

Instagram with *Intention*

**3 lessons and 13 prompts to help
you show up more consistently
(and confidently) on Instagram!**



by Quinn
Tempest

A NOTE BEFORE WE DIVE IN...

Dear reader,

Are you like me and find yourself in a love-hate relationship with Instagram?

One on hand, you love to feel inspired and discover likeminded people around the globe. You also know there are HUGE opportunities to use Instagram to grow your reach and your business.



But, you're faced with a harsh reality on the daily: **Instagram is a big fat ENERGY DRAIN.**

Maybe you've felt like your thumb was absolutely *possessed* because it just can't seem to stop scrolling even when your mind pleads "STOP! It's 1:00 am and I need sleep!"

Or maybe you see your competitors' highlight reels and fall into traps of self-judgment and comparison (breaking your own heart in the process).

Possibly, you find yourself posting on your own business account consistently for a week, only to then ghost your audience for a month because you couldn't help but take your engagement metrics personally.

At the worst, you even give up on Instagram altogether.

Sound familiar?

Part of the problem is that Instagram (and all social media platforms, really) is *designed* to suck us in. It is *designed* to give us a hit of dopamine and keep us coming back for more. It is *designed* to steal our attention away.

This is not our fault.

But, this is why it is essential - especially for us entrepreneurs - to remember that Instagram is *a tool*; a tool we CAN and SHOULD take advantage of.

What you need to do is use Instagram with intention.

Instagram with intention is balancing the magical trifecta of strategy + systems + purpose in order to help you radically shift the way you show up on Instagram and - in turn - what results you get.

The truth is: you can't change Instagram; you can only change yourself. So, you need to focus on transforming *your relationship* to the platform and take back your own power. Your sanity and your business deserves that.

So, how do you make this shift? You must focus on three things:

 **Strategy:** *Document a strategy that is designed for Instagram specifically.*

 **Systems:** *Get organized so you can show up confidently and consistently.*

 **Purpose:** *Re-energize your message by tapping into your deeper "why."*

In this worksheet, I'll teach you lessons for each of these three points of the trifecta and guide you through prompts to check in with each.

Answering these prompts thoughtfully and thoroughly will give you a strong foundation to begin to use Instagram with more intention.

Put time on your calendar NOW to work on this (30-60 minutes will do) and when that time comes around, get cozy! Maybe light a candle, turn on your favorite music, and pour yourself a cup of tea... or wine if that's your style! Sink into this exploration - your future self (and business) will thank you.

Yours in purpose,



P.S. Have questions or challenges that come up while going through this? Email me at hello@quinntempest.com or DM me on the Gram @quinn.tempest. I'm here for you!



SECTION ONE

Strategy

Although there are many drawbacks to using Instagram, there are also endless opportunities available for anyone using it to build their brand.

After all, Instagram is one of the best platforms to find your audience, connect with them, and nurture relationships that will build your brand, your audience, and your bottom line.

In this section, you'll learn the true definition of Instagram marketing and how to develop your first strategy or bring new life to your existing one.

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The cultural gatekeepers who used to validate what ideas got shared or not are now GONE. Now, small businesses & entrepreneurs can carve out your own little niche of the internet and claim it as their own.

But, the lack of gatekeepers also means building a business online can often feel a bit like a rat race! To counteract this and to really approach Instagram with more intention, you must go below the surface.

You must dive deeper into your core purpose and bring that to life in all that you do This is what builds an audience. This is how you make a difference.

How do you do that? You look beyond the "pretty pictures" and influencer drama and call-out culture that endlessly draws us all in, and, instead, dig into the root of what people are truly looking for on Instagram:

- **Experiences**
- **Authenticity**
- **Entertainment**
- **Storytelling**
- **Community**
- **Inspiration**
- **Education**
- **Meaning**

These are the core values Instagram is built on and that users have come to expect from content creators.

On that note, Instagram marketing is the perfect vehicle for your content marketing strategy, so let's set the stage for the definition of Instagram marketing by exploring the principles of that first.

Here are the four foundational truths about content marketing:

1. People buy from brands they like.
2. People like brands they feel they can trust.
3. Relationships build trust.
4. Content builds relationships.

Feel free to insert whatever verbs/entities into those statements to make it true for you (e.g. *People donate to nonprofits they like... People read blogs from bloggers they like, etc.*) since the principles apply across niches & industries.

Now: what's the most important thing about content marketing? It's NOT about you!!

