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YOUR ULTIMATE GUIDE FOR INSTAGRAM STORIES

for teacherpreneurs

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WHY ARE INSTAGRAM STORIES A POWERFUL TOOL FOR BUSINESS?

Instagram stories are a great way to reach potential new customers, and build a stronger connection with your existing ones. As consumers expect a more authentic connection from the brands they support, 24-hour stories have risen as the perfect outlet for off-the-cuff to camera content with minimal post production.

Instagram Stories have continually evolved over the last few years introducing more engagement-boosting features that are great for starting conversations, humanizing your brand, and getting real-time feedback straight from your target audience.

Not only are Instagram Stories fun and creative, but they're one of the best ways to grow your engagement, build brand awareness, and even drive sales!

So if you're not regularly publishing Instagram Stories for your business, you could be missing out on a huge opportunity.

When using stories there are so many features that you can use to not only enhance your stories, but to also boost your engagement to get more eyes on the content you are sharing. We will be discussing many of them in this guide, and there is even more info in the video content within the course as well.



HOW CAN STORIES HELP TO DRIVE SALES?

Instagram Stories are packed full of features that are perfect for capturing viewers' attention, piquing their interest, and most importantly, converting them into loyal customers.

The first thing you need to do to ensure that your Instagram account will grow, is to post content consistently. That means you need to be consistent in terms of the frequency of your posting and in terms of the nature of the posting. People need to learn what they can expect from your account, so that they can make the decision whether or not to follow you.

Instagram Stories have a lot of potential for marketing and have many unique benefits outside of the main features of Instagram. The first reason for this, is that Instagram Stories appear in a different place to the other content on Instagram. These appear in small circles along the top of a feed, thereby drawing a lot more attention to themselves and at the same time increasing engagement.

Instagram Stories have tons of easy-to-use features that encourage audience engagement that I will be highlighting on throughout this guide. These tools are easy to use and can help you create professional-looking content even if you don't have a lot of design experience. By using these tools to create engaging, eye-catching content, you can attract more viewers to your Instagram account and keep them coming back for more.

WHY SHOULD YOU HAVE A CLOSE FRIENDS LIST?

By creating close friends list you can share content with a limited group. Once you've created a close friends list, you'll have the option to share stories with just that list. It can make your included audience feel more exclusive and special since they get to have access to content that not everyone gets to see.

Some ideas for using a close friends list are creating a group of people who have purchased from you in the past to offer exclusive deals to, members in a mastermind group, people who are in your course or membership, potential buyers of a specific product or product line... the possibilities are endless.

You can also view and modify the people in your list at anytime by tapping on the menu button (the 3 lines) on the top of your profile and clicking on Close Friends.

HOW TO ADD CLOSE FRIENDS

- Go to a friend's profile who you want to add to your close friends list.
- Tap the little down arrow on the button that says Following.
- Next select Add to Close Friends List.



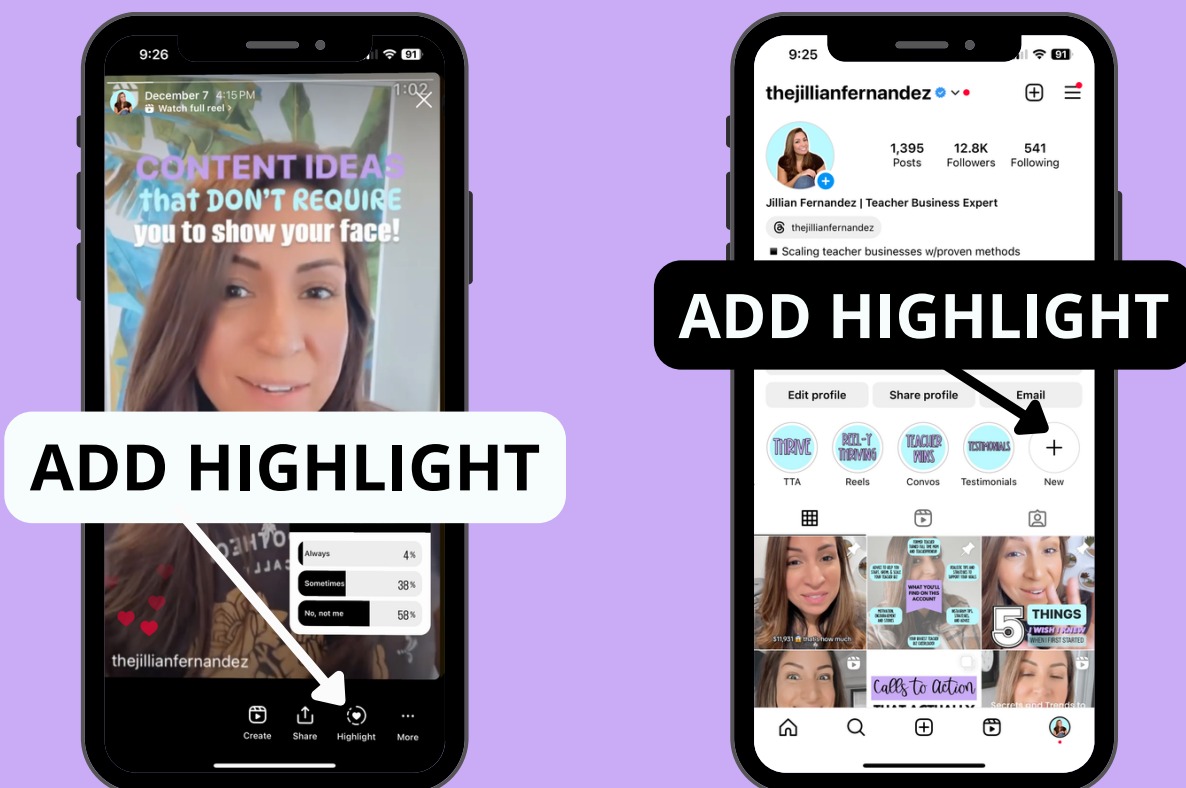
WHAT ABOUT HIGHLIGHTS?

