



# *Module 6 Checklist*

## WHEN: NOT JUST TIME

- When to post.
- Focus on your ideal client and target audience's timings, and although you get followers with other demographics, you will also get targeted followers.
- If you want to swap timings (either days or times of the day) we advise you to do it slowly.
- Go to your Target Audience and Ideal Client research (module 4 of the program), and help yourself from it to find the best time to post.
- Prepare content for the following week. You'll pre-produce content on Monday, Produce it on Tuesday, and Post Produce it on Wednesday. All that content is the following week's content.
- Write your captions on Thursday.
- By doing every part of the whole production process in different days, we don't over saturate one day, leaving our weekly schedule more balanced.
- Use the Timeless Instagram Calendar and the Weekly Schedule Template to Pre-Produce your content.
- If you bombard your audience (and more importantly, future audience) with sales, sales, and sales, they will either unfollow you or what is worse, stop engaging with your content. This is one of the pillars of our formula. We believe that selling your product, either directly or indirectly, 100% of the time is the biggest mistake you can make.
- We give you extra ways to make the most of your post, and to generate engagement, which is what truly matters when you want to grow on Instagram. Link situated under the video lesson.
- Get inspired by pictures from different places: Pinterest, Google, books, Netflix... We recommend you to do this research from your computer. And in your Instagram Growth folder, create a sub-folder called Research Images, and keep them all there.
- When Producing your content, bear in minds all these: location, clothing, props, and equipment. Check all the tips and ideas we give you both in the video lessons, and the PDFs that you can find under the video lessons.
- Although free apps that we recommend you to use when editing (Lightroom, InShot and Canva) are free, the paid versions have literally change our lives. At least, check them out.
- Get in touch if you need any help with any editing software.
- Posting Strategy: Tricks to direct people to your new post. Here we teach you: What to do from an hour before you post, what to do the fist hour after you post until an hour later, and what to do after that hour after posting.