What’s your business dream? What if you could get in front of over 600 million people, for free, while being creative and developing relationships with them that would make them want to become your customer or client?

Whether you presently have 100 or 10,000 followers — Instagram is the fastest, cheapest, most fun place I’ve found to grow a tribe of over 100K. And the secrets to Instagram carry over into all areas of your business.

Read on and let’s talk about why Instagram remains the hottest most powerful platform for small businesses, and my unique recipe that’s helped thousands of entrepreneurs start or scale their dream ...

FIRST ... WHY INSTAGRAM?
JUST THE FACTS, MA`AM

INSTAGRAM KEEPS GROWING: In 2017 Instagram saw the fastest user growth rate in its history — instead of slowing down, it’s actually growing faster these days.

Instagram is the platform to beat right now. People are there, the growth is there, the engagement is happening, and the creative and advertising tools are available to all. [LOCOWISE]

SOCIAL > EMAIL MARKETING: We now spend more time on social media then in our email inboxes. [WALL STREET JOURNAL]

INSTAGRAM > FACEBOOK: According to studies, people turn to Facebook for news and friends/family; posts tend to have a pretty opinionated bent, whether they’re about politics or a recent ex. On Instagram it’s easy to showcase a product/service in a way that doesn’t feel forced and creates positive feelings around the brand; while users connect with friends/family, they’re just as likely to use it for fashion cues, interior design inspiration, DIY project ideas. [ADWEEK]

In other words:
• People are more interested in brands on Instagram
• They’re there seeking inspiration and new ideas
• In a more creative, less defensive place than amidst the drama of Fbk posts

INSTAGRAM > PINTEREST: Instagram has 4x more users than Pinterest, and 2x as many are on the app every day [MEDIAKIX + PEW RESEARCH CENTER]

INSTAGRAM > SNAPCHAT: Instagram has 4x more users than Snapchat. 50% are on IG Stories daily, where influencers see 30% more engagement. [TECHCRUNCH]

INSTAGRAM > EVERYTHING: Instagram is the overall engagement winner: Engagement with brands on Instagram is 10 times higher than Facebook, 54 times higher than Pinterest and 84 times higher than Twitter. [TRACKMAVEN + SOCIAL PILOT]
WHO IS THIS HILARY DAME?

If we haven’t met before, hello new friend!

I’m Hilary Rushford. Musical theatre dancer, turned fashion stylist. A few years into my business folks started asking how I was growing my Instagram following.

I’d gone from 5K to 10K in 5 months, so I created a little 1-hour class called “Instagram with Intention” to teach what I was doing. I talked for 3 hours [I had so much to share!] and pretty quickly folks started to report back that their followings, and more importantly their businesses, were growing too!

Instagram has opened more doors for me than any other platform, while creating my most intimate community and making me tens of thousands in revenue. [Note: Not from teaching Instagram, but meeting people who became students in my style course and the like.]

Nowadays, I’m proud to have crossed 100K followers on Instagram. But I’m more proud to say I have a profitable 7-figure business and can afford to have an incredible team because Profitable > Popular is what really matters.

Most of all though, I’m proud to have taken a four month sabbatical in 2016 traveling around Europe. I love that I don’t work nights or weekends. And that Beau [my gent] feels I have a super healthy work/life balance which means long stretches with my little niece and nephew. Ultimately, I believe in a life of less hustle and more grace.

Does that sound like something you’re interested in? While making a living being creative, letting your passion pay your rent?

If so, you’re in the right place, m’dear.

Let me give you an overview of my entire strategy on Instagram [which also carries over into the rest of your business!] …
MY ESSENTIAL MAP
to GROW YOUR FOLLOWING & REVENUE WITH INSTAGRAM

YOUR BRAND STORY
- what are you selling
- what's your brand
- what's your boundaries

YOUR MARKETING MAGIC
- know your money funnel
- know their motivation
- know catalogue vs magazine
- know your own meaning
- know your business model

CREATING
brilliant storytelling

CONVERTING
engagement + endgame

CAPTIVATING
pro-level content

YOUR GROWING AUDIENCE
- invite neighbors
- invite seekers
- invite the army
- the give method
- the love method
- invite a niche

YOUR ONLINE MAGAZINE
- your hello
- your creative direction
- your conversation
- your efficiency
- your engagement

YOUR Rinse + Repeat Recipe FOR ROCKING INSTAGRAM:
- Tell a compelling story
- Show us what it looks like
- Invite us to your party
- Send us on with a gift [hint: your product or service]
[I’ll share five secrets to doing this + getting your loop started during the live class!]

8 Elements YOU MUST BE Brilliant AT TO FLOURISH ON INSTAGRAM:
- Your Branding
- Your Marketing
- Your Product
[I’ll explain how to to touch on all three during Double Your Instagram Following]

NEXT STEP ▶
Join us for Double Your Instagram Following to learn more...
READY TO DOUBLE YOUR OWN INSTAGRAM FOLLOWING?

Below is a workbook to guide you through my live masterclass. Print this off or have it open on your computer to take notes when you join us on the call.

For each of the five lessons I’ll cover you’ll see a place to take notes on:

• The top level secret pro users know.
• The golden ticket or main nugget to take away.
• Plus an action step to make happen that same day on your account.

P.S. Be sure to show up 10 minutes early for the #DeanStDanceBreak! Yes, I really do start all my classes with a dance party.

Plus, I always stick around to answer as many Q’s as I can about Instagram or business after the class so take advantage of this free coaching session!

See you at the workshop ...
PRO SECRET #1 OF 5

THE PURPOSE OF YOUR INSTAGRAM:

is to connect with + then convert,
your ideal clients + customers

It tells the story of your brand, brings them along
on a journey, giving them along the way
what they can get more of from your products or services

Pro Secret #1: Your Instagram profile isn’t about you [it’s about them]

Golden Ticket: Unclear about business map, marketing + goals = efforts on Instagram fall flat.

Make it Happen: Know who you’re speaking to + why they’re here - what’s in it for them + for you

Insights & Ideas: 
Notes to Noodle on:

This isn’t about my Friday night

product based business
Pro Secret #2: Become a storyteller.

Golden Ticket: Content = story of your brand that connects, compels + converts your customers.

Make it Happen: Clarify what you’re sharing; what the purpose of your profile is.

Musings: 

these stories make sense for him because...
Pro Secret #3: Offer us some champagne.

Golden Ticket: Bio is start of marketing funnel — use champagne to get us in so you can serve us more goodness.

Make it Happen: Tell them who, why & what, too! [bio]

Insights & Ideas: 

________________________________________________________________________________

________________________________________________________________________________

________________________________________________________________________________

________________________________________________________________________________
Pro Secret #4: Your profile is a one-page collage in your online magazine.

Golden Ticket: This simple step of using Instagram with intention, __________

look more pro with photos __________

you already have.

Make it Happen: Stand out by creatively directing your online magazine.

Musings: __________

__________

__________

__________
Pro Secret #5: A truly effective feed isn’t just pretty, it tells us in a snapshot of what’s inside the magazine.

Golden Ticket: Tell a story — words/bio & photos/feed — that starts with what they want & ends with how you can help.

Make it Happen: Invite us into a brand story that leads us to become a customer.

Insights & Ideas: ____________________________

_________________________________________

_________________________________________
Here’s to making this the year your business soars to the next level, love!
Come share your story with me @HilaryRushford anytime! Can’t wait to hear …