Unlike regular Instagram Stories that vanish after 24 hours, Instagram Stories Highlights can live permanently on your profile. They're like curated collections of Instagram Stories that your followers both old and new can tap into and watch any time they like. Because of their prime location directly under your bio and above your Instagram feed, it's the perfect place to direct followers to your most valuable and interesting content.

Instagram Stories Highlights are extremely valuable because they allow you to easily curate and showcase the content they want your audience to see first. You can think of them as a movie trailer for your Instagram feed. They're a creative way to express yourself, show off your products, drive traffic, or market your business!

Sometimes your viewers might be looking for something specific from your stories post, like more information about a new resource or a sale you're running. For this type of content, Instagram Highlights are the perfect way to reach out, without putting a time limit on when viewers can watch!

There are 2 different ways you can add highlights to your profile. You can add any of your current stories to your highlights by tapping on the highlight button on the bottom right of your screen or by tapping on the NEW button located where your current highlights live right above your feed.

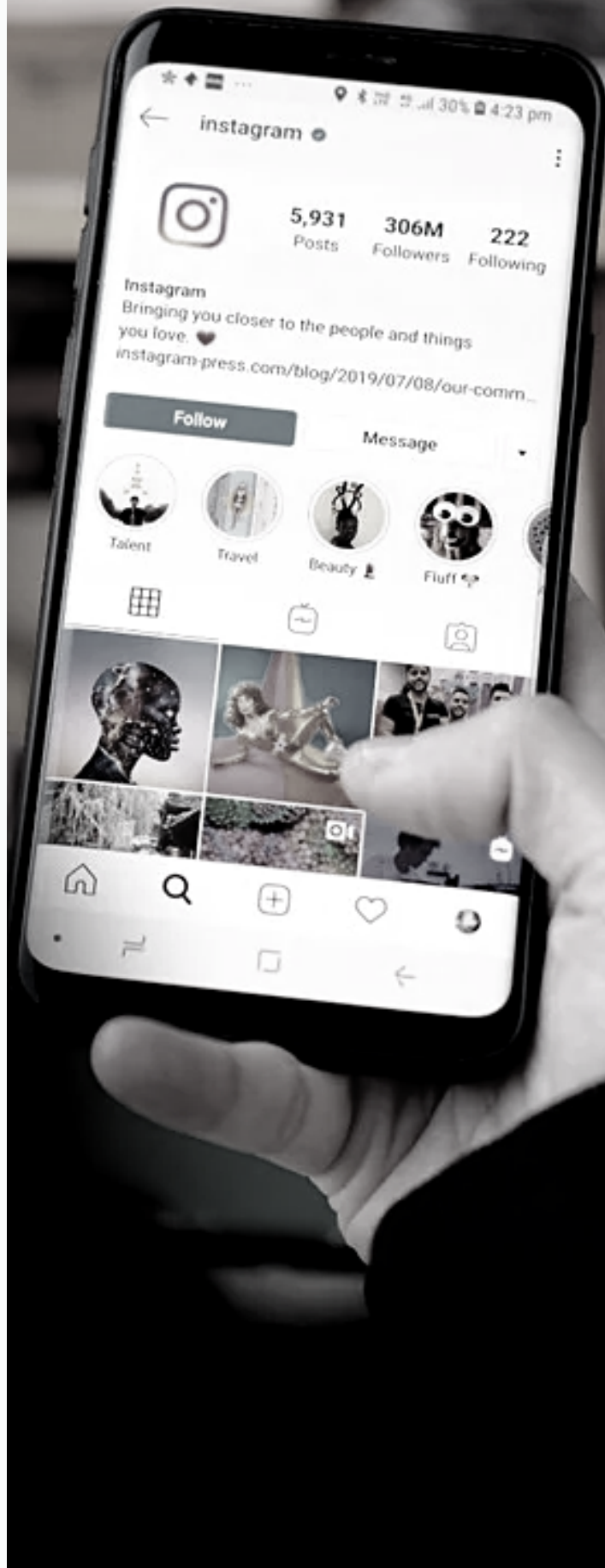


HOW DO I ADD IN HIGHLIGHT COVERS?

After you've added in your highlights you will have the option to choose a thumbnail from one of the stories in your highlight, or you can upload an image from your camera roll! I definitely recommend the second option. Creating branded highlights covers will help keep the look and feel of your Instagram profile page consistent with your overall Instagram aesthetic.

You want to make sure that you're not only sharing information your audience is interested in, but it's also designed to perfection to complement your overall look! To help you easily create your own Instagram Stories Highlights covers, I've included highlight cover templates you can access and modify [HERE](#).

You do NOT have to share your covers in your stories to add them to you profile. All you have to do is hard press on any of your highlights, click on Edit Highlight, Edit Cover, click on the camera roll image to the left of the story images, choose the image from your camera roll and adjust if necessary.



ENGAGEMENT STICKERS

There are a ton of stickers you can use on the 'gram to enhance your stories. However, the 6 stickers mentioned below are ones you should try to use regularly to increase your engagement in your stories. When people engage more often in your stories, they will begin to be pushed out to more of your audience. If people are interacting, Instagram sees this as a sign that your story is of value and will push your story bubble towards the front of your followers line up, giving it a more likely chance of being viewed. Another key factor for getting more eyes on your stories is by people direct messaging you from a story. The more direct messages you get from a story, the more your story will be pushed out. Asking people to send you messages, asking questions, for feedback,, advice, etc. will help to boost your views.