It's about delivering relevant, useful information to your audience without selling or interrupting them. It's about building a relationship! It's about building trust! It's about building likability!

So, how does Instagram fit into this picture? Here's my definition of Instagram marketing. You're gonna wanna remember this...

Instagram marketing is an interactive experience of your brand that is creatively presented and strategically planned in order to build a relationship with your audience.

Instagram is the most direct, impactful way to build and nurture relationships with your target audience. That is, IF you have an intentional Instagram marketing strategy in place.

Use some or all of the prompts on the following pages to check-in with your Instagram strategy and re-inject it with some energy and purpose.

STRATEGY PROMPTS

1. *What are the major challenges you face in using Instagram to market your business? How do these hold you back? For example:*

- I don't have a strategy in the first place!
- My content is all over the place and unorganized.
- My business has shifted and my messaging on IG feels stale.

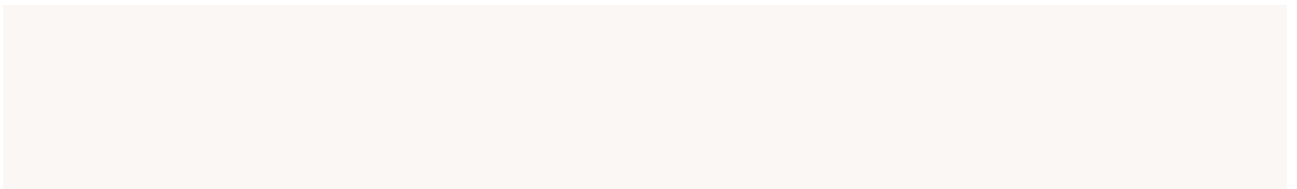
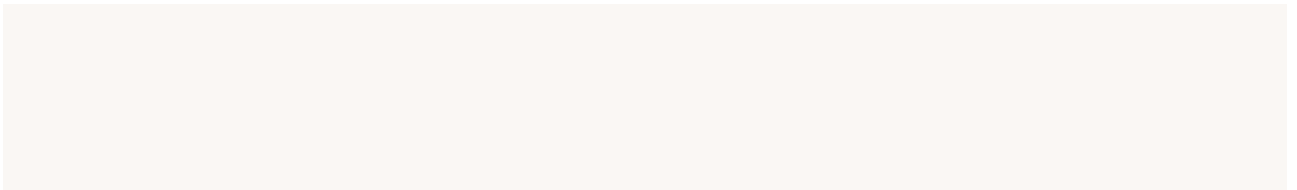
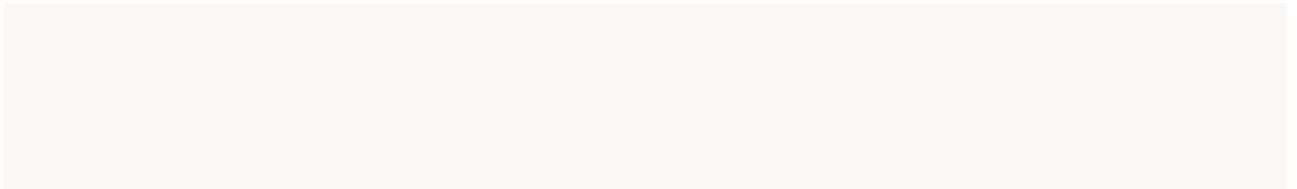
2. *What are three of your primary goals for using Instagram in your business? (e.g. Build my brand awareness, Elevate my thought leadership, etc.)*

3. *What does your audience care about? (What are their pain points? What are they interested in? Who influences them?)*

4. What makes you unique? What is it that makes you stand out or sets you apart from similar people/brands in your space?



*5. What are three values you want to try to always infuse into your content?
(Mine are: Creativity, Curiosity, Magic!)*





SECTION TWO

Systems

A common challenge that entrepreneurs and SMB's face on Instagram is showing up consistently and sustaining their strategy over time.

It can happen for numerous reasons:

- You feel you have a lack of engagement... so what's the point anyway?
- You burn out by showing up SO much and then ghost your audience.
- You don't have confidence in your strategy and hold yourself back.
- You DO show up a lot, but you're not seeing results & feel discouraged.

And look - this workbook isn't to shame you or make you feel bad if any of those statements sound familiar.

It can be soooooo easy to consume more than you create on Instagram and to compare yourself to other brands in your space who are "further ahead" on the Gram. Or even to have the best intentions but a lack of action.

That's why creating an Instagram marketing SYSTEM is vital because it helps you harness your time and energy intentionally to reach your goals.

