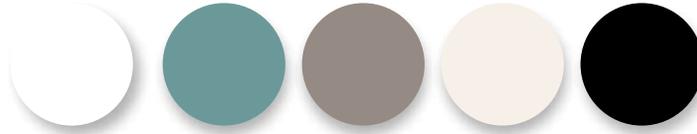
EXAMPLE REEL COVERS



[CLICK HERE TO ACCESS THE REEL COVER TEMPLATES](#)

MIA

COLOR PALETTE



FONTS

Lato

LATO BLACK

EXAMPLE REEL COVERS



[CLICK HERE TO ACCESS THE REEL COVER TEMPLATES](#)

SAM

COLOR PALETTE



FONTS

Hatton
NOW

EXAMPLE REEL COVERS



[CLICK HERE TO ACCESS THE REEL COVER TEMPLATES](#)

11 LESSON

TIPS, REMINDERS &
BONUSES

DIGITAL MARKETING
PROFITS

Tips & Reminders

1 **Social Media is a Skill**

Just like anything else, social media is a skill, and it takes time to learn. It takes time to get into a groove and make certain things a habit (like stories—I do those on autopilot now without even thinking twice or planning content!). It takes time to find your individuality and your voice! But it's so worth finding because if you commit to the process and find it, I have no doubt you will find success.

2 **Product/Service Offerings**

Always have an arsenal of B-ROLL content ready to go!

What is B-ROLL content? Footage of yourself doing ANYTHING. Eating, cutting strawberries, doing dishes, vacuuming, driving (hands-free, of course, safety first!), reading to your kids, working on the computer, drinking coffee, doing cartwheels on the beach....all are things I've filmed myself doing before by the way.

Doing this one thing will save your SANITY when it's time to post a reel! (this will also become second nature)

3 **Everyone Starts At Zero**

Everyone starts somewhere, and usually, that somewhere is at zero. What matters is that you don't let starting at zero stop you from starting at all.



Tips & Reminders

4

Track Your Analytics

When you aren't seeing the sales avalanche you'd hoped for, look to your Instagram analytics for encouragement. Is your reach going up? Is engagement looking better than last week? If you're trending upward, you're on the right track! Do more of whatever you're doing. If you're trending downward, it could be one of two things (or both).

- You've had a real go viral recently, so IG is measuring your current growth against that mega-growth. (This happens to me a lot!) Keep that in mind.
- You need to switch up your strategy! Try something different with your reels (or a few things) to break out of your norm. Trust me, if you don't dance in reels and you start dancing now, you will ABSOLUTELY see a spike. Ha! (or do what I do and throw a fake phone around...yes, I really do this! People love a good shock factor.)

5

Follow Your Competition

Find others who are successful in your industry/niche and follow them! If you can't find 50 competitors, chances are the problem you want to solve doesn't have a significant enough demand, and you may need to consider that.





Bonuses

Audit Your Account for FREE

Did you know Google's Bard AI will audit your account for FREE? Bard can tell you what Instagram thinks your account is about, based on factors including your bio and captions of your posts.

Here's how:

- Go to <https://bard.google.com/>
- Give this prompt: "Acting as a social media strategist, I want you to audit this Instagram account: <https://www.instagram.com/youraccountlink/> What are some of the content themes or pillars that emerge?"

If it says the account does not exist, make sure there's a space after the link or ensure the account is public.

Why is this important?

It's crucial to occasionally take a step back and audit your account to ensure you're meeting your content strategy. Are you hitting on your various content pillars? Are you showing up consistently? Are you promoting your offers? Think of content pillars as the main topics you always talk about on your Instagram – they're like the big buckets that hold all your posts together and help your followers know what to expect from you. For example, if your niche is "homemaking", some content pillars you may have are organization, cleaning, decor/DIY, and cooking.

BONUS: Is your account SHADOW-BANNED?

What's shadow-banned? The term "shadow-banning" means that your content is invisible to your followers and other users on a social media platform. Creators often blame Instagram for low views, claiming that "they must be shadow-banned."



Though Instagram's CEO has confirmed that there is no such thing as a "shadow ban," it is possible that Instagram may restrict your account if you have violated their community guidelines.

Here's how you can check if your account is in good standing:

- When logged into your account, navigate to your profile page
- Tap the 3 horizontal stripes at the top right of your profile
- Go to "settings and privacy"
- Scroll all the way down and click on "Account Status"

BONUS: Get the Most Out of ChatGPT

PROBLEM:

A generic ChatGPT prompt = a vague ChatGPT response

SOLUTION: Create a 1-page document that explains who you are, what you do, who your Ideal audience is, what problems you help solve, what your products and services are, and what the goal of your content is.

Any time you ask ChatGPT to create something for your business, provide it with this information first.



BONUS: CHECK BOT FOLLOWER PERCENTAGE ON YOUR ACCOUNT

Use [**modash**](#) to check how many of your Instagram followers are bots. 10% or less is ideal, but it's not uncommon to have up to 25%.



Some Things to Keep in Mind

Here are some additional things to keep in mind as you use the strategies in this guide:

- ✓ **Be patient.** It takes time to grow a large following on Instagram. Don't get discouraged if you don't see results immediately.
- ✓ **Be consistent.** Post new content regularly and engage with your followers daily.
- ✓ **Be creative.** Don't be afraid to experiment with different types of content and strategies.
- ✓ **Be authentic.** Be yourself and let your personality shine through in your content.

Snap a pic and tag me [@thebizmomari](#) and let me know you're doing the work! 💪

It's important to remember that the Instagram algorithm is constantly changing. Though some things remain the same, what works today may not work tomorrow. This is why I will be updating this document from time to time and emailing all updated versions to whoever purchases the guide.

3 CHAPTER

YOUR OFFERS

DIGITAL MARKETING
PROFITS

1 LESSON

LEAD MAGNET

DIGITAL MARKETING
PROFITS

What is a Lead Magnet?

What Is a Lead Magnet? A lead magnet is a marketing term for a free item or service that is given away for the purpose of gathering contact details; something that's going to help you to attract high-converting website visitors, grow your email list, build trust, gain authority, and win new customers.

It's usually a downloadable piece of FREE content that your niche market is compelled to get their hands on. They are experiencing some form of pain, and your lead magnet will make it go away, and fast. So to attract a lead, you are going to give away something of value for free.

I want you to ask yourself two things before you decide on what your offer will be.

- Who is your target market and what are they interested in?
- What problem can you solve for your target market?

The point of the free offer isn't to give away all your "secrets" for free. The point is to provide enough value for your potential customers that it warms them up to some of your other offerings and how they could potential help them.

EXAMPLES OF A FREE OFFER:

- A guide outlining 5 ways to do something (5 ways to earn money from home, 3 ways to gain Instagram followers, 10 high protein recipes, etc)
- A mini-ebook with your favorite Chat GPT prompts
- A checklist or journal



Creating A Lead Magnet

Canva and ChatGPT are two useful tools to help you create your lead magnet. [Chat GPT](#) is a great tool to use to help you grow and flex your creative muscle, but in my personal opinion, it doesn't seem ethical to copy and paste straight from AI and claim it as your work. I don't think AI content is not even THAT great, to be honest... not as great as something YOU could come up with, with the help of Chat GPT!

Use it as a guide and fill in the blanks!

Canva is a great tool to help you create ebooks, guides, templates, journals, checklists, pamphlets, etc.

The ebook templates on Canva are beautiful and very easy to use. I actually used one for this guide! So don't overthink it. Make sure to proofread and change up whatever wording doesn't sound like you.

