



HOW TO SUSTAIN INSTAGRAM GROWTH MODE!

In order to grow your Instagram at a higher rate than the usual dribs and drabs, you have to gear up into growth mode. Growth mode is how I grew from 600 to 10k followers in four months, and then to 22k followers over the year. But growth mode is not sustainable. You have to balance growth ...

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ATTRACTING YOUR IDEAL AUDIENCE

The first thing I ask someone who's interested in growing their social media presence is WHO their ICA (Ideal Customer Avatar) is. And often they'll say oh I don't have any customers or clients, I'm not selling anything. And then I explain that you have an ICA whether you're a product based, service ...

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MOMMY AND ME SHOPPING TRIP AT THE WESTCHESTER!

The girls and I had a fun holiday outing at The Westchester- the luxury mall in White Plains, NY, that is only a half hour drive from our home in CT. They got to enjoy breakfast with Santa, a



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dance party with Santa, and a private cookies and milk session with Santa and Mrs. Claus! They were ...

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CREATE AN INSTAGRAM BIO THAT CONVERTS FOLLOWERS

In my freebie download, My Top 10 Tips for Growing your Gram, two of my tips involve your Instagram bio. Because your bio is such an important and easy way to convert account visitors into followers, fans, and even email subscribers, or customers. Instagram Bio Strategy The majority of users ...

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YOUR ENGAGEMENT RATE IS YOUR KEY TO SUCCESS!

In order to grow your Instagram, and monetize your account, you need to know your engagement rate girrrl. Nano and Micro influencers have higher engagement rates Why? Cos your follower count is not the most important number anymore... hello it's not 2017! Nano (1k-10k) and micro influencers ...

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HOW TO GLOW AND LOOK CONFIDENT IN STORY VIDEOS

Confidence attracts. So you want to look confident in Instagram story videos, but naturally. Does looking good make you feel good and give you a confidence boost? Of course it does, but who's got time to spend hours on putting yourself together? I'm all about how to look as good as I can ...

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