Having a system to follow takes out the guesswork and stops you from saying: "What should I post today?"

It helps you show up more consistently which - in turn - can build your confidence as engagement begins to grow.

It also helps you better streamline your time so you can focus on what matters most to grow your business, which may or may not be Instagram.

Use some or all of the following prompts to get a baseline understanding of your current system (you have one even if it's not organized!) and begin to outline your action steps to better harness your time & energy on the Gram.

SYSTEMS PROMPTS

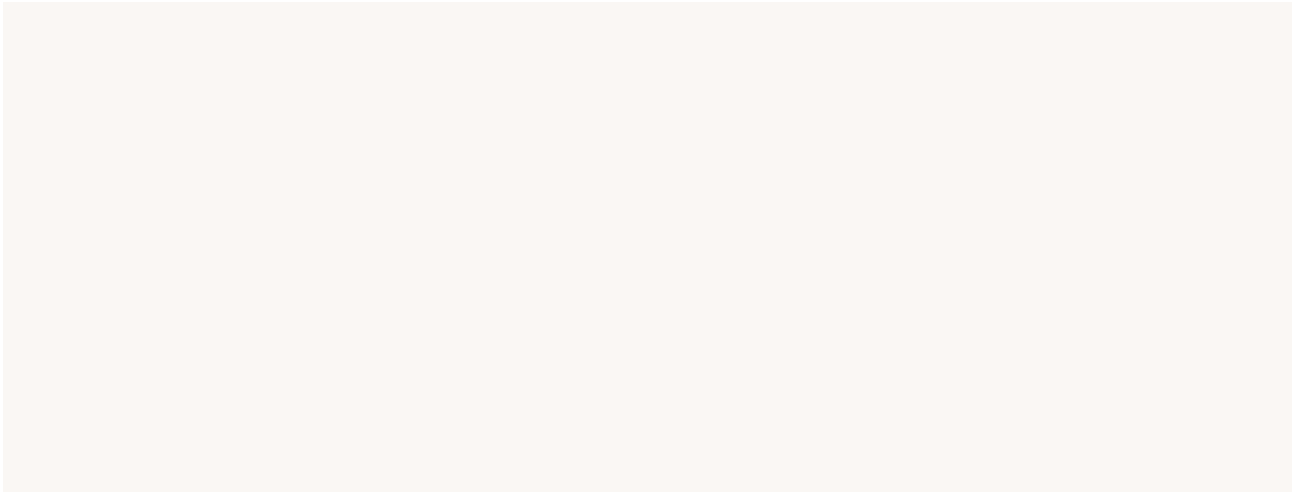
1. On a scale of 1 - 5 (1 being least and 5 being extremely), check the box for how organized your content assets currently are for Instagram?

1 2 3 4 5

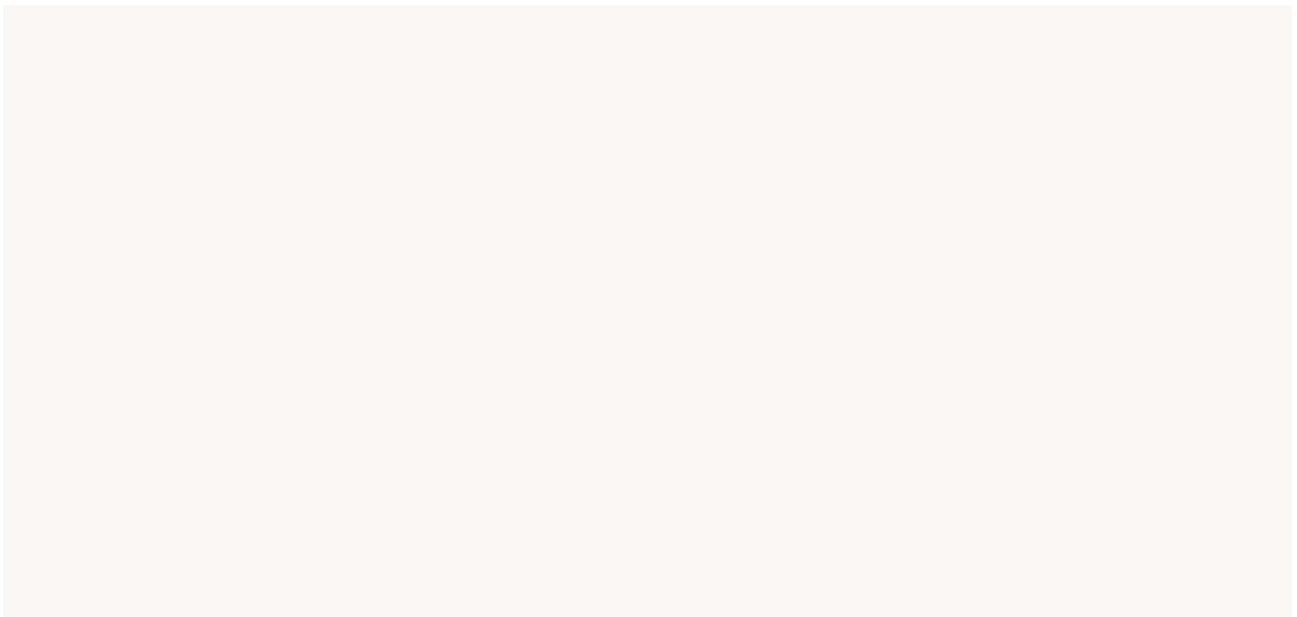
2. How often are you *CURRENTLY* posting on IG? How often would you like to post in the *FUTURE* to best support your goals? (On feed, on stories, etc)