TIP

Make sure to create regular stories and posts about your free offer (lead magnet) so that people know it's there. The link to your lead magnet should be placed in your profile. You can also include a link to it in your Instagram Story Highlights. You want to make sure your lead magnet is extremely accessible.



Lead Magnet Tips

Provide real value: The freebie should deliver meaningful value, not just be a gimmicky giveaway. Offer actionable advice.

Solve a pressing problem: Focus on helping with an urgent pain point your audience has.

Partial sample content: Give a preview of your paid product's full training.

Case studies and examples: Demonstrate your expertise and past success.

Action steps and exercises: Include activities to engage readers to implement advice.

Limited scope: Cover a narrow slice of a larger topic to hook interest for the full product.

Call to action: Direct them to purchase the complete product to gain more.

Branding and links: Subtly showcase your brand, website, and offers in the freebie design.

Lead capture: Collect reader emails in exchange for the free download.



How A Lead Magnet Will Help You Make Money



Having a strong lead magnet will help you build your email list and start to monetize your social media account.

This is because social media users are regularly bombarded with extensive content. A lead magnet, often in the form of a free resource (ebook, webinar, checklist), stands out and grabs attention.

The lead magnet provides valuable information or a solution to a problem the target audience faces. This builds trust and positions you as an authority in your niche.

To access the lead magnet, users need to provide their contact information (email, sometimes more).

This is the critical step where you convert a social media follower into a lead.

How A Lead Magnet Will Help You Make Money

As you accumulate contact information, you create a database of potential customers.

This allows for direct communication outside the noisy social media environment.

Through email marketing or other channels, you can nurture these leads. Send them relevant content, exclusive offers, and gradually guide them through the buyer's journey.

By consistently providing value and staying top-of-mind, you increase the likelihood of converting leads into paying customers. This could involve promoting products, services, or more in-depth paid offerings.



2 LESSON

CREATING YOUR OWN DIGITAL PRODUCTS

DIGITAL MARKETING
PROFITS

What Are Digital Products?

Imagine being able to transform your knowledge, creativity, and passions into something tangible that people can use online. That's precisely what digital products are.

They are digital products sold and consumed over the Internet. There are no storage or shipping costs—just pure value delivered directly into the hands of your customers.

WHY CREATE AND SELL DIGITAL PRODUCTS?

Ask yourself: Do you want to constantly trade your time and effort for money, or do you want to generate income that flows even when you're not actively working? Digital products offer the opportunity to build passive income. You invest time and effort in their creation, and then these products can be sold repeatedly without you having to be present every time.

The digital world is as diverse as a rainbow, and your opportunities are just as colorful.

TYPES OF DIGITAL PRODUCTS:

- Education: E-books, online courses, workshops
 - Templates: Social media, website, business documents, resumes, calendar and planner templates
 - Digital Artworks: Illustrations, stock photos and videos, T-shirt designs, posters, wallpapers
 - Recipes and Meal Plans
 - Graphic Design Resources: Vector graphics, icon sets, fonts
 - Writing Services: Website content, blog posts, press releases, newsletter text.
-

Creating Your Own Irresistible Digital Product

You might be wondering now:
"How do you go about it step by step, from the idea to the product?"

I've summarized the most important steps for you. I guarantee that if you set clear goals and proceed step by step, you'll not only be able to successfully create your first digital product but also find a lot of joy in the process.

Here are the steps you're going to take:



1

Gather Ideas

Take some time initially and create a collection of topics that align with your skills or passionate interests.

Consider what problems you could solve or what needs you see in these areas. Brainstorm various ideas for digital products that could address these issues or fulfill these needs.

2

Niche Research & Target Audience Identification

Choose a niche from your ideas that aligns with your skills and interests. Identify your target audience:

Who are the people who would benefit from your product? Define their characteristics, interests, and pain points.

Creating Your Own Irresistible Digital Product

3

Needs and Competitive Analysis

Examine the needs of your target audience: What challenges do they face? What questions are they seeking answers to?

Conduct a competitive analysis to determine which similar products are already on the market. Identify opportunities to differentiate your product from the competition or even create a unique selling proposition.

4

Define Your Product Idea

Decide which digital product best suits your target audience and expertise.

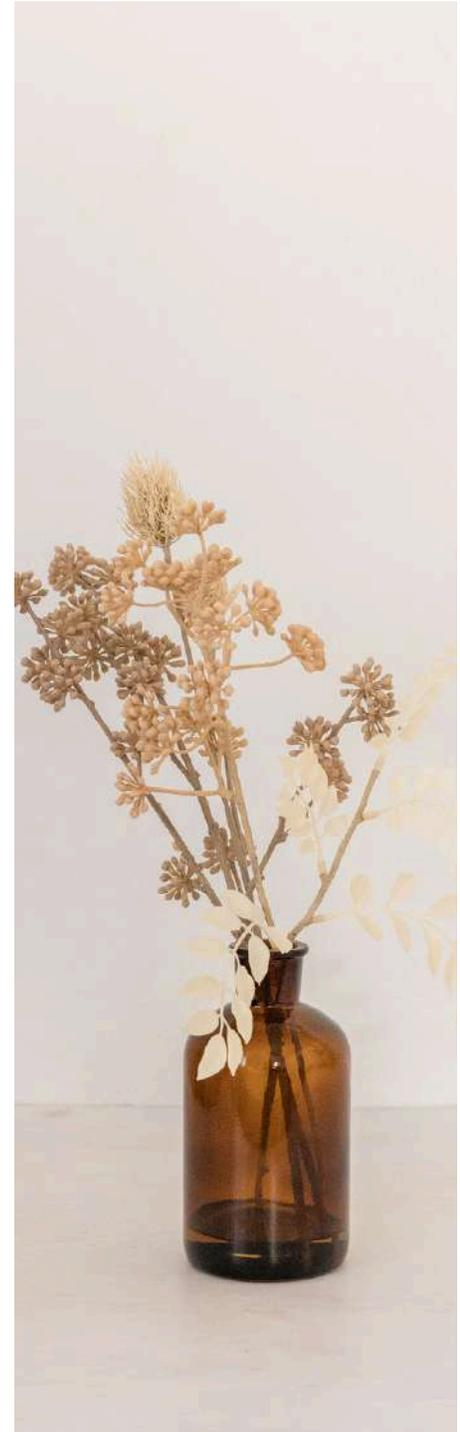
Could it be an e-book, an online course, a template, or something else?

5

Plan Content and Structure

Outline the content and structure of your product. What will be the main chapters or sections?

What information will be covered in each section?



Creating Your Own Irresistible Digital Product



6

Creating the Product

Begin the actual creation of your digital product. Write the text, create graphics, or multimedia content.

Ensure high quality and valuable content that meets the needs of your target audience.

7

Design and Branding

Design your product to be visually appealing and consistent.

Choose colours, fonts, and graphics that align with the message and target audience.

8

Technical Implementation and Formatting

Format the content of your product according to the chosen format (PDF, video, audio, etc.).

Ensure everything functions smoothly from a technical standpoint and is optimized for various devices.

Creating Your Own Irresistible Digital Product

9

Testing and Optimizing

Thoroughly test your product for errors, ambiguities, or technical issues.

You may also involve some members of your target audience for feedback to make improvements.

10

Prepare for Marketing and Launch

Create a sales page or website for your product.

