



# Module 2 Checklist

## MINDSET

- The only way that success comes, is with experience. Having the right mindset will enable you to get experience profitably, because you will learn to believe in yourself.
- The list of things to do is so large that you have to prioritise organisation skills as the ones to master from the beginning of your Instagram journey.
- Keep reading, trying new things, asking questions, and taking your Instagram account as what it is, your business.
- Don't waste your time being inauthentic!
- Be honestly generous, because pays off, both spiritually and financially.
- Enjoy the journey. Be willing to suck. Be aware that you have to progressively get better. Don't set ridiculous expectations. Just work, work and work on your craft.
- If you believe you can't do certain things, you most definitely won't ever be able to do them. One of the best mantras we follow, and the one that has taken us where we are now is: "Don't say I can't, say: How can I?"
- Write down all your ideas for your Instagram account. Write what you want that profile to be, and also write everything you need to learn to make the most of it. See and understand where you're at. You're a human being with everything you possibly need to be successful. Dream big!
- Failing is part of the process of getting good at and mastering something. Making mistakes and most importantly, dealing with your failures is part of your job as a content creator. We are not born afraid of failure, but we are taught to be embarrassed by it. Bearing that in mind will hopefully help you take a leap into the unknown. Most things in life fail (and that's okay.)
- Acknowledge your imposter syndrome, as little as it might be, and break free from it.
- Your Instagram journey is not going to be a sprint; it is going to be a marathon. A long marathon. One that will need your attention daily in order to succeed. Fall in love with your IG account, otherwise, sooner rather than later, it will fall apart.
- Focus on yourself. Don't pay attention to negativity (even from friends and family.) Be kind, do not enter in arguments, and use the "block" feature every time you feel you should. If in doubt, do it.
- Have your own style. Be inspired but don't copy. Don't rush yourself though. It doesn't matter if your Instagram account experiences different stages until you find yourself comfortable with it.
- No one cares about you, unless they can get something in return. BEFRIEND THIS!
- You are infinite steps ahead of your competitors though, because you belong now to this community. It is not just having in front of you all the knowledge we've learned to get our Influencer's account where it is, but most importantly being part of a growing group of entrepreneurs who will help and support you. Your fellow colleague and us, Arif and Ricky, will be there all the way.