3. What areas of Instagram perform best for you? Are there other formats you'd like to try in the next 6 months? (Feed, Stories, Reel, IGTV, Guides)

4. Do you currently have a set day of the week to batch your content ahead of time? How is it going? What you can improve? And if you don't yet batch plan, what day / time would you choose?



*5. What boundaries do you need to establish to best harness your **PERSONAL** time and energy on Instagram? (Set time limit for scrolling, batch content creation)*





SECTION THREE

Purpose

As I mentioned in my introduction, Instagram can often feel like a rat race where creators are clamoring for people's eyes and ears.

As an entrepreneur or small business owner/marketer, this can be DAUNTING to say the least.

It can also be discouraging when you see a competitor's audience skyrocket or negatively judge your efforts in comparison.

That is why you must go deeper into the purpose behind why you want to use on this platform in the first place. You must tap into your intention for being on Instagram.

Building a brand on Instagram is NOT easy. But what will make it easier and more sustainable is tapping into your WHY.

And hey, before you go writing this off as a "woo-woo" exercise that has no place in a marketing workbook, think again.

Knowing your purpose and infusing your content with it makes YOUR AUDIENCE resonate with you more. Because you are tapping into something deeper, something that they are likely on Instagram for in the first place.

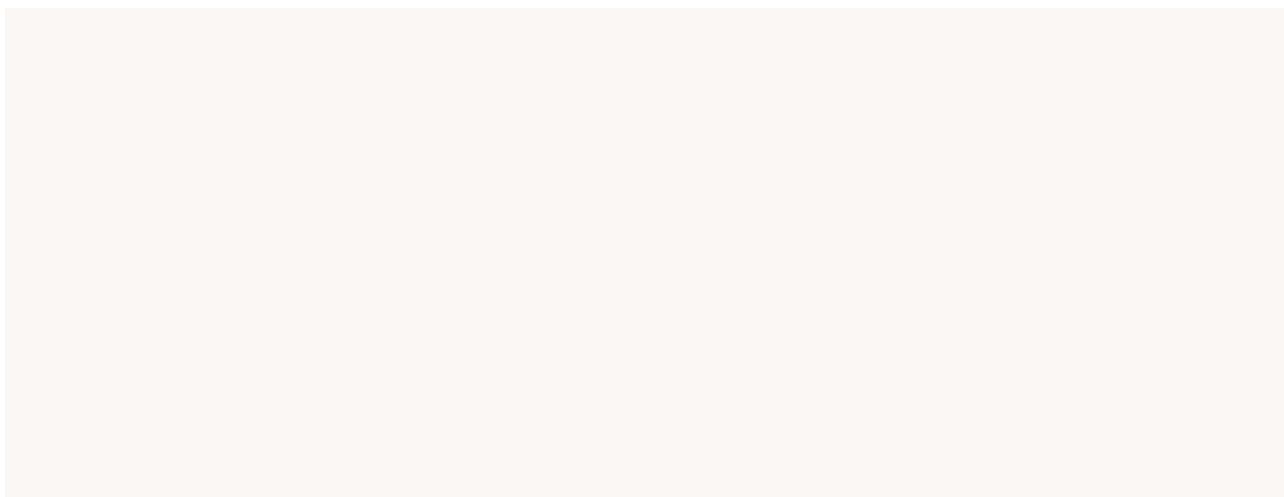
Remember our list of 6 core values underlying Instagram user's expectations? Like Community, Storytelling, Experiences, Authenticity...