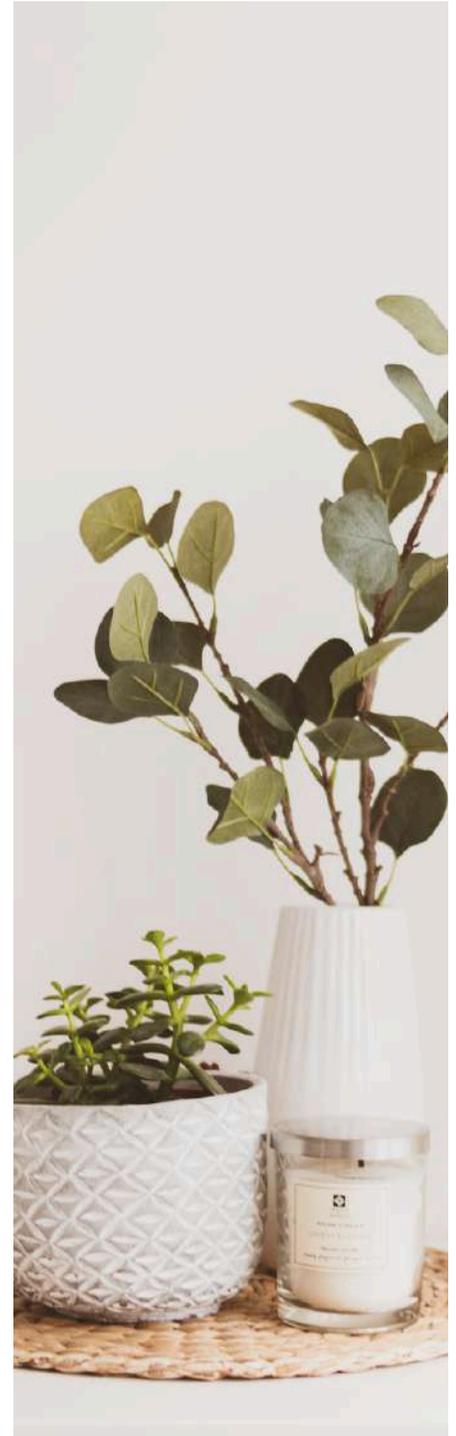
Plan the launch by developing a promotion strategy and creating anticipation and buzz around your product launch through teaser campaigns, sneak peeks, and behind-the-scenes content. Generate excitement among your audience to increase demand for your product.

11

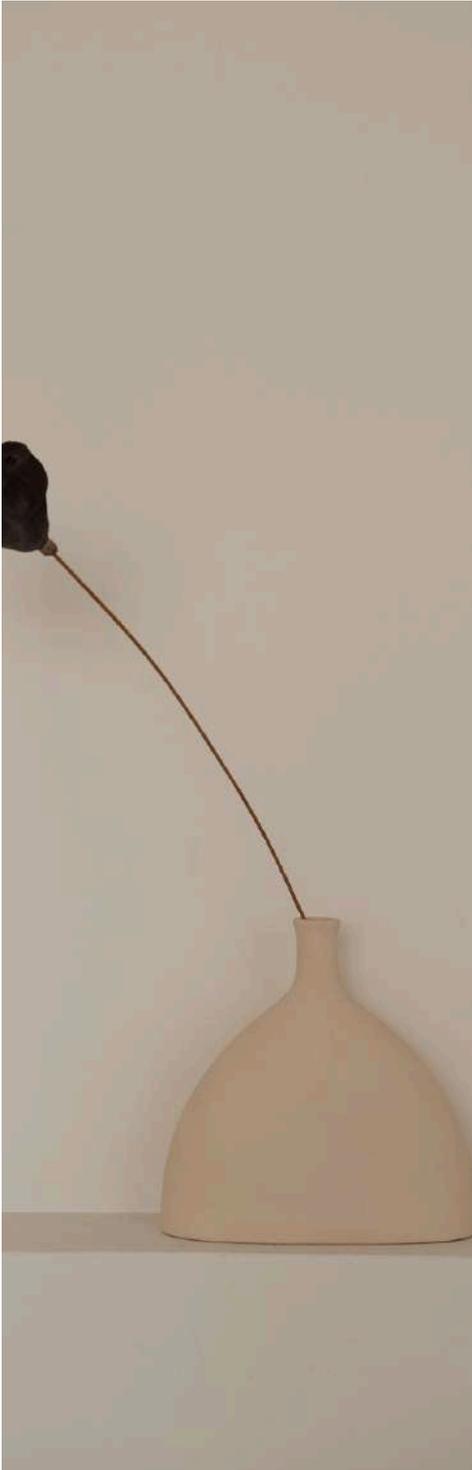
Launch and Sales

Launch your product and promote it through your social media channels, email lists, and other platforms.

Keep an eye on sales numbers and feedback.



Creating Your Own Irresistible Digital Product



12

Leverage Social Proof

Highlight positive reviews, testimonials, and case studies from satisfied customers to build credibility and trust. Social proof helps reassure potential customers and encourages them to make a purchase.

13

Provide Exceptional Customer Support

Offer exceptional customer support to address any concerns or issues that customers may have. Promptly respond to inquiries and provide assistance throughout the customer journey to ensure a positive experience.

14

Continuously Improve

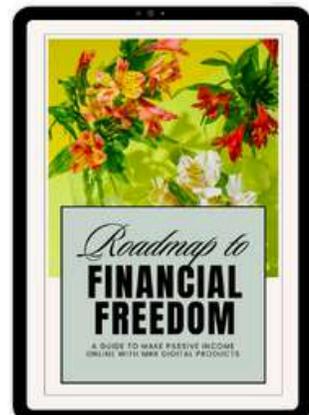
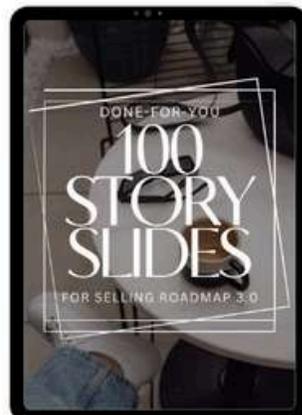
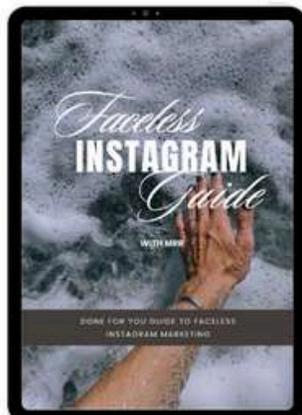
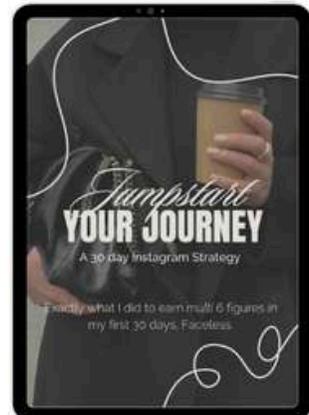
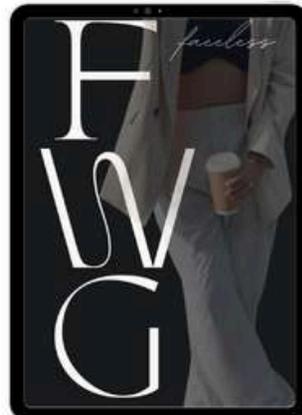
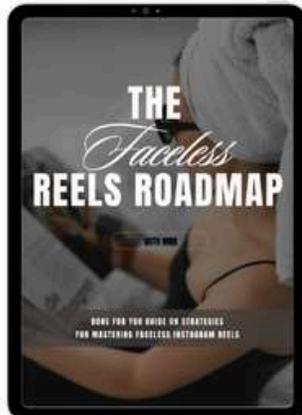
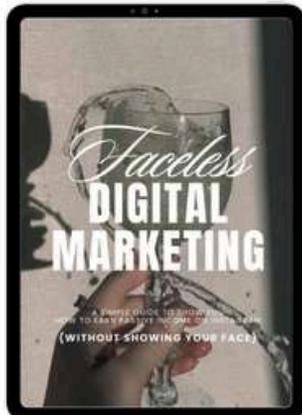
Gather feedback from customers and analyze data to identify areas for improvement. Continuously iterate and update your product to meet evolving customer needs and stay ahead of the competition.

