



*The boss babe's guide to*

# CREATING YOUR INSTAGRAM VISION

*The official workbook to help you gain clarity on your ideal follower, your social media branding, your unique message, and how to turn every follower into a paid client every time.*

MANIFESTATION BABE  
*by Kithin Jenkins*

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Instagram is a POWERFUL way to grow your online business. As a platform that keeps growing and growing at an astonishing pace, it's only obvious to assume our ideal clients are bound to be found here.

Unfortunately, I see so many female entrepreneurs miss the mark when it comes to growing their online businesses on Instagram. Where do they miss the mark? It all comes down to their vision... Instagram vision, that is!

If you're someone who posts on Instagram "just to post and get it out there," this workbook will give you the very clarity that you need to be successful. If you're wondering why you're not growing at a fast enough pace, or you're having a hard time converting your followers to paid clients, use this workbook to figure out which part of your Instagram vision you might be missing.

Instagram is all about delivering hard core value that's also visually appealing. Your appeal may start with your graphics, but true Instagram success goes way beyond pretty pictures. It's about knowing who your ideal follower is, and what they need to hear from you. It's about developing a message that speaks to their souls and makes them wonder, "why haven't I thought of signing up to work with her before?!"

To get maximum benefit out of this workbook, feel free to print it out, or follow along the PDF version in a separate journal. Go somewhere where it's quiet, pop a bottle of champagne, treat yourself to some great smelling candles, get into a feel-good relationship with your personal brand and get to work! We're about to unlock your Instagram money makers. It's time to say "enough!" to the frustration you've been feeling toward your Instagram account, and instead say "bring it on" to new found freedom.

Instagram is EASY. It becomes a flow once you find clarity.

Let me show you how. DIG DEEP in the following pages!

xoxo *Kathrin Jenkins*

# MY IDEAL FOLLOWER

1

When I picture my ideal follower (also my ideal client), this is who I envision:

2

When I think about people who I absolutely love working with and hanging out with, these are qualities that stand out to me:

3

These are the likes, dislikes, and interests of my ideal follower:

4 My ideal follower has the following struggles and pain points that I can help them with:

5 Why me? What is my message? My follower comes to my account for the following:

6 This is how I want my follower to feel when they stop by my account every day:

# MY UNIQUENESS AND VALUE

1 I created my instagram for the following reasons:

2 The following is what keeps me inspired, motivated, and encouraged to keep posting:

3 This is why I stand out amongst other accounts who offer something similar to mine:

4 The ULTIMATE goal of my account is:

5 These are the ways in which I add value to my followers' lives:

6 These are my most popular types of posts and what people seem to love the most from me:

7 These are my least popular types of posts and what I plan to post less of:

# MY ONLINE BUSINESS

1 What I want to sell/promote through my Instagram account. List all the ways you plan on earning income through your posts. Do you lead to your website or freebie outside of IG?

2 Do my Instagram posts connect with what I offer outside of IG? If not, how can I create free value around my paid offers?

3 Is there currently a link in your Instagram bio leading your followers to a page where they can learn more about you, what you offer, etc? Remember followers can't convert to sales unless you have a system for sales!

4 This is how often I plan on posting promotional posts. This is how often I plan on posting "free value" posts. There is no right or wrong here. Just think of your ideal follower and how often they want to hear each from you. Don't be afraid to sell your passion.



# MY BRANDING

- 1 The overall “theme” of my Instagram brand is...? Think about the kinds of photos you plan on posting...quotes, flowers, yourself travel destinations, coffee. Think about your interests and how it meshes with your biz!

- 2 These are the colors that represent my Instagram brand:

- 3 These are my signature words, phrases, & quotes that represent my brand:

- 4 These are the filters and apps that I plan on consistently using to help create a more visual consistent theme:

- 5 I want the following to be included in my Instagram bio that I feel would totally represent my account (Your only challenge is to make it fit into 150 characters!):

## *Instagram brand checklist*

- ☐ I made sure that my profile picture is a high quality, visual description of my account. (Headshot photos highly recommended to easily connect with others!)
- ☐ I take the time to make sure that each and every photo is brightly lit, sharp, and consistent with the other posts. No blurry or dark photos! EVER!
- ☐ I put thought into my Instagram account handle because I know that this is the very first impression of my IG brand.
- ☐ My posts are POSITIVE, UPLIFTING, and add to my followers' lives. I take the drama elsewhere...like to my meditation pillow.
- ☐ I do my best to take time out of my day to respond to comments on my posts as I know that my followers want to get to know me as a REAL live human!
- ☐ I commit to posting at LEAST once a day every day. I know that consistency is key when it comes to growing my following.

## *Repeat after me*

I am worthy of all of the Instagram success that I desire.  
The love I pour into my account comes back to me tenfold.  
This is my time. I am ready to be guided through the next step.