



**Instagram  
Stories 101**

# Increase Engagement by Adding Structure to your Stories

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**The Instagram story structure that will boost engagement and move people to reach out.**





# Why use Instagram Stories?

Lets look at some stats

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- **There are over 500 million active daily Instagram Stories users.**
- **70% of Instagram users watch stories daily.**
- **86.6% of Instagram users post Stories.**
- **Instagram Stories are used by 36% of businesses to promote their products.**
- **25% of Gen Z and Millennials use stories to find products and services.**

## The story stages

Most people use their stories in one of two ways.

Either full on or hardly at all.

There is a fine balance between overload and effectiveness.



# The Story Flow

**This is an example based on years of trial and error. The key is making it your own.**

**01**

## START THE DAY

Have something to kick off the day,  
This sets you up to use the  
platform and your audience get  
used to it.

**02**

## SHOW YOUR WORK

At least once a day have  
something related to what you do  
on a day to day basis.

**03**

## SHOW YOUR INTERESTS

Show the other things  
you like to do. Your  
dog, sports,  
music...etc

**04**

## EMBRACE YOUR QUIRKS

This is where the  
personal brand comes  
in. Share your quirks  
to build trust.

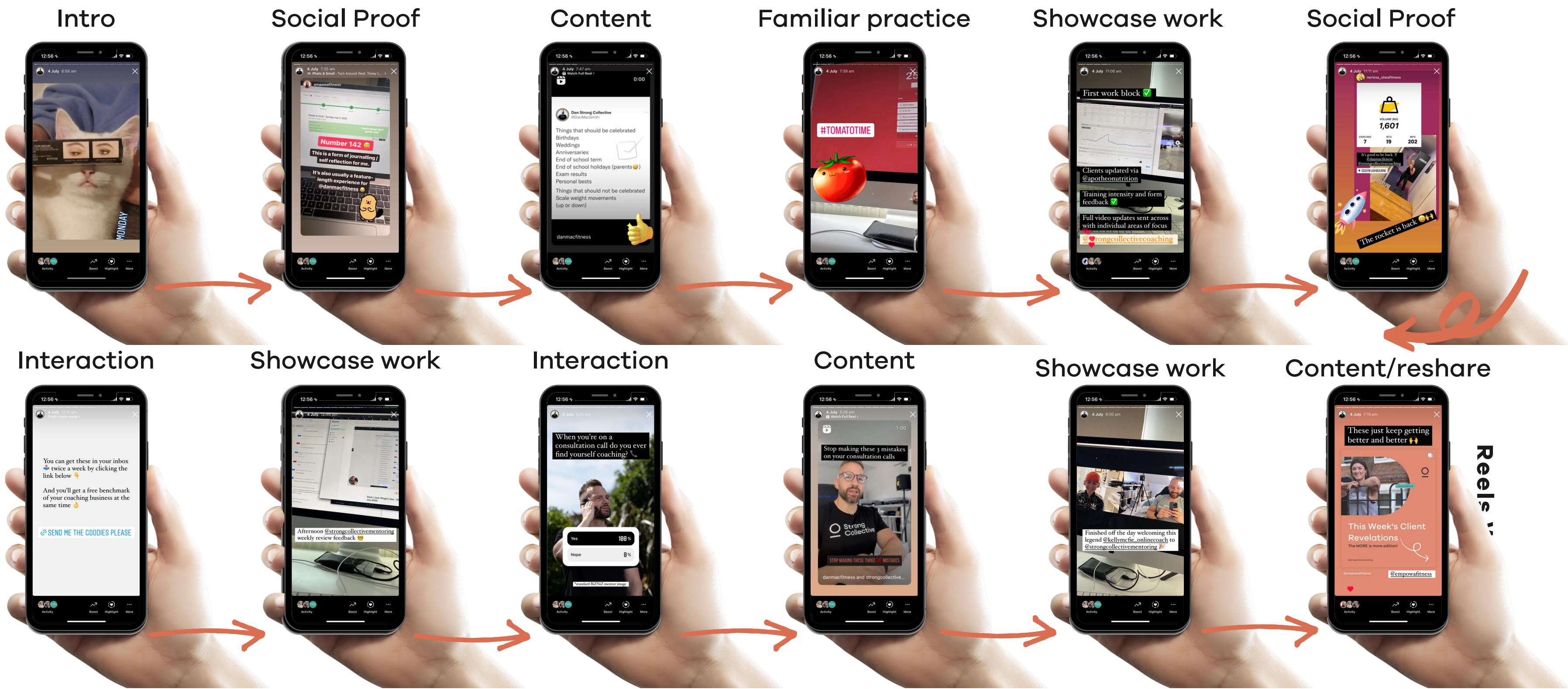
**05**

## REPEATABLE

Have things which you  
can repeat weekly. Quiz,  
polls, skits,



# Take you through an example day



Reels



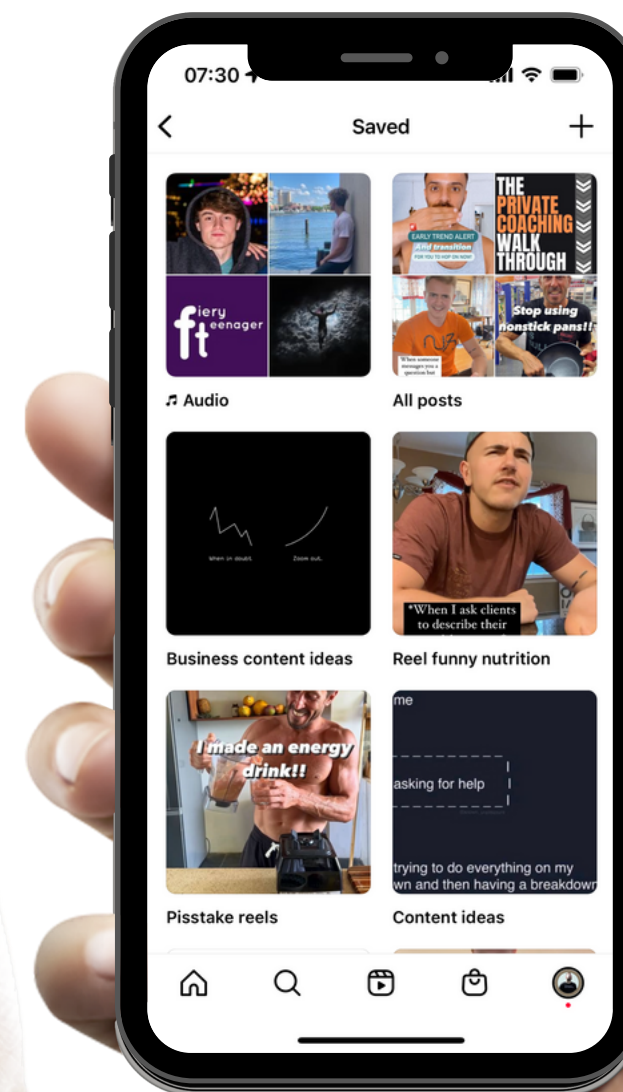
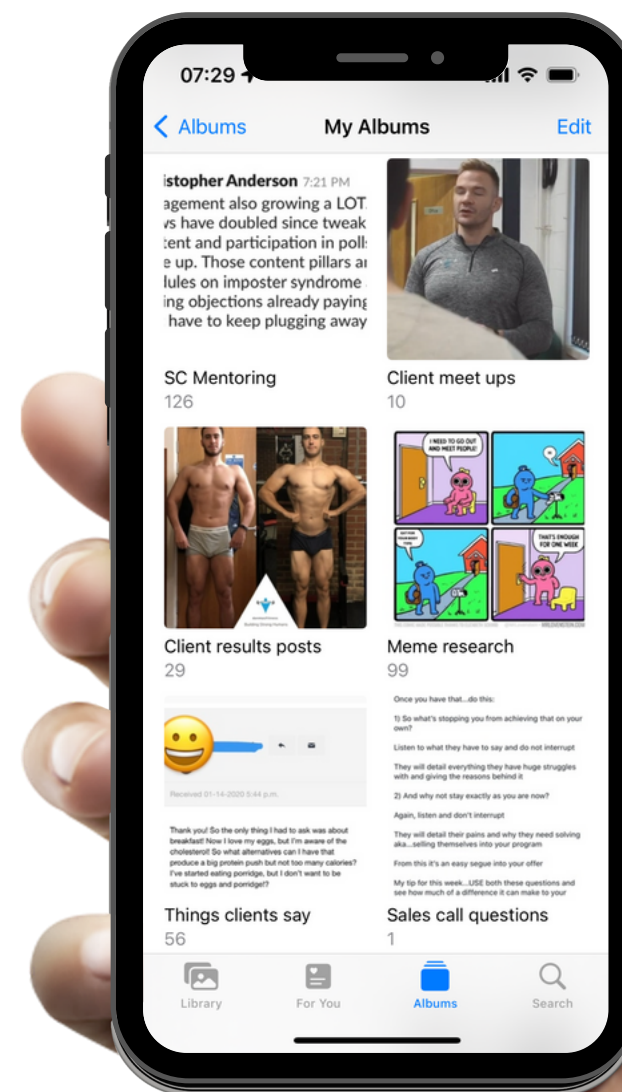
# Top Tips - Folders

