



Module 7 Checklist

TRANSFORMING FOLLOWERS INTO CLIENTS & GETTING BRAND DEALS

- You must follow every single strategy, exercise and tip we've taught you so far before start working on this module.
- Ways to to start and not to start your profitable IG journey:
 - Giveaways
 - Affiliate marketing
 - Shoutouts
 - Gifting
 - Paid collaborations
 - Top layer of your funnel
- Where to find your ideal client.
- Your own IG group chat/s.
- Types of leads and where to find them.
- Cold leads DM approach with examples.
- If you don't have any email marketing software, we suggest you to have a look at Mailchimp to start with, or you can simply create your own google form to collect the email, and send them a freebie created in Canva.
- Remember that instead of a freebie (pdf resource), you can also lead them to a free video session with you, your free private community if you have any, a Youtube training, a group chat...
- We do explain how to build an email marketing system and all about Personal Brand in our upcoming InstaBranding method program, that we will let you know more about as soon as it is ready.
- Divide your leads in Cold, Warm, Hot, Ex. Hot using our spreadsheet.
- Approaching brands. Brands DM approach.
- Collaborating with brands -even if you are not an influencer-, is a great way to expand your brand in so many different and interesting directions.
- The pitch: An email addressed to a specific person or brand, with the aim of catching their attention.
- Media Kit: A portfolio/cv that tells the brand you are approaching everything they need to know about you.
- Engagement rate.
- What to do from now on.