Creating Your Own Irresistible Digital Product

In summary, creating an irresistible digital product requires understanding your target audience, identifying their needs and pain points, and delivering a solution that exceeds their expectations.

By following the above steps and focusing on delivering value to your customers, you can create a digital product that customers will be lining up for.

In the next few pages, I will share how you can create your own digital products using Canva.

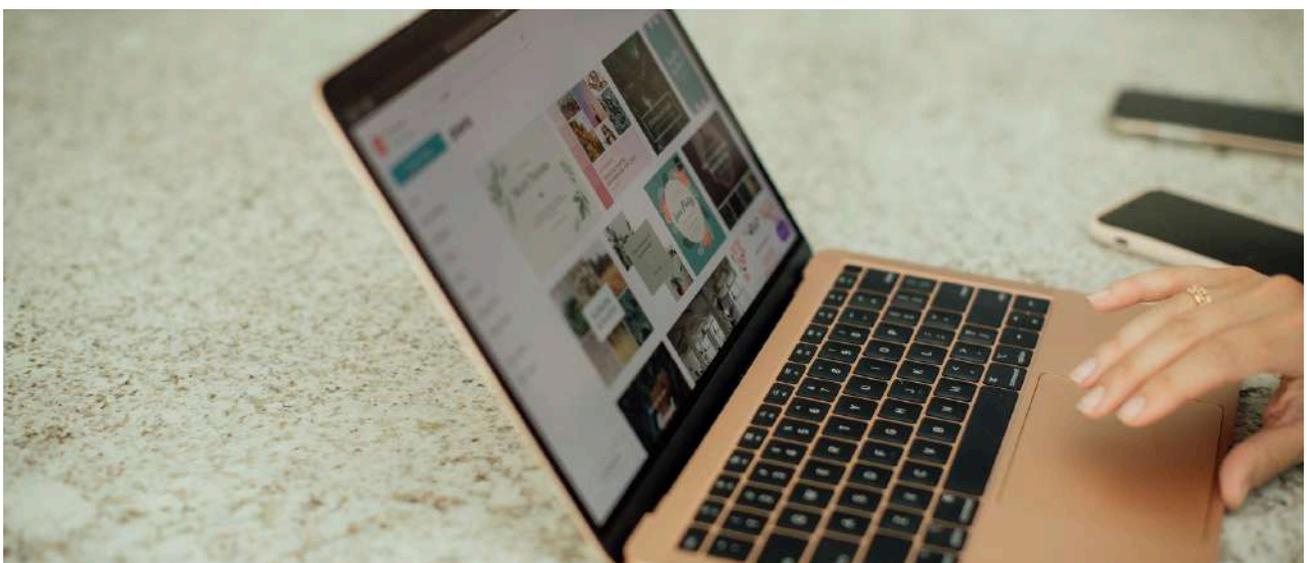


Using Canva for Creating Digital Products

Canva is a user-friendly design website that allows you to easily design almost anything, from party invites and journal pages to full ebooks and workbooks.

Mastering the basics of Canva means that not only can you modify, edit, and adapt purchased templates to your liking, but you can even create your products, documents, and graphics in Canva that you can sell and profit from yourself.

Canva is PACKED with tools but don't get overwhelmed if you're new to the software. Take it step by step, explore and play, and don't be afraid to harness other people's hard work by purchasing templates, especially while you're learning.



Creating a Free Canva Account

It is easy and FREE to make a Canva account!

Just head to www.canva.com and choose the "sign up" button in the top right corner.

Choose your sign-up method and complete the simple process.

Now you have access to this incredibly powerful yet user-friendly design tool.

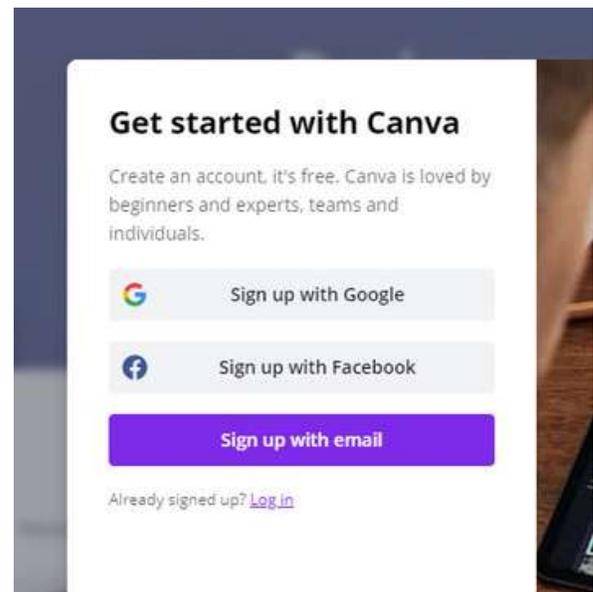
You can do a lot with a free account! To learn more about the difference between Free and Pro accounts, head to page XX of this guide.

Now let's get familiar with the interface!



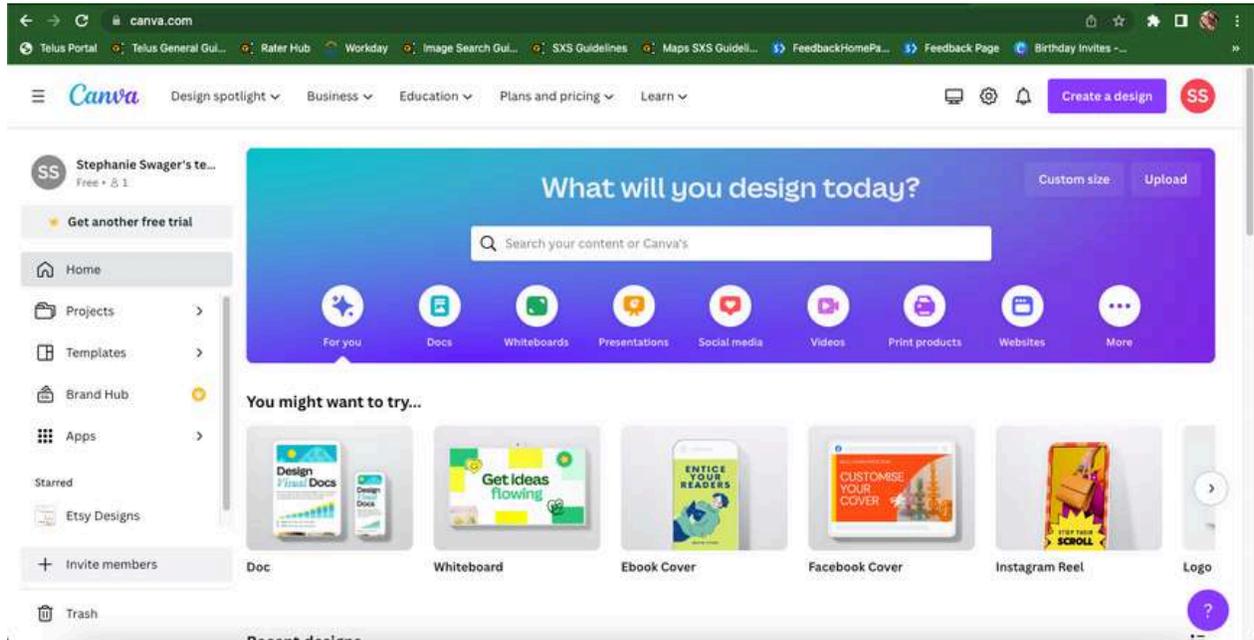
Log in

Sign up



Canva  

Navigating Canva



First, you'll be greeted by a user-friendly workspace consisting of a toolbar, canvas area, and a sidebar.

