

INSTAGRAM SUCCESS WORKBOOK

DOS & DON'TS FOR GROWING
YOUR BRAND

YOUR STEP-BY-STEP
GUIDE TO WINNING
ON INSTAGRAM

MASTER THE ESSENTIALS OF
WHAT WORKS—AND WHAT
DOESN'T—SO YOU CAN GROW
YOUR AUDIENCE, BOOST
ENGAGEMENT, AND BUILD A
BRAND THAT LASTS

PAULFARHAT.COM



THE DOS

POST CONSISTENTLY

STAY ACTIVE BY POSTING REGULARLY SO YOUR AUDIENCE KNOWS WHEN TO EXPECT CONTENT FROM YOU.

USE HIGH-QUALITY VISUALS

CLEAR, EYE-CATCHING PHOTOS/VIDEOS STOP THE SCROLL. AIM FOR NATURAL LIGHT AND CLEAN COMPOSITION.

WRITE ENGAGING CAPTIONS

TELL STORIES, ASK QUESTIONS, AND USE CALLS-TO-ACTION TO SPARK CONVERSATION.

USE RELEVANT HASHTAGS

RESEARCH AND USE HASHTAGS THAT FIT YOUR NICHE, BRAND, AND AUDIENCE.

ENGAGE WITH YOUR COMMUNITY

REPLY TO COMMENTS, RESPOND TO DMS, AND INTERACT WITH YOUR FOLLOWERS' CONTENT.

LEVERAGE STORIES & REELS

SHORT-FORM CONTENT GETS HIGH REACH AND KEEPS YOUR BRAND TOP-OF-MIND.

THE DON'TS

DON'T POST JUST TO SELL

MAKE YOUR CONTENT VALUABLE—EDUCATE, ENTERTAIN, OR INSPIRE INSTEAD OF PUSHING CONSTANT SALES.

DON'T IGNORE YOUR AUDIENCE

LEAVING COMMENTS UNANSWERED OR DMS UNREAD CAN HURT TRUST AND ENGAGEMENT.

DON'T OVERLOAD WITH HASHTAGS

AVOID SPAMMY HASHTAG STUFFING; IT LOOKS INAUTHENTIC.

DON'T POST LOW-QUALITY CONTENT

BLURRY, POORLY LIT, OR IRRELEVANT POSTS WEAKEN YOUR BRAND IMAGE.

DON'T COPY COMPETITORS

BE INSPIRED, BUT FIND YOUR UNIQUE VOICE AND BRAND PERSONALITY.

DON'T FORGET TO TRACK PERFORMANCE

REVIEW ANALYTICS TO SEE WHAT'S WORKING—AND DOUBLE DOWN ON IT.

ACTION STEP:

YOUR PERSONAL IG RULES

MY TOP 3 DOS FOR MY BRAND:

MY TOP 3 DON'TS FOR MY BRAND:

PRO TIP

THE MORE BOXES YOU CHECK, THE STRONGER
YOUR BRAND CLARITY!

WANT HELP FILLING IN THE GAPS?

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