

## Eyes on your Instagram **FREEBIE**

How to get people to hit that **FOLLOW** button.



Hi! We're ***The Professional Connection***.

We are a team of experts who simply want to help our network of professionals learn and grow. So, [we've created a community](#) just for you! Every week, we show up to build relationships and to encourage you to take a few simple steps to grow your business. We get so many people asking about how to get more leads and grow their online presence that we created a course (info below) to help out!

- I'm [Jeric](#) (call me Jay) and I will give you a few simple habits to get the most out of your professional networking experience!
- [Trent](#) is our leadership expert. He will give you all the strategies you need to get results through your team!
- [Carlos](#) is our sales expert. He will help you get deals done!
- [Marc](#) is our marketing expert. He's going to tell you everything you need to know about getting your name out there and getting leads.

***Thank you for giving us this opportunity.***

## What You're Getting

You're putting a ton of work into your Instagram page, but we're going to turn lookers into FOLLOWERS!

This freebie is taken out of our course, **Thousand Dollar Followers**. We have proven that when done strategically, your followers WILL pay you thousands of dollars for your products or services.

If you want a TON of support on your journey to attract new leads to your business, you should register for our course at [this link](#).

Listen, we're going to give you our framework, but it's up to you to put the work into your business. We can't do that for you. But if you're ready to put in the work, we're happy to support you on your journey.

These are our favorite modules from the full course ([LINK](#)).

- **Define:** Define a starving target market that has a pain you want to solve
- **Attract:** Get the right people landing on your page
- **Convert:** Convert followers into leads that give you their money.

And we'll also add...

- **Weekly group calls with our network**
- **Facebook group support**

There are a few things we recommend....

1. **Schedule time out each week** to work ON your business. Go ahead- write it into your calendar!
2. **DM every new follower** you get. Just thank them for the follow and show them you care.
3. **Celebrate the little victories** along the way. If you are in our course, we will prompt you to share your victory, but if you're not in the course, please create a post in our [Facebook group](#) and share your successes, big or small.
4. **Earn the right.** As somebody in our community that we respect, we urge you to never send links, marketing photos, or pitches to a prospect without earning that right. We hold ourselves to a higher level, and we create connection before all else.

# Get more EYES on your Instagram!

## Your First Fifteen!

If I go to your Instagram page right now, I'll likely take the time to peruse over only the first 15 items or so. That's because those ones are shown on top. Because of this, you want to make your first 15 posts stand out!

If I go there and the following things are not there, I'll swim away...

- **Do you have a *color* scheme?**
  - This is a way to make your content POP! Choose a color scheme and you're half-way there!
- **Do you have a *mixture* of content?**
  - Reels are the hot topic, but sometimes people don't want to play videos. Add in some relevant photos and "quote cards" to the mix.
- **Is your content *click-worthy*?**
  - Every post needs to stand out and announce WHY people should click it! Even videos... Especially videos.
  - Put in the time to make your posts click-worthy!


## Bonus!

### "The Hook."

- I was reading **one of the best books of my life**, [Expert Secrets by Russell Brunson](#), and inside it he briefly talks about how everything you post needs to have three things.
  - Hook
  - Story
  - Offer
- When you create content, imagine you're fishing. If you're going to catch anything, you need a hook that the fish bites onto, right?
- Our content is no different. Every post you create, you should be thinking of how good your "hook" is.
- This means, are you hooking your target customer, your "avatar," within the first two seconds. That's right, our attention is now less than that of a fish...
- When you create a video, be sure to excite and compel your viewer within a couple seconds so they decide to watch further! Start with a good HOOK!

By the way, **go buy that book** I mentioned. It's seriously one of the top three books I've ever read. And I read A LOT of books.

**Feeling stuck?** Create a post in our [Facebook group](#) and somebody will help you out.



**Sharing your wins is VITAL.** Big or small, share your weekly win on our [Facebook group](#).

Hey Champion!

## Did you get some value out of this freebie?

I sure hope so because the team and I at **The Professional Connection** are obsessed with delivering a TON of value for our friends in business!

- **Register for our events**
  - Register for our Zoom networking and education events:  
[www.jericsorrell.com/connection](http://www.jericsorrell.com/connection)
- **Check out our 6-week course** where we dive deep into monetizing your following!
  - Get updates on when our next course begins: [LINK](#)
- **Join our Facebook army!**
  - [Link](#) to our Facebook group!
- **Set up a chat with Jay!** U.S. residents only.
  - **Let's Chat:** [www.jericsorrell.com/thecoach](http://www.jericsorrell.com/thecoach)