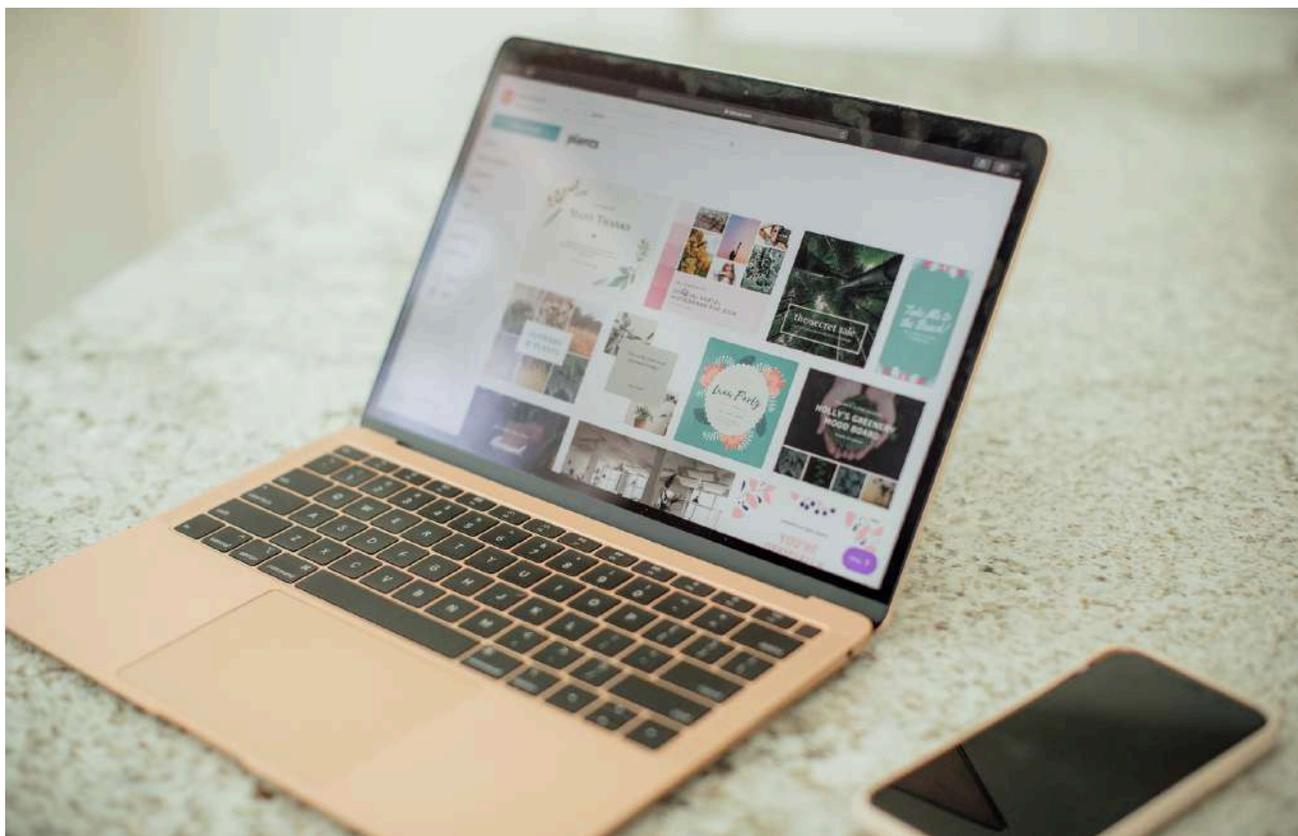
- The **toolbar** is the easiest way to search for a template! This is also where you can easily search for projects you have already created.
- Below you will see the **canvas area**. This is where there are categories of templates laid out for easy access. Once you have begun creating your own projects, you will also see your most recent work below.
- The **custom size button** makes it a breeze to create a design that has the exact specifications you need. Whether is a simple letter size or a big poster, just enter the dimensions and it will create a blank document ready for you! There are also pre-determined sizes available.
- To the left, you will see the **sidebar**. You can access your designs, templates, pro-account if you join, and any "folders" you create. These folders are a great way to keep your designs organized by category. If the sidebar feels overwhelming or distracting, simply hit the three lines in the top left corner to minimize it!

Creating Your Digital Products in Canva

CREATING YOUR OWN IN CANVA:

1. Type in the type of template you're looking for, like "planner", "checklist", "eBook", "calendars" etc. in the search bar.
2. There are a ton of beautiful aesthetic ones to choose from! Simply input your content and branding into it, customize it as your own, and save it as a **PDF document**, and voilà! You have created your own digital product!

NOTE: If you use any of Canva's free templates, be sure to customize it as your own before selling it - check their policy [HERE](#) for further clarification.



Importing PLR Templates

Make sure you are logged in to Canva.

Open the link provided with your template purchase.

A screen previewing the template will display (as per the image on the right).

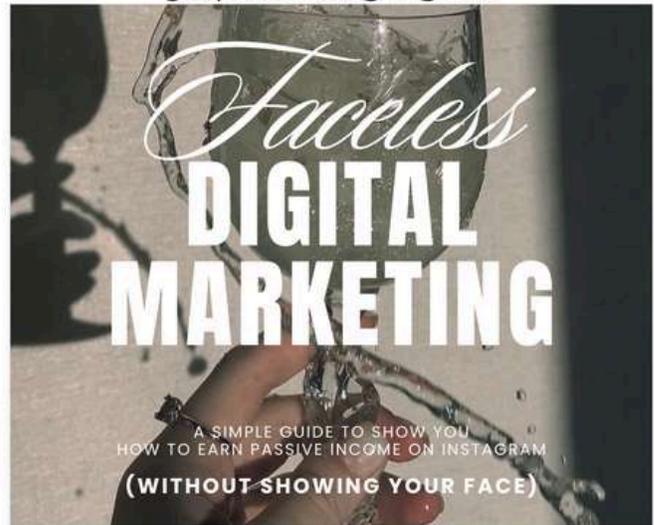
Click 'use template'.

The template will open in Canva, ready for you to edit.

You can make a copy of the template to preserve the original - once your template is opened, just head up to "File" at the top left and choose "Make a copy" from the menu.

Now the template is yours to do as you wish! You can change colors, and fonts, add or remove text, images, pages, and more.

