

# Using Instagram to Build Your Coaching Business



This worksheet will guide you through developing an intentional Instagram strategy to connect with your ideal clients and grow your coaching business. Use the prompts, examples, and actionable tips below to build a strong presence and start attracting paying clients.

## 1. Building a Clear, Compelling Profile

Your profile is the first impression for potential clients. Ensure every element reflects your coaching niche and how you can help.

### Profile Essentials:

#### 1. Username & Name Field:

- Use your name and keywords related to your coaching niche (e.g., “John Smith | Life Coach” or “Parenting Support Coach”).

#### 2. Profile Photo:

- Use a professional, friendly headshot that represents trust and approachability.

#### 3. Bio:

- Who you help, how you help them, and a call to action.
- Example: "I help new parents build confidence in their parenting skills 💡 | Free tips & tools ↓"

#### 4. Link in Bio:

- Use a tool like Linktree or a landing page to guide users to:
  - Free resources
  - Discovery call bookings
  - Newsletter signup

### Posts & Highlights:

- Use posts to showcase your expertise and personal stories.
- Create highlights for:
  - Testimonials
  - Coaching tips
  - FAQs about working with you

## 2. Engagement and Conversations

Connecting with others helps build trust and community.

### Engaging with Content:

- Like, comment, and share posts from your ideal clients or similar coaches.
- Respond to comments and DMs quickly to show you're approachable.

### Using Platform Tools:

- Use polls, quizzes, and questions in Stories to:
  - Learn about your audience's struggles.
  - Start conversations.
- Use stickers like "DM me" or "Swipe Up" to encourage action.
- Monitor the Professional Dashboard to identify followers engaging with your content.

### Starting Conversations (DM Examples):

#### 1. Potential Client:

- "Hi [Name]! I saw your comment on my post about overcoming procrastination, and I wanted to thank you for sharing. I'd love to know—what's the biggest challenge you're facing right now?"

#### 2. Potential Partner:

- "Hi [Name]! I've been following your content about [topic], and I love how you're supporting [specific audience]. I'd love to collaborate on a Live to bring even more value to our communities!"

## 3. Creating Intentional Content

Intentional content builds trust and encourages interaction.

Content Ideas:

### 1. **Educational Posts:**

- Share quick wins or tips your audience can apply immediately.
- Example: "3 Steps to Build Confidence as a New Parent 🧡"

### 2. **Personal Stories:**

- Share your journey or client success stories to build relatability.

### 3. **Interactive Posts:**

- Use carousel posts or ask questions that encourage comments.

### **Calls to Action (CTAs):**

- "Save this post if you're ready to start your journey!"
- "DM me 'READY' to book your free discovery call!"

## 4. Utilizing Instagram Tools to Extend Your Reach

Instagram provides tools to help you grow:

### Instagram Lives:

- Go Live to teach, answer questions, or interview someone.
- Collaborate with creators or coaches with similar audiences.

### Competitor Research:

- Find creators with similar audiences.
- Analyze their content:
  - What gets high engagement?
  - How often do they post?
  - What topics resonate most?

## 5. Driving Traffic to Free Resources

Use Instagram to build your email list and nurture relationships.

### Link Sharing Tips:

- Offer a freebie like a guide, workbook, or webinar.
- Example link text: “Download your free Confidence-Building Guide here!”
- Share about your freebie in Stories, posts, and Lives.

## 6. Analytics and Iteration

Regularly review your analytics to improve your strategy.

### What to Track:

#### 1. Engagement Rate:

- Which posts get the most likes, comments, and shares?

#### 2. Follower Growth:

- Are you attracting your ideal audience?

#### 3. Link Clicks:

- Are people visiting your resources?

### How to Adjust:

- Double down on content that performs well.
- Experiment with new formats like Reels or Carousels.
- If engagement drops, revisit your audience’s pain points.

## 7. Creating a Clear, Focused Message

Your message should always highlight how you help and what action you want followers to take.

### Post Intention Checklist:

- Does this post showcase my expertise?
- Is there a clear CTA? (Call to Action)
- Will this post resonate with my ideal client's struggles or goals?

### Action Plan

1. Optimize your profile for clarity and impact.
2. Commit to engaging with at least 10 accounts daily.
3. Plan your first Live session for next month.
4. Create a content calendar with at least 4 intentional posts per week.
5. Monitor your analytics weekly and adjust based on performance.

**With consistency and a clear strategy, Instagram can become a powerful tool to help you connect with your ideal clients and grow your coaching business!**

### Book Recommendations

1. Instagram Secrets: The Underground Playbook for Growing Your Following Fast, Driving Massive Traffic & Generating Predictable Profits  
by **Jeremy McGilvrey**
2. Influencer: Building Your Personal Brand in the Age of Social Media  
by **Brittany Hennessy**
3. Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World  
by **Gary Vaynerchuk**



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