POLL

People love to give their opinions. You can use the poll to simply ask a yes or no question or you can be creative! Using the poll can be a great way to get feedback on upcoming or existing resources, finding out what topics to cover in your resources, or just seeing if they can relate to something you've shared about.

QUESTIONS

You don't have to only ask questions with the questions box! You can have your audience leave you any tidbits of information that you could use to help you along the way. You can also answer your own questions in your stories to not only encourage others to do the same, but to also show your knowledge about any particular topics.

SLIDER

The slider can also be used in many different ways aside from it's intended purpose. This is one of those stickers that can be very versatile for gathering information. You can have your audience slide to select different options or vote on specific things that you are working on. Again, be creative!

QUIZ

The quiz sticker can be a great way to get your audience interested in the content you have to offer. Just like the other stickers you don't necessarily have to use it for people to guess a correct answer. You can use it to gather information and let your audience know that there is no right or wrong answer when they make their choice!

LINK

We all want to send our audience straight to whatever we are talking about, right!? Well, now you can with the link option! Hit the link button, paste in whatever URL you want to send to. You can hit "customize sticker text" to put in whatever call to action you want like, "get it here"!

MENTION

Using Instagram's mention feature to connect with your audience is so fun! The mention feature on Instagram is like giving a shoutout to a friend, notifying them that you've mentioned them in your story. It's a powerful tool for engaging with your audience and fostering connections on the platform.

STORY IDEAS

Here are some creative ways to initiate your stories. Use these, or allow them to spark those creative juices and create your own! Your followers will have no choice but to engage! One important thing to include in your profile that will help with driving people to your TpT Store or website is having a link in your profile for people to find the things you have to offer. You can use things like link in profile, link tree, smart bio, or a landing page. If you do not have one, this is something you should start with creating!

One thing to remember is you do not ALWAYS have to create videos in your stories. You should absolutely try to show up and talk as much as possible, however you can also show up in other ways as well. You can share photos, boomerangs, collages, and more if you don't have the time to video all the time. It is HIGHLY suggested that you create at least 4 story slides each day. You can also spread them out throughout the day rather than sharing all at once that way you continue to have top of mind awareness since your followers will get notifications of new stories spread out throughout the day.

