



Module 5 Checklist

WHAT: PURE STRATEGY

- Do our "What to Post Discovery System" exercise.
- During the first 3 months you need to post 7 days a week, because you will need to have something to compare to in a few months time, in order to do needed changes. That is the best first step. You would be able to analyse what days of the week work better for you as well as what crafts.
- It is all about showing up, about being out there, about exposure. Using the location tag helps you getting more exposure.
- "Tagging" an account and "mentioning" an account are terms often used interchangeably but they're different. Use both, but correctly.
- If you write an effective caption, you can direct people not only to like your posts but also to comment, share, click a link in your bio, follow your profile, and ultimately, buy your product or service.
- Use and make the most of all the writing hacks and tips we've taught to in the lesson.
- Hook. We've curated a list of 139 Hooks for you to use. You don't have to waste more time and energy. They are 100% adaptable to your needs.
- Caption's Body. Have always by your side the copywriting hacks document we've prepared for you, so you'll never feel blocked again.
- CTA. Find also attached under the video lesson a list of 252 CTAs.
- Follow our Emerge Instagram Hashtag Strategy, either if you are beginning your Instagram journey, or if you have less than 5,000 followers. Use it for 3 months and then move to the next strategy.
- Follow the Ultimate Instagram Hashtag Strategy.
- Make sure you read all the info about Quality.
- Learn as much as you can about the different IG crafts: Photo, Carousel, Reel, Video...
- Welcome to follow our IG Stories Diagram.