

# *Instagram Checklist for Dancers*

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## 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](http://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!

**Be sure to register for my upcoming, live webinar, *"The Top 5 Ways Dancers Can Make Money On Instagram"* to learn everything you need to know to start making money on Instagram.**

**[CLICK HERE TO REGISTER!](#)**

Checklist created by [@AshaniMfukoDance](#) on Instagram.