SET-UP GUIDE INSTAGRAM

1. Create Your @Handle + (Profile Name)

- **1.1 In addition to your @Handle, adjust your name (Use bullet points to position yourself and share what you do – NO full sentences! See more in section 2).**
- **1.2 Your “Name” helps you appear in Instagram’s search function.**
  - **Example: @Handle: Max.Mustermann**
  - **Example: "Name": Online-Fit-Coach Max, Weight Loss Coach Max, Fitness Guru Max**

2. Adjust Your Bio

- **2.1 Write your Instagram bio in bullet points.**
- **2.2 Use a clear description of your positioning.**
  - **Example: Based on target audience (Functional Fitness Training, Postpartum Courses for Mothers)**
- **2.3 Use emojis to illustrate and highlight your role.**
- **2.4 Describe your offer and provide a contact option.**
  - **Example: "Send me a DM!"**

3. Create an Instagram Post

- **3.1 Ensure high image quality (Minimum resolution: 1080x1080, Optimal aspect ratio: 1080x1350 for best use of screen space).**
- **3.2 Make it informative.**
  - **Example: Align topics with images, write informative captions, share real-life success stories, best practices, personal experiences, or promote your services.**
- **3.3 Use hashtags below the text or within it.**

    - Example: Create a unique hashtag for personal branding = #onlinefitcoachmax and use relevant topic-related hashtags (Tool: www.likeometer.co).
- Try using specific hashtags instead of generic ones like #fitness.
- Only integrate hashtags into the text if they naturally fit.

4. Create Story Posts (1-2 Stories Daily)

- 4.1 Possible story topics: Your daily routine, nutrition, training, special experiences, informative posts, self-promotion, testimonials, or resharing content from others.
- 4.2 Best practices:
    - For talking stories, write key points as subtitles.
    - For video sequences, ensure steady camera movement.
    - Use emojis to add emotion and engagement.
- 4.3 Create Story Highlights:
    - Organize highlights into different themes.
    - Highlights can be personal or showcase your work.

5. Networking on Instagram

- 5.1 Follow and interact with accounts in similar niches.
- 5.2 Start conversations, engage with their stories, and build connections.

6. Best Posting Times

- Monday: 7:00 PM – 10:00 PM
- Tuesday: 3:00 PM – 7:00 PM

- **Wednesday: 3:00 PM**
- **Thursday: 5:00 PM – 11:00 PM**
- **Friday: 4:00 PM – 8:00 PM**
- **Saturday: 11:00 AM**
- **Sunday: 5:00 PM**

7. Example Weekly Posting Plan

- **Monday: Workout Post, Workout Reel, Workout Video (Instagram Post)**
- **Tuesday: Tips & Tricks related to your niche – Provide information and visually enhance it (e.g., using CANVA) (Story Post)**
- **Wednesday: Promotion – Advertise your services, announce something new, share a testimonial or success story**
- **Thursday: Provide value – Show training insights (with explanations)**
- **Friday (Optional): Personal Post – Share a glimpse of your free time or personal life**
- **Saturday: Reasons to train with you – Self-promotion, success stories, health benefits**
- **Sunday: Behind-the-scenes of your work – Show clients you're actively working and making progress together**