

Instagram Checklist for Dancers



Instagram Account Essentials for Dancers

- **Make sure your account is public**, and not private. You will have a very hard time gaining followers, if people can't see what type of content you're posting on Instagram.
- **Upgrade to a business account.** If you are building your brand on Instagram, you should have a business account (not a personal one).



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- **Be clear and strategic about your bio.** It should clearly describe: What you do, who you serve, how your talents/services/products benefit others.
- **Example:** "I teach dancers how to make money online."
- **Include a specific call-to-action, and a link in your bio. Example:** "Start Making Money On Instagram Here!" www.ashanimfuko.com



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- **Post every day to your Instagram Stories.**
Share a mix of your real life, behind-the-scenes, and valuable tips and advice, that highlight your level of expertise.
- **Do an introduction in your Instagram Stories,** that you can save and add as a Highlight to your Instagram profile.
- **Create Instagram Highlights on your profile.**
Treat it as you would the tabs on your website. Some of your Highlights could be:
About Me, Dance Tips, Dance Classes, Performances, Testimonials, Behind-the-scenes, Courses, Work With Me.



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- Include keywords in your name and bio (to be optimized and found in searches). So for example, on my profile, I don't only have my name, but I also have, "**Ashani Mfuko Dance Marketing**". That way, if someone searches "Dance Marketing", my profile will show up at the top of the search.
- **Include your location on your profile**, to make it easier for people to find you in local searches, and just know where you are located in general.



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- **Add the option for people to "BOOK" you, directly from Instagram.** I have this enabled on my account, so that you can book a Discovery Call, or Strategy Session with me, directly from my profile. (I'll be breaking down exactly how to do this in my Instagram webinar for dancers.)
- **Create your own IGTV Channel, and add it to your profile.** Any opportunity you have to post videos that allows your audience to connect with you in a personal way, and/or learn something from you, should be utilized and maximized!



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- **Choose a visual theme for your profile.**

Instagram is a visual platform, and the visual aesthetic of your profile DOES matter. It sends a message to people when they first visit your account, so you want to make a good first impression. What colors represent your brand? What fonts will you use? What filters will you use to create a cohesive look/feel to your profile? Think about all of these things.
- **Include a way for people to contact you.** If you have a business account, your followers will be able to e-mail you directly from your account.



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- Before you post, ask yourself these questions...
- How does this post benefit my followers?
- Will this post help me connect with my followers in a more personal way?
- Does this post highlight my level of expertise, and represent my brand (and my message, mission, and purpose) well?
- What call-to-action should I include in this post, to help me reach my goals for my Instagram account/personal brand/business?



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We have just brushed the surface dancers!

There is so much more to know and learn, if you want to make money from your Instagram presence!

Here are two, awesome ways for us to start working together!

-> If you're on a TIGHT budget, **CLICK HERE** to join my **NEW, VIP E-Mail Coaching Program** (only \$10 to join today)!



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If you're ready to level up and invest in yourself, **CLICK HERE** to join my elite, membership program for dancers, "**Finance Your Dance Academy**" (only \$97 to join today)!

The benefits of joining this program are CRAZY! It will literally change your life as a professional dance artist, for the better, like never before!