A template created by Arianna was shared with you, start designing now

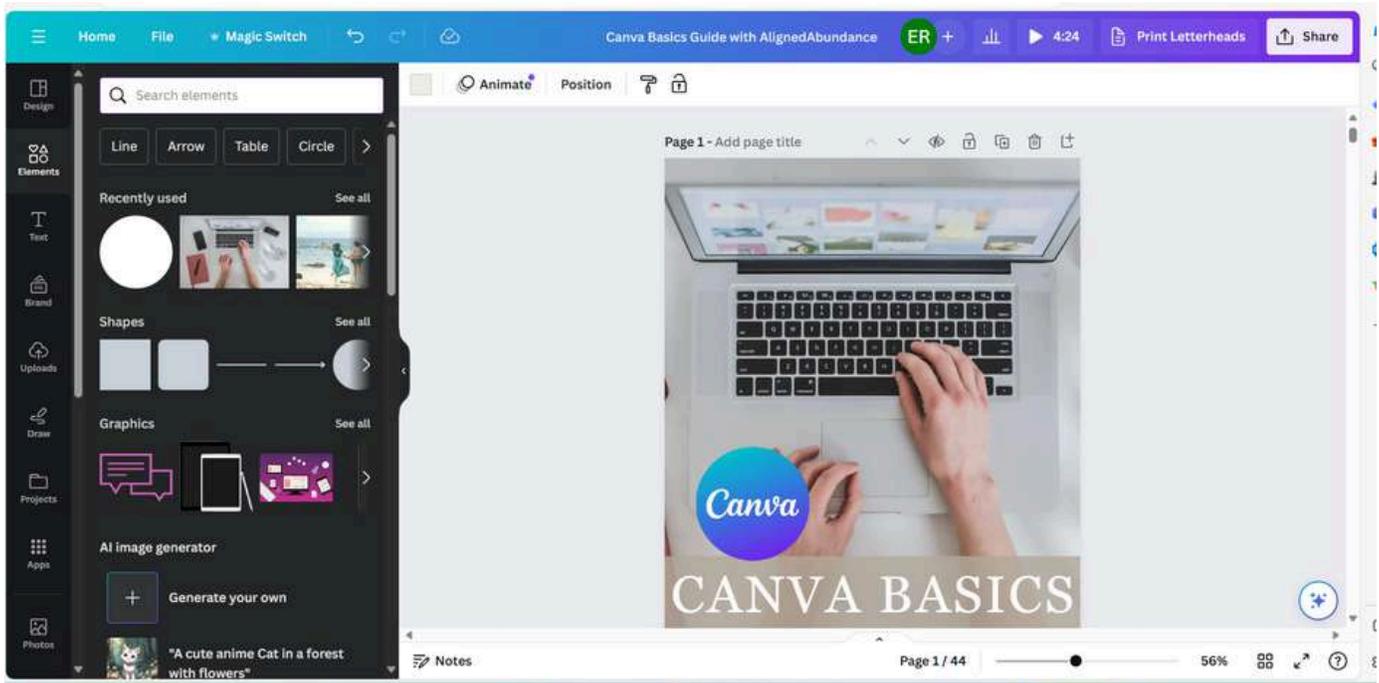


Use template for new design

Designed with Canva



Editing in Canva

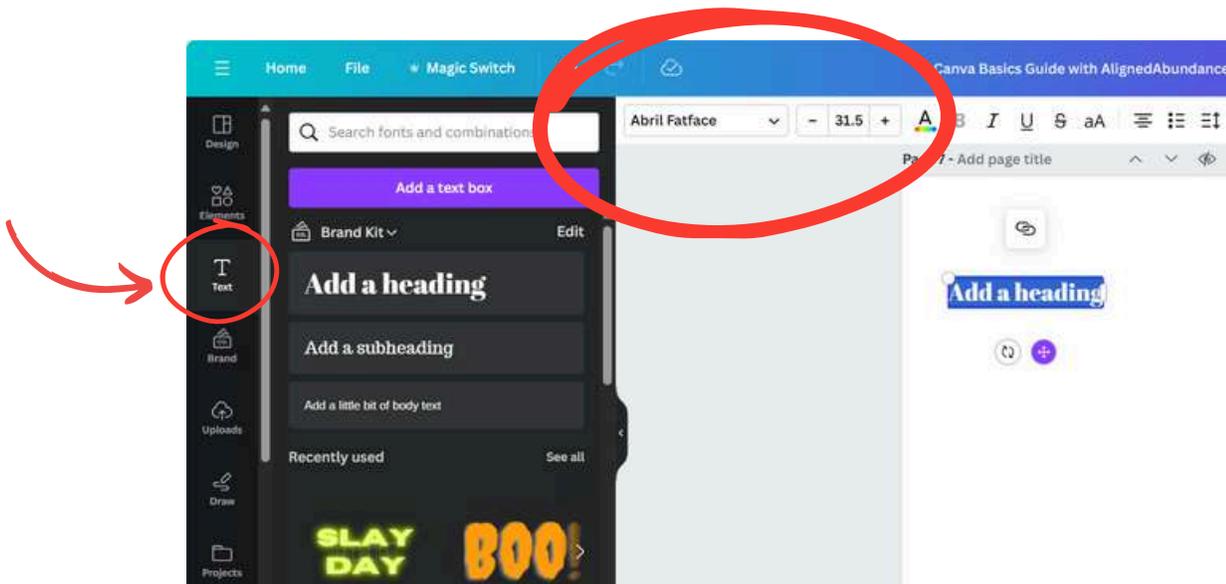


1. Zoom- This slider at the bottom right of the screen will help you simply zoom in and out. This will ensure that you get a close-up view of your design as well as a full page to see your overall design. There is also a slider right above that allows you to slide the page from left to right.

2. Grid View- The small arrow in the bottom center or four square icons in the bottom right allows you to navigate multipage designs quickly. Simply click the icon then select the page you want to work on and it will take you straight there! And if you are wanting to see your design full screen, the double arrow icon to the right will do so.

3. Side Bar- This sidebar is possibly the most essential tool in Canva. It is where you add elements, text, backgrounds, and even upload images of your own. By clicking the icon of the action you wish to perform, it will take you to that category. In each section, you are able to easily search Canva's library! To minimize the sidebar to better see your design, simply click the small arrow on the right. Then click the sidebar to open it back up again.

Text in Canva



Adding text to a design is simple! The text button in the side bar makes it easy to add a text box, heading, subheading, and body text. Just select a text option (or text box) and type away! Once you have your text written out, use the tool bar at the top of the page to select a font, size, and color. Add multiple text boxes for different font styles to create a look you love. They also offer a variety of text designs that are pre-made!

TEXT ESSENTIALS

Visby DemiBold	FONT SELECTION
9.5	FONT SIZE
A	FONT COLOUR
B I U	FONT STYLE
aA	TOGGLE TEXT CASE
≡	FONT ALIGNMENT
⋮	LIST SETTING (DOT POINTS, NUMBERS OR NONE)
⇅	ADJUST THE SPACE BETWEEN LETTERS AND LINES
Effects	SPECIAL EFFECTS LIKE CURVED TEXT AND TEXT SHADOWS

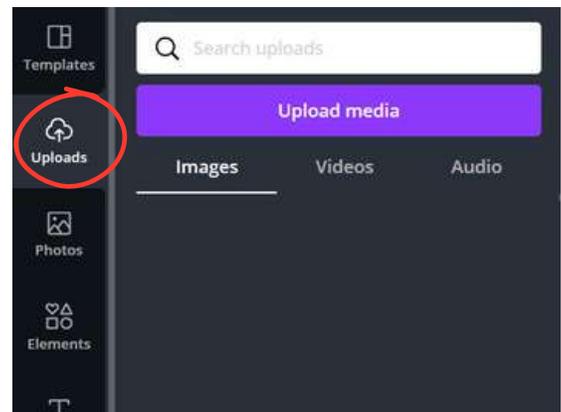
Working with Images in Canva

Uploading your own

It's easy to upload your own images to use in your Canva design.

Simply select "Uploads" in the left toolbar, click on "Upload media" and you'll be able to browse your computer (or phone! Canva also has a very functional app) and find your images to upload.

The images you upload will stay in this uploads area to access at any time, in any design.



