

## Built Phoenix Strong - Instagram Checklist

1. Login to Instagram
  - a.
2. Search the following categories
  - a. Monday - Local Restaurants-Follow 200 per account
  - b. Tuesday - Unfollow 200 people (ONLY 200!!)
  - c. Wednesday - Local Gyms-Follow 200 per account
  - d. Thursday- Unfollow 200 People
  - e. Friday -Local Chiropractors/Doctors/Surgery Centers-Follow 200 per account
  - f. Saturday- Unfollow 200 People
  - g. Sunday- Local Spas/Salons/Hair Stylists

**\*\* In order to unfollow**

1. Go to built\_phoenix\_strong\_atl
  2. Click following
  3. Click "Sort by Default" and switch to Earliest
3. Reach out to the followers of the page based on the following characteristics of the profile photo
    - a. Filter- Is there a filter on their profile photo?
    - b. Woman-Are they female? Target 90% women
    - c. Big Boned-Do they look possibly overweight in their photo
    - d. Follows Health Lifestyle Profiles

**\*Start with people that liked recent posts by that particular page, then proceed to the followers**

**\*\*ONLY Follow 190 people (no more than 50 people/hour per account)**

**\*\*\*DO NOT follow fit people**

4. For Each New Follow Send a Direct Message

## I. Script (If they mention weight loss or getting in shape)

- A. "YOO thanks for the follow!! Seriously..I really do appreciate it, thanks!! So I've got 2 questions for you, what would you say is your #1 Fitness goal right now, and what has held you back so far from achieving it?"

### (If they say anything less than 40 lbs)

B1. Okay I hear ya. So if you could see yourself 3 months from now, how much weight would you like already gone?

C1. Nice! What if you could do that in the next 2 months , how would that feel?

D1. AWESOME , because that's actually not uncommon at all. Just takes the right plan and someone holding you accountable! I'd love to work with you, are you free for a phone call today?


### (If they say anything over 40 lbs)

B2.Okay I hear ya. So if you could see yourself 6 months from now, how much weight would you like already gone?

C2. Nice! What if you could do that in the next 4 months , how would that feel?

D2. AWESOME , because that's actually not uncommon at all. Just takes the right plan and someone holding you accountable! I'd love to work with you, are you free for a phone call today?

## II. Script (If they mention toning)

- B. "YOO thanks for the follow!! Seriously..I really do appreciate it, thanks!! So I've got 2 questions for you, what would you say is your #1 Fitness goal right now, and what has held you back so far from achieving it?"
- C. Okay I hear ya. So if you could see yourself 3 months from now, what areas do you want to see toned?
- D. Nice! What if you could do that in the next 2 months , how would that feel?
- E. AWESOME , because that's actually not uncommon at all. Just takes the right plan and someone holding you accountable! I'd love to work with you, are you free for a phone call today?
- F. Great! My name is Coach Placid and my number is \_\_\_\_\_, what will be a good number to reach you at?
- G. Got it! Let's aim for around lunchtime, Ill shoot you a text beforehand as a heads up 

5. Create a calendar invite
  - a. Name the invite as Call with (Insert their name),
  - b. Record their phone number in the notes section of the invite
  - c. Invite me to the call using the email "[builtphoenixstrong@gmail.com](mailto:builtphoenixstrong@gmail.com)"
  - d. Notify me via text saying "New call booked"
6. Update the tracking sheet
  - a. How many messages did you do today?

The Goal: 30 New Conversations Messages Per Day
  - b. How many calls were booked?
  - c. How many people were followed?