Yea, those are the realm of purpose and the more clarity you have on the WHY that drives every post, every Story, every IGTV, and Reel, the more your audience will build a relationship with you, trust you, like you, and ultimately - buy from you.

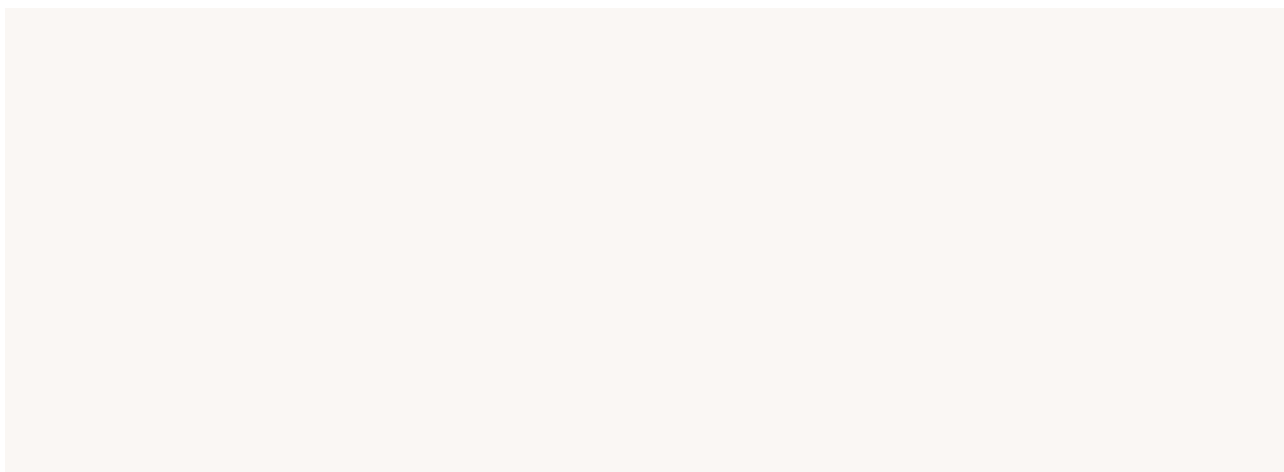
Use some or all of the following prompts to dig deeper into your purpose and explore how to bring your WHY to life in your Instagram marketing strategy.

PURPOSE PROMPTS

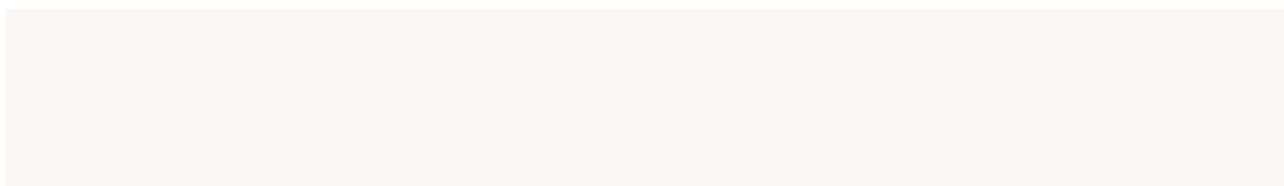
1. *Why did you decide to use IG to market your business in the first place? What possibilities do you see for yourself?*



2. *What is the deeper WHY behind your Instagram strategy? Begin with "I use Instagram to..." (e.g. help people shine on video, educate women on self-care, help non-profits expand the reach of their message).*



3. *If you could distill your Instagram ethos into one word, what would it be? (e.g. Empower, Educate, Inspire, Catalyze)*



YOU MADE IT TO THE END!

I hope you've gained some sparkling insights that will help you being to transform your relationship with Instagram from one fraught with anxiety to one infused with more strategy, organization, and a sense of purpose.

I have not found many Instagram resources out there for entrepreneurs and small business owners that focus on more than *just* marketing tactics. While those are important, there is so much more baggage that comes with our time spent on Instagram.

That's why I wanted to create this workbook: to help you bring together the magical trifecta of strategy + systems + purpose so that you can better take advantage of Instagram as an essential business-building tool AND shine a light on the inherent challenges you'll face along the way - from both inside and out.

If you have any questions at all, aha moments you want to share, or challenges you feel stuck on, don't hesitate to reach out to me.

Quinn Tempest



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