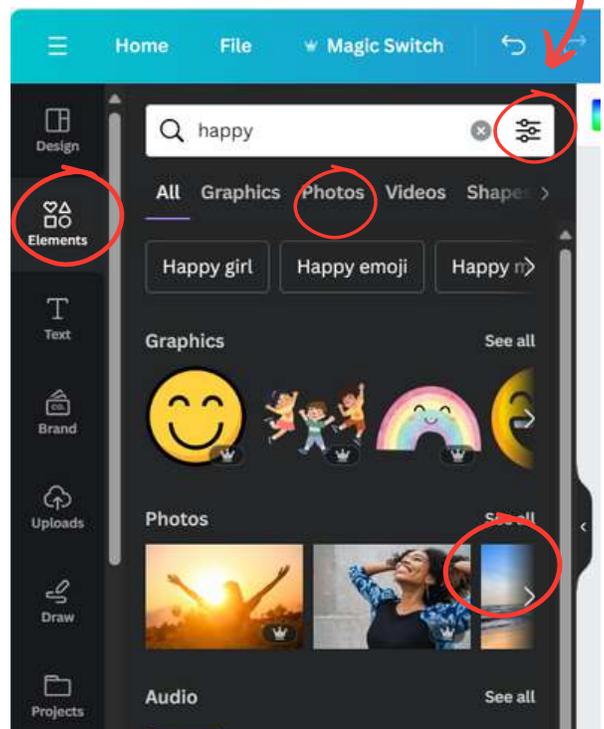
Using stock images

If you don't have your own images, you can select from Canva's extensive stock library. Simply select the "Elements" tab and start a search for the type of photo you'd like. Then you can click into the photos area to see more.

Once you have a photo you like, simply click on it to add it to your design, or drag it over.

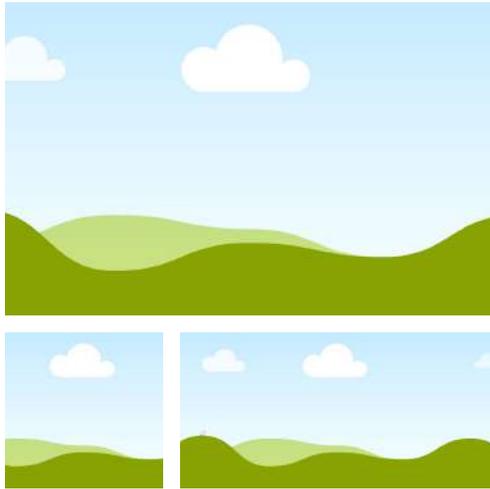
Remember, anything you see with the crown icon is only available to Pro members. You can filter to only see Free results using the little hamburger menu to the right of the search bar.

Click here to filter results, for example to only show Free elements.

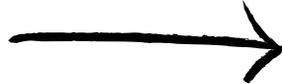


Working with Images in Canva

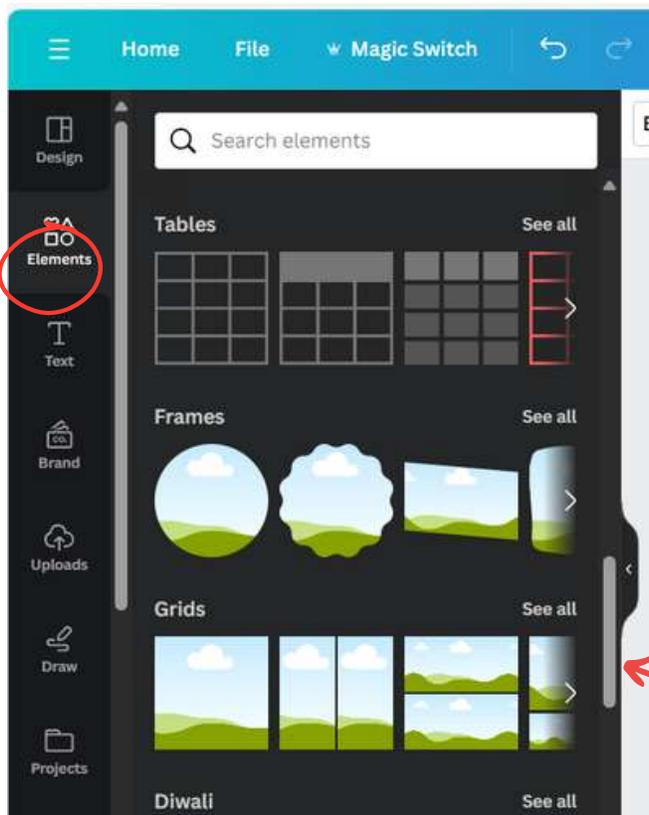
Frames and Grids



FROM THIS



TO THIS



Frames and grids enable to you put stylish image placeholders in your document and easily drag and drop images into it.

The image will snap into the frame.

You can easily replace the image by simply dragging a different image into the frame from the Uploads or Elements sections.

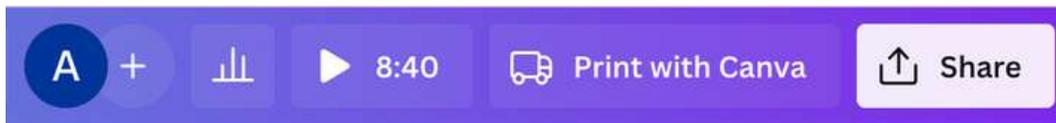
Just hit the Elements tab and scroll down until you find the Frames or Grids sections.

Downloading Your Digital Products

Once you are finished creating and editing your design in Canva, you can save and download your files!

1

Click on "Share"



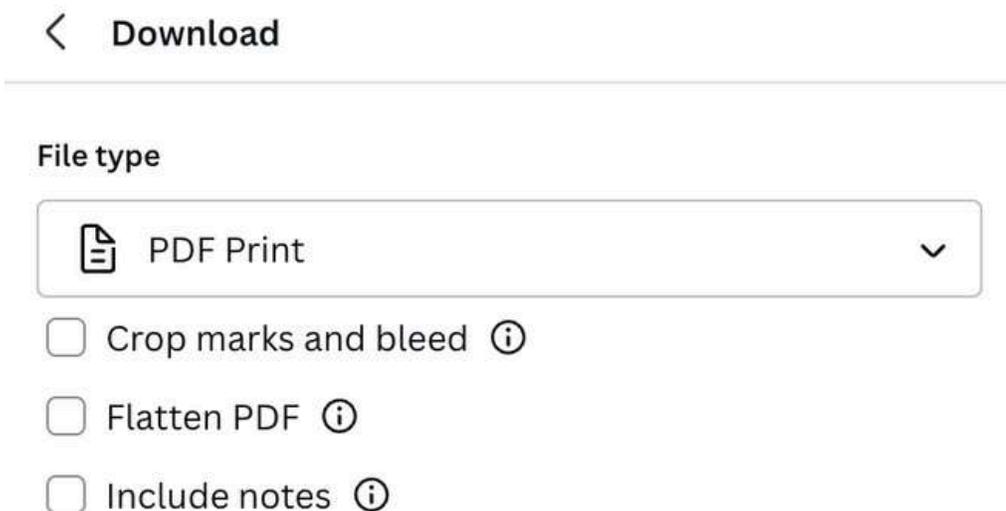
2

Then click download.



3

Then for the file type, select "PDF Print."



Pricing Your Digital Products

First, I want to advise you that there's no "one right price". However, when first starting out, it's a good idea to have a lower ticket product priced between \$30-\$100.

You can always increase this price as your expertise and audience grow, but just to get your feet wet, starting off at this price is a great start!

POPULAR PRICING MODELS

- Low ticket - \$10 to \$50. A higher volume of sales is needed but a lower barrier to purchase.
- Mid ticket - \$100 to \$500. Balance of profit margin and easier selling than a high ticket.
- High ticket - \$1000+. Maximizes per sale profit but smaller customer base.

Right now I want you to think about the price you'd feel most comfortable selling at, as this will help you hit your income goals!

Also, remember to come from a place of serving your audience first, because that is what is going to gain you a LOYAL customer.