## Set up folders and albums

Albums within your phone

Folders within the App

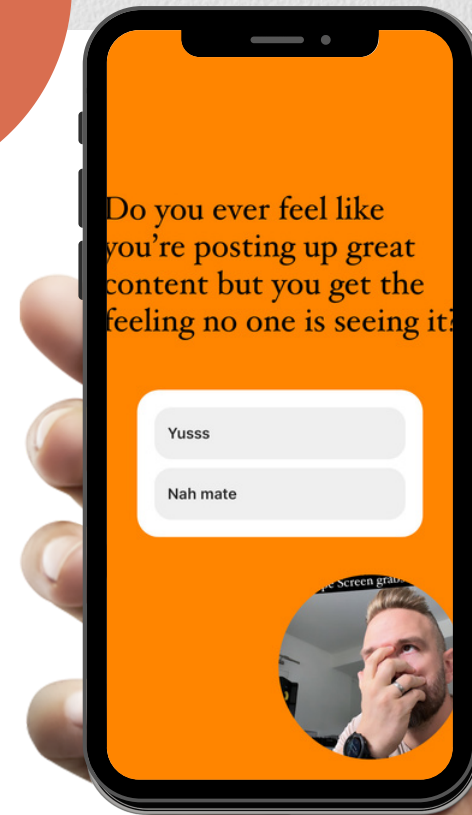
Quick access plus great for ideas





# Moving (selling) in Stories

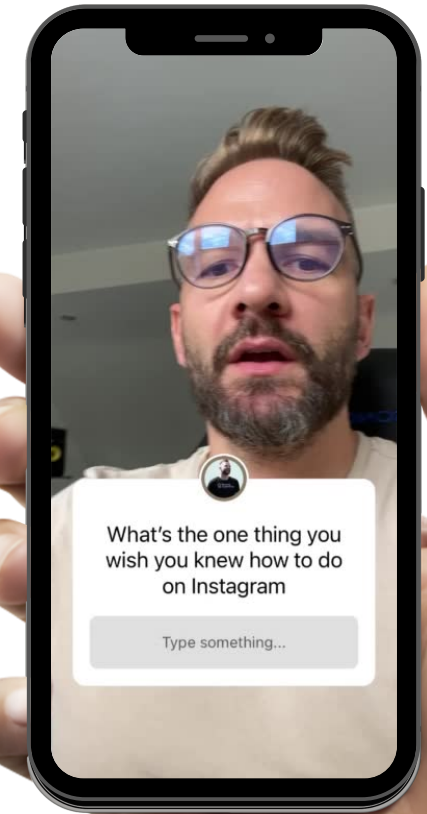
**Identify the problem**



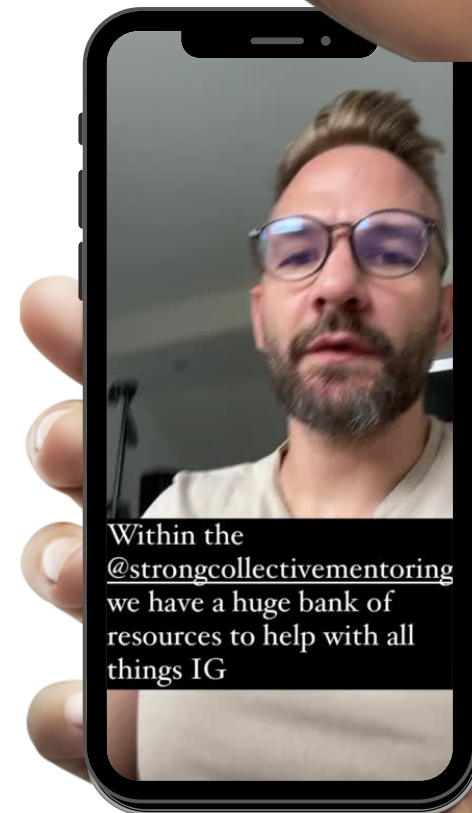
**Relate to the problem**



**Ask for their feedback**



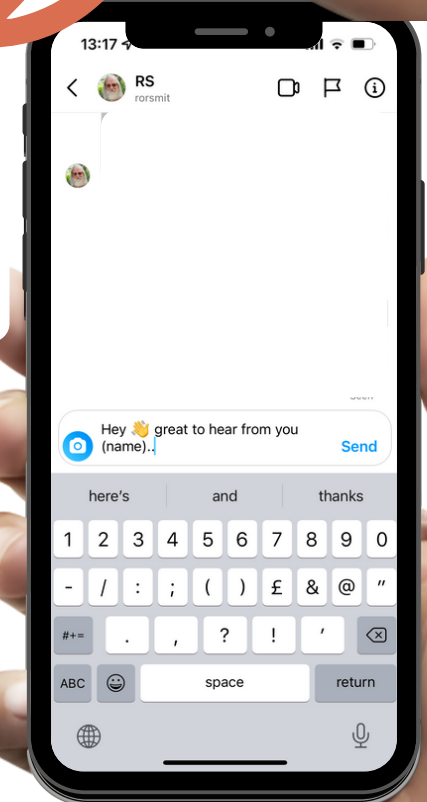
**Reveal solution**



**Offer next steps (CTA)**



**Conversation in the DMs**



# 10 IG Story Mistakes

01

NOT POSTING  
FREQUENTLY  
ENOUGH

02

ONLY  
PROMOTING  
YOUR OWN STUFF

03

IGNORING  
INSIGHTS

04

NOT ADDING  
CLOSED  
CAPTIONS OR  
TEXT

05

NOT USING  
ENGAGEMENT  
STICKERS

06

POSTING TOO  
MANY SLIDES OF  
THE SAME TOPIC

07

NOT ASKING  
ENOUGH  
QUESTIONS

08

POSTING TOO  
MANY STORIES AT  
ONCE

09

LOOKING AT  
YOURSELF  
INSTEAD OF AT  
THE CAMERA

10

STARTING WITH  
"HEY GUYS" OR  
"I'M JUST  
JUMPING ON.."





# **My** challenge to you

## Time to take action

- **Take some time to find your own story flow**
- **Commit to your stories for 6 days**
- **Commit to testing out the selling flow twice**
- **Commit to using IG features such as stickers, polls and questions**
- **Set up folders and albums and start saving**
- **Assess after you have done this for 4 weeks**

