

## UNEDITED TRANSCRIPT

**Jeff Herring:** [00:00:11] Welcome everyone to a very special result. Now after class Instagram content secrets five critical elements for more sales and subscribers with Jeff Haring and Caleb herring who's over here checking out his phone Sarhad account and he'll be showing you some cool things that he showed me about Instagram. And Margaret says she avoided the cows on 285 this one but everybody saying hey son that's really good Margaret because apparently 285 around Atlanta was shut down because a tractor trailer full of cows tipped over there was like when you're like 60 or 70. We made the national news. So there you go. Now part of my job I said this from the e-mail leading up to this is to look at different platforms and different things that come along from the view of a content marketer a content creator and show you guys how to get the most out of your content on different platforms.

[00:01:18] That's what we're doing here with Instagram. And therefore it will probably be different from any other Instagram training you've attended or heard or read or whatever. Because I take a different view on how do we how do we spread our content. How do we get our message out to help people change their lives in the process change our own.

[00:01:37] So I would call this a business and life changing masterclass. So welcome. Glad you guys are here. Yes Joan tipping off cow tipping on the interstate today apparently and probably a lot of other cow stuff. Yep there it is. The first e-mail how do I get on the web. I love it. Are Indigo programmed in a way to go. I mean I told you that what happened to. There we go. There is the link. How about that. Just be prepared for that folks. You do these kind of things. No matter how many thousand reminders you send out. Well we can now start with Roger. Hi Jeff I'm here. All right here we go. Now to sponsors for the evening show here for the mastermind might be day time where you are might be tomorrow where you are. Who wins Monday Night Football. The first one is a result. Now mastermind if there are many people that are already members on here were the home of the certainly blueprint print and all the masterclasses because the more masterclasses you go to the more results yet there's many members here who will welcome you in when I invite you in later on this show. If you're not in I want you to seriously consider it at the end of the show if and only if we do our job because over the next month even though this is a great place to be I have found a way to improve it. I'm told my infighter for this astronomically and a lot of Octobers going to be dedicated to building that. It's just going to be the place to be.

[00:03:34] So you'll be invited into that later on and a percentage of everything that comes in from webinars goes to this organization here on the right. Lighthouse Family Retreat. It's an organization here in Atlanta that works with families living through childhood cancer and takes on restorative retreats in the summer which Taylor about I volunteer for Caleb who is my assistant tonight in the upper right hand corner. He is the guy to my left and in the lower left hand corner he is the larger of those two blond haired boys.

[00:04:11] So not only will you be investing in yourself later you'll be investing in a really really good car. So now a little moment for you along with all the other stuff you get. Remember it's not just this training you get. You get the unedited transcript that eventually becomes an e-book.

[00:04:30] You get the checklist you get the templates you get the universal laws. Occasionally software that goes with it and you get entrance into this facebook group. The results now after class a Facebook group. There is a link at the bottom. I'll pop that over to chat for you.

[00:04:54] So that you can go be a part of that I'm and you'll see us talking about other masterclasses that you can become a part of. One at a time if you want to get them all in the mastermind. All right here's what's in store. The power of Instagram for content creators and

marketers.

[00:05:18] As I alluded to before how to choose and use the most powerful hashtags how to create eyeballs pulling insta updates. How to create compelling insta stories with Kellerberrin. How to create compelling insta highlights.

[00:05:34] Had a lot of compelling thing through the night folks how to create compelling Instagram.

[00:05:39] TV wow I see other people joining them after might and will be able to determine gentil after we get this done. Then I'm going to walk you through your next 6F steps then going to deliver unto you your Instagram genius tip that can set you apart from the competition and Caleb will have a hand in that too. Are Joy So

[00:34:48] And much much more Jiff like everything we do. Plus you will leave here with the marketing and marketing asset you can use immediately. That's what makes these master classes different. You actually accomplish something as you will on this show. Now buddy the Internet dog I've come to where we are. For some Pedi's so we're at the gang's all here. Power of Instagram for content creators and marketers. This is a screen capture from my Instagram earlier today. Now what I want you to do is look on this with a fresh set of eyes. Because people look at this and go Oh just another social media site. Well it is just another social media site. It's also when you look at it the correct way in is your own visual content Web site with all these different chunks of information that go on and on and on your C instict right here.

