



20 INSTAGRAM STORY IDEAS 💡

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One of the hardest parts about Instagram stories is simply **figuring out what to post!** This handbook outlines a variety of different things you can share so you'll never run out of ideas.

1. TELL US ABOUT YOU

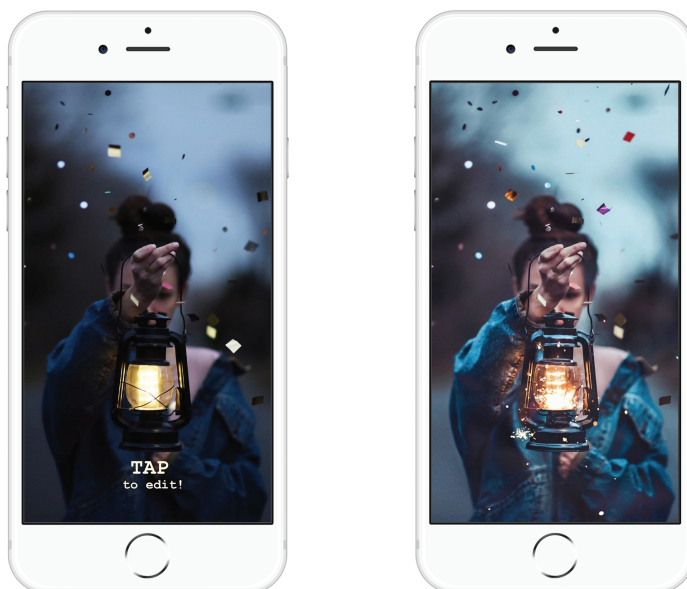
As much as you may think your audience knows about you.. they probably don't. Not everyone sees your posts and not everyone has read your about me on your website. To keep people in the loop you should share some facts about you every now and again!

2. FEATURE A PRODUCT OR COMPANY YOU LOVE

All day everyday we use products and services created by other people. The morning skincare you use, the cafe you had lunch at, or the computer chair you sit in can all be shared and @mentioned within your Instagram stories. Not only does it give your audience a peek into what you like, the brands appreciate being mentioned (*they may even follow you!*)

3. BEFORE & AFTERS

Do you offer a transformational service? Eyelash extensions, tattooing, weight loss, etc. Any content you have that shows a change in yourself or your customer makes great Instagram story content! This can also be used if you're a photographer who edits their photos. People love seeing the before and after of a beautiful edit!

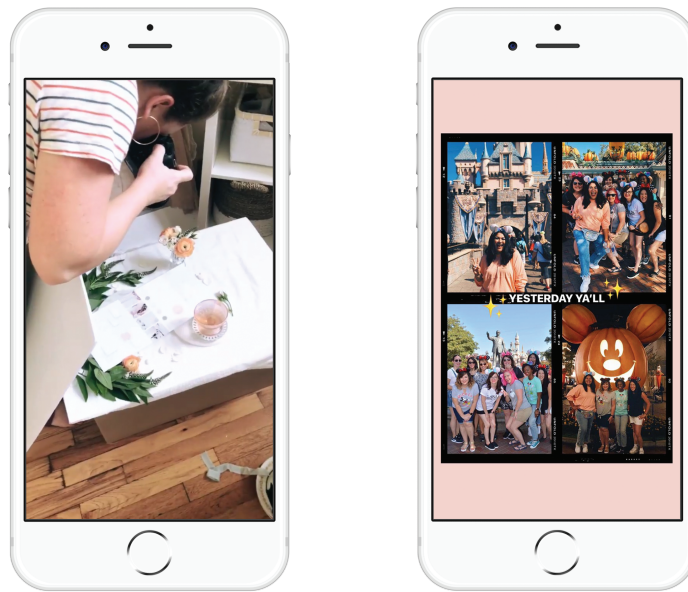


4. ANNOUNCE A NEW POST

Just uploaded a new post to your feed but it isn't getting much engagement? Share it to your Instagram stories and encourage your audience to go check it out. *(Exactly how to do this is taught in Module 2 of this course!)*

5. BEHIND THE SCENES

Working on a new project? Out taking photos for your feed? Scouting for a new office location? Share it with your audience!



6. GET PERSONAL

Going through a tough time? Scared of an upcoming event? Just found out you're pregnant? These are all great things to add to your story *(if you want!)* to let your audience into your life a little more. Showing you're human and sharing relatable feelings helps build better relationships with your audience.

7. START A CONVERSATION

Is there something you feel really passionate about? Are you loving a new book? Looking for movie recommendations? Put out the call on your stories and ask your audience to respond to you. Not only will you get great answers to your question, you'll start conversations and that leads to relationships.

