



INSTAGRAM

for *authors* workbook

01 YOUR BIO

NEEDS TO CONTAIN THE FOLLOWING:

- Your name - if it's an author account - add Author NAME
- What you will post about - your interests
- A fun personal trait

CTA (Call To Action)

- Why should they click your link? (Free book, recipe, contest etc)
- Your website



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02 YOUR CONTENT

IMAGES

- Will you take your own?
- Use stock images?
- Text only graphics?

THEME

- List 2 elements to create a theme (colors, image style etc)
 - 1.
 - 2.
- List 5 things to focus on (books, writing, coffee, chocolate, pets etc)
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.



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03 YOUR STRATEGY

POSTING How Often Will You Post?

1x Day

2x Day

3x Day

HASHTAGS

List 10 #'s for each of the 5 focus goals listed above.

FOCUS 1

FOCUS 2

FOCUS 3

FOCUS 4

FOCUS 5

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10