Points to Consider When Pricing



Research suggests that if you want your product to be perceived as a “luxury” good, then your prices should end in an even number (such as 0). If you want your product to be perceived as a discounted item, end prices in an uneven number (such as 7 or 9).

Reflect on and answer the following questions:

- What is the core value/benefit your product provides customers? How will it help them?
- What pricing range are competitors selling similar products for?
- What production costs will you incur to create the product? Account for your time, tools used, and services needed.
- What price point aligns with the value you are providing? Consider the transformation you can create.
- What price seems fair and reasonable to your target customer?
- What price could maximize your profit margins? Consider recurring revenue models.
- What introductory price may attract new customers to try your product? Think tiered pricing.

3 LESSON

SELLING MRR/PLR PRODUCTS

DIGITAL MARKETING
PROFITS

Master Resell Rights (MRR)

Master Resell Rights (MRR) is like having a special key that unlocks a world of digital opportunities. It's a unique type of permission granted by the creator of a digital product, like an e-book, software, or course, that allows you to use the product for yourself and sell it to others. Imagine buying a book and then being given the right to sell copies of that book to friends or anyone interested. With MRR, you can do just that in the digital world. You get the product and the 'rights' to pass it on, helping you create your very own online business by offering valuable products to a broad audience.

With Master Resell Rights, you can sell the product and grant your customers the same reselling power. It's like handing them the same special key you received.

How does it work?



PURCHASE A MRR PRODUCT



LEARN THE SKILLS & IMPLEMENT



RESELL AS YOUR OWN FOR 100% PROFITS

This is why this business module has revolutionized the digital marketing industry: You get ahead of the game when you purchase a product with MRR and can resell it for 100% of the profits.

Private Label Rights (PLR)

Private Label Rights (PLR) refer to a licensing arrangement where the creator of a product grants others the right to use, modify, and sell that product as their own. This typically applies to digital products like articles, ebooks, software, or graphics. With PLR, the buyer usually receives the right to brand the product with their name and logo and can make changes to the content. However, the specific terms can vary based on the license agreement. Some PLR content can be quite flexible, allowing extensive modifications, while others may have more restrictions.

PLR is commonly used by marketers, bloggers, and business owners to quickly create and release products without investing time and effort in creating everything from scratch. It provides a way to leverage existing content for various purposes, such as building a brand, offering lead magnets, or creating products for sale.

How does it work?



PURCHASE A PLR PRODUCT



REBRAND & MODIFY AS YOUR OWN



RESELL AS YOUR OWN FOR 100% PROFITS

This business module is also disrupting the industry because you get ahead of the game when you purchase a product with PLR (PRIVATE LABEL RIGHTS). My favorite part is that you can rebrand and modify it to add your style and resell it as your own for 100% of the profits.

**LET'S GET TO THE GOOD PART,
SO HOW ARE YOU GOING TO MAKE MONEY?**

Your Express Lane to Making Profits

If creating your own digital products feels overwhelming, Master Resell Rights (MRR) and Private Label Rights (PLR) offer a simple solution. With done-for-you (DFY) digital products, you can skip the creation process and start reselling immediately. **Done-for-you digital products come with MRR or PLR, allowing you to purchase them, sell them as your own, and keep 100% of the profits—all without the time and effort of creating a product yourself.**

MAKE JUST ONE SALE, AND YOU'VE ALREADY MADE YOUR MONEY BACK!

5.47 billion people use the internet daily, so trust me, making one sale per week (or even per day) is not that hard!

It's The Ultimate Shortcut

...where success is not just achievable; it's inevitable.

Your journey to financial freedom begins with Done-for-You Digital Marketing. [The Passive Digital Mastery Course](#) (with Master Resell Rights!) is your guide to unlocking this unparalleled opportunity.

Ready to transform your game?

Click [HERE](#) to start your journey to financial freedom. **AND the best part of all, you can resell this course in ANY niche -- because it truly is for everyone.**

LEARN FROM & RESELL MY EXACT COURSE!

When you purchase the PDM course, you'll gain complete A-to-Z knowledge of digital marketing success and social media mastery. Additionally, you'll own the legal rights to the course, allowing you to resell it as your first digital product and keep 100% of the profits!

[CLICK HERE TO START!](#)



CHAPTER 4

HOW I STARTED & HOW YOU CAN TOO

DIGITAL MARKETING
PROFITS

My Digital Marketing Journey



I started on October 5, 2023, promoting a Digital Marketing Course and Master Resell Rights (MRR) products I didn't even have to create. That is the exact one I want to share with you, it's called Passive Digital Mastery! It was a no-brainer to resell when I saw how much value it had.

And by the Grace of God, in 2024 alone, digital marketing made me around \$440,000 in profits.

Your business is going to go as far as you take it! Hard work does pay off. I shared shared shared! But here's what I didn't do:

- ✗ I didn't recruit people
- ✗ I didn't cold message others
- ✗ I didn't hold inventory
- ✗ I didn't even have to create the product

All you need is your phone, WiFi, and a few hours per day!

I used to tell people how well others are doing in this business, and now I am the testimony!!!

It's your turn!

What Will I Learn?...

[The Passive Digital Mastery](#) course teaches you the same step-by-step process I used to start earning through digital marketing—no prior experience needed!

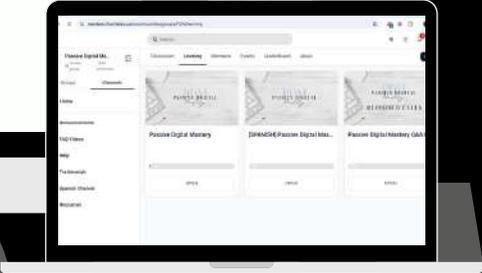
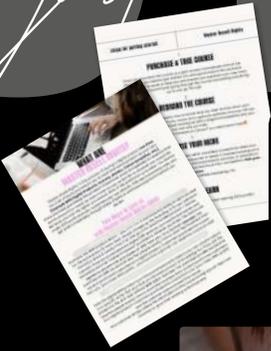
Here's what it offers:

- Comprehensive training in business, marketing, automation, and social media mastery with over 150+ in-depth beginner-friendly videos that are easy to follow.
- Lifetime access to course updates and community support—no monthly fees or hidden charges.
- An in-demand digital product that gives you all the knowledge and tools to start your online business and succeed in digital marketing.
- Access to the entire course in 2 languages: English and Spanish
- Proven strategies to build a sustainable income stream through digital marketing.
- **Master Resell Rights, so after learning digital marketing, you can resell this course and keep 100% of the profits!**
- Over \$2,000+ in FREE bonuses are included to help you get started and grow faster!



START

just launched!



TODAY

Click to Start 



Piecing It All Together

You have empowered yourself to take control of the growth of your Digital Marketing business by fastracking your efforts.

With the skills you learn in this guide, partnered with the amazing and in-depth content in *Passive Digital Mastery* you will be ready to take your digital marketing business to the next level!

Remember, once you purchase the [Passive Digital Mastery](#) course and learn all of its amazing content, you will be able to RESELL it in your own Digital Marketing business for 100% profits. This can be the first digital product you sell, so you don't have to worry about creating your own!

Now it's your turn to go out there and build a life of time and financial freedom without ever having to create a product, leave your home, or show your face!

Your journey is just beginning, and the possibilities are endless. Best of luck in your exciting venture into the ever-evolving realm of digital marketing! And make sure you follow my journey on my social media channels. **I would love to stay connected with you!**

Arianna Anglin



[@thebizmomari](#)



[@thebizmomari](#)



[@thebizmomari1](#)



arianna@thebizmomari.com