8. SHARE A FUNNY MEME

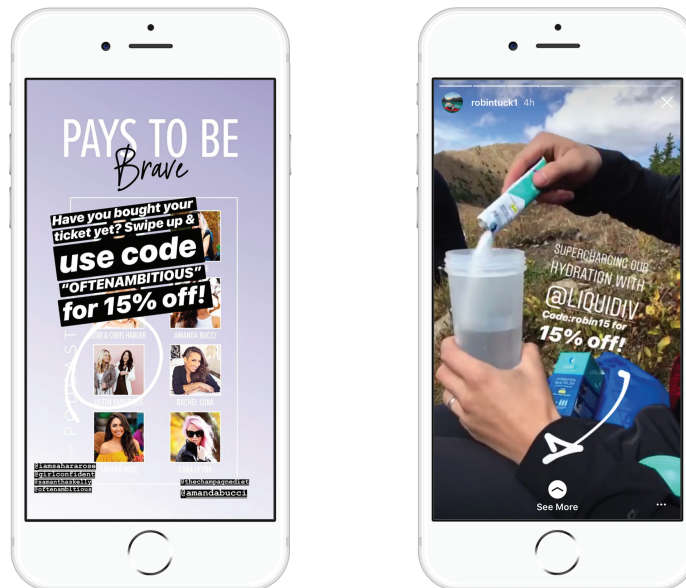
Saw a meme that made you laugh? Your audience will probably enjoy it as well!

9. CONDUCT AN INTERVIEW

Are you working out with a new trainer or having your photo taken by a professional photographer? Ask them a few questions and add their answers to your story. If your audience is interested in the topic, they'll love it!

10. SHARE A DISCOUNT CODE

Know of a discount code for your favorite stores? Or maybe you have your own - share it with your audience. Everyone loves a good deal!



11. SURVEY YOUR AUDIENCE

Have something you want to ask your followers? Do it in a story! Instagram has some built in features that make this really easy. I'll teach you all about them in Module 2!

12. SHARE A QUOTE

Quotes have been popular on Instagram for a loonng time. Something about them just hits people right in the feels. Select a quote that resonates with you (*and hopefully with your audience as well!*) then share it to inspire others.

13. PHOTOS THAT DIDN'T MAKE THE CUT

I know we all have waaay too many photos in our camera rolls and most just aren't good enough to make it to our feeds, but that doesn't mean they won't do well on your story! Share any photos that didn't make the cut to your story so they can have their time to shine.

14. ANNOUNCE AN UPCOMING EVENT

Going to a conference? Traveling to a new country? Bring your audience along for the ride by sharing it on your stories!

15. TUTORIALS

If you're a fitness trainer, artist, baker, landscaper, designer, etc you can create mini Instagram story tutorials for your audience. Take a photo or video of each step of your process and share it with your audience so they can follow along!

16. PROMOTE SOMETHING

Use your Instagram stories to tell your audience about a new blog post you just published, a new product you're selling, or your most popular service. Don't forget to explain it so they feel educated and not just sold to.



17. ACCOUNT SHOUTOUT

Have an account you're loving lately? Screenshot their grid then add it to your story and @mention them. This is great way to show appreciation for other Instagrammers and send them a little bit of traffic. Ideally you communicate with these people first and ask for them to do the same. This collab will get you both a spike in visitors & potential followers!

18. TESTIMONIALS

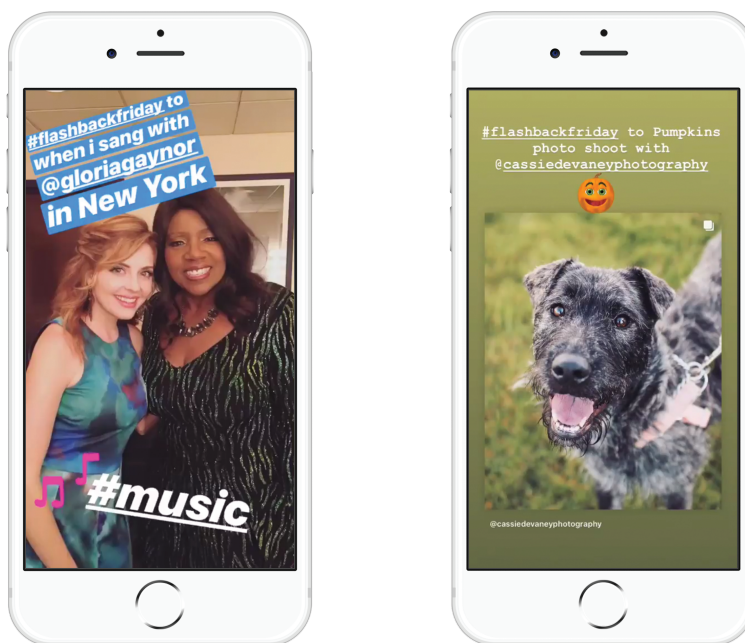
Do you offer a product or service that gets great reviews? Share them on your stories! You can type them out, screenshot them from your email / website / socials, or ask your customers to record a video testimonial for you! Sharing testimonials not only makes potential customers more confident in your offer, it makes you look great!

19. SOCIAL MEDIA ACCOUNTS

Chances are good you aren't just on Instagram. Use your stories to direct traffic to other places like your Facebook page, YouTube channel or Pinterest account.

20. PARTICIPATE IN A WEEKLY SERIES, OR CREATE YOUR OWN

You've heard of the popular weekly series #flashbackthursday and #womancrushwednesday, right? Hop on the bandwagon and share a piece of content that fits within the series on that day. Or, create your own series and stick with it so your audience learns to expect it from you!



Now that you have plenty of ideas to keep you busy on Instagram stories, it's time to ramp up your entire Instagram Stories strategy with my course, **Success by Story!** Click the link to enroll!

ENROLL IN SUCCESS BY STORY