When going through the prompts below be sure to think of creative ideas to either use an engagement sticker or ask your audience to send you a message.

- Share your WHY - the beginning of your business, why you started your business
- Share something you are working on right now
- What is your big picture plan for your business
- Share a throwback teaching pic and tell a memorable story behind it
- Share a personal or business goal
- Tell your audience about a failure and what you learned from it
- Share your biggest business fear - what holds you back
- Share a personal struggle and how you overcame it
- What's your favorite place to do work
- Shout out someone who inspires you
- Share a place or photo of something that motivates you
- What new projects are you working on
- Set your intentions and goals for the week
- Share an interesting fact about you
- Talk about your favorite book or podcast for personal growth, niche related, or biz related
- Share a picture of what your planner looks like
- Let your audience in on a secret you've been keeping from them
- Talk about your all time favorite resource
- Share your workspace
- Show a close up of one of your products as a teaser
- Share an excerpt from your blog or an email sent to your email list
- Talk about your favorite freebie or a new freebie
- Share a video of you working on a product (this would be fun as a time-lapse)
- Share a post from a loyal follower
- Share a course you have taken that has impacted your business

STORY PLANNER

CHOOSE YOUR FAVES

Grab 4 prompts from the previous page to use in your upcoming Stories and choose an engagement sticker to go with it (you can also plan to ask for a dm).

BRAINSTORM SOME IDEAS

As you're watching stories, see what inspires you to respond or send a message, or ones that make you want to engage.

BE INTENTIONAL

WHEN YOU STORY ARE YOU BEING INTENTIONAL WITH WHAT YOU'RE SAYING AND SHARING?

In your stories you should be mentioning what it is that you're working on and asking your followers for their thoughts so you know what kinds of things they are interested in.

You want to be providing people with solutions to problems they have faced or are facing as teachers. Everything you share can be an opportunity to market yourself. Whether it's subtly mentioning a resource you've created or are planning to create, or full on showing off to the world what you have to offer.

You don't want to ALWAYS sound like you're just selling something, but providing people with solutions to problems they have faced or are facing as teachers.

The most important thing to remember when you're showing up in stories is that you are building your authority. You want people to know, like, and trust you, and you want them to begin to view you as an expert in your niche. Do you have to be an expert? Absolutely not! But just being a few steps ahead and lending your hand backward to your audience to explain to them how you and your resources will be able to fill a need is all it can take for you to show up as a thought leader in your niche.

Highlighting your minor and major wins and sharing personal experiences of how you or your customers have used your resources will get people tapped into your offers and services once they see how it has helped other teachers and students.

Personal connections can make a world of difference in how people connect with you and being relatable by talking to your audience and generating those connections is where the magic begins to happen. You'll begin to grow a loyal following where people begin to seek out the things you have to say and the resources you have to offer.

THINGS TO AVOID

Now that we've discussed the things you WANT to do when creating stories, let's talk about what NOT to do.

SHARING TOO MANY OF THE SAME KINDS OF STORIES BACK TO BACK

You want to give your audience a variety of different types of stories to interact with. If you are sharing the same kind of story over and over, your audience is going to get bored and tune out. Change up your content to keep your audience interested.

SHARING TOO MANY STORIES IN ONE DAY

If you have the dreaded ant trail at the top of your stories people will tend to get overwhelmed and may not stay to watch. People like quick and easily digestible content so try your best to keep it short, sweet, and to the point.

NEVER TALKING ABOUT YOUR NICHE OR WHAT YOU HAVE TO OFFER

It is perfectly ok to talk about personal things in your stories! That's a great way to connect to your audience and humanize your brand. But if all you do is talk about personal things or things that have nothing to do with your niche or your offers no one will know that you have this amazing business that is here to help.

HAVING AN UNCLEAR OR CONFUSED MESSAGE

If your niche is middle school math and you all of a sudden create stories that are all about how to use Tik Tok it is going to confuse your audience. Remember that you want to be clear about the audience you are attracting. You don't want to give tips or advice that has nothing to do with your niche and what your potential buyers are looking for from you. Keep your messages clear and think about what would be useful for them, not random tips or advice that could turn those potential customers off.

NO PURPOSE TO YOUR STORY

If you are creating something as a "filler" it's best to just skip it. You don't want to just story to story. You want to create content that is quality! If you don't have something to share that is valuable, it is best to just wait.

STORY CONTENT PLANNER

SUNDAY:

MONDAY:

TUESDAY:

WEDNESDAY:

THURSDAY:

FRIDAY:

SATURDAY:

NOTES:

Notes