[00:35:39] There's dozens upon hundreds underneath. Hey now you can put a variety of stuff here and we'll show you some of that on this show. Some of these are other people's things some of them are mine. You can also put video right here and do it in a cool way that I'll talk about as we go further. There's the post there is IJI TV that we'll talk about later. These are highlights where you can put video or a series of screen captures. They appear in the picture like that Seinfeld meme Jenny found that last night is actually a gif but it just didn't play actually up here where my picture is become stories. And there's also IJI TV and another way that will show you later. So what I want you to realize that while this is another social media network it's really a visual content Web site that you control.

[00:36:30] Now the followers do not belong to you that's why you want to get them onto your e-mail list. But up here you've got you can talk about what you do and include right here a clickable link so that link right there is clickable and one of the things you do in your updates is invite people back to your profile page.

[00:36:48] So they can click on that link right so I wanted to introduce that as the first thing because that's the power of Instagram folks. How to choose and use the most powerful hashtag. Hey we don't need no stinking hashtags. Now if that offends you some way. I'm sorry but getting offended is a choice and I would invite you to make a different choice because I can't even spell Peacey. Okay so it's from a movie I'm on and I want to use it to talk about hashtags. Now people will say that that you don't need hashtags. And guess what. Just using one hashtag. We'll get you twelve percent more engagement on any post on Instagram.

[00:37:28] And the reality is you can use up to 30 and I'll show you examples as we go forward.

[00:37:33] A year ago Margaret a Hollywood classic of a movie. Right now there's you. We could spend the whole session and we might as insiders on hashtags for Instagram we're not going to do that. Here I am going to show you some key stuff right now. For those of you confused about

hashtag those of you of my generation feel that fine and still think pound right. How many will see that hashtag side and think pound answering the Q and A hashtags on Instagram are like keywords anywhere else. Whereas Pinterest is keyword driven. Look at all those people pounder No fine Yabaki whereas Pinterest is keyword driven and now hashtag driven secondarily Instagram is hashtag TriMet. So you need to be able to use them right. My recommendation is you do that in three categories right. The first category is the big general category. Say that you're in a relationship niche. So your general keyword would be relationships. So one of the things that get the most out of this master class folks who are going through these hashtags write down what comes to your mind for your niche as general hashtags. So if you're in a relationship that it's relationship that's the general hashtag and then there are specific hashtags. Let's say your niche within relationships. Is creative conflict resolution. So one of your hashtags might be creative conflict with me so far you get in general and you've got specific now. I know I can hear you out there think and they will work. How do we find these. Well one of the ways you can do it is search around Instagram. You need to spend some time playing around at following different people in your niche and seeing what hashtags they use. They just the same way you find out about keywords. So there's a general there's specific and then there's the third category branded that are unique to you. You can create and use and profit from your own hashtag. So in general is relationships specific is creative conflict. How about a branded one a creative conflict comics doing comics around creative conflict. You would not be the first to do that. Anybody remember the comic the lock horns and that one way that one of my favorites is is the man walking along talking to a friend kids as he loves like wins out. And the caption reads my church fat my church frowns on divorce but not on misery. So that's a creative conflict comment. Now if you're in a relationship which you know maybe I just created a whole business for you creative conflict comments is the point folks and I do have one is that you need to have these in three categories general specific and branded and I'll show you some of mine when we do. One of the updates gay scissoring members lock horns.

[00:40:24] Now you can use up to 30 hash tags now crevassed.

[00:40:29] Or is there a way to make sure that your branding hash tag. Yeah. Once you once you come up with it look around it and do a search for it on Instagram Kim and see if anybody else has. And if it's there but it is only used a little bit.

[00:40:42] That probably means it's old and you can still dominate it if it's not there boom you got it. Yeah I use authority on most of my posts and I'll show you where to put those in just a minute.

[00:40:54] Or you may say I'll tell you where to stick it out there.

[00:40:57] In a moment. All right. So that's hashtag how to create eyeball pulling insta updates.

[00:41:02] All right. Now one of the things I've learned lately. Well let's finish the hashtag Bahi make for a good transition transition. You can see right here. And I have fun with the tags and I say and now hashtag time. Content Marketing Content engagement content creation business small business social business blah blah blah blah blah blah and I'll show you this whole string when I show you alive one in a minute. But you can see where I put them. Now some people recommend putting them up here in the caption. The majority of the research I've studied and the people I've worked with say put them in the comments. Keep this clean your first caption and then put them in the comments.

[00:41:41] Right now one other thing viler just by experimenting.

[00:41:45] Cause I've. It's just not my personality to plaster my face all over a fight. It's just not. However I've learned very recently in the last few weeks the updates that get the most traction are

the ones that have a picture of me in it and so that's what I do find a way. I look through old pictures or take pictures on purpose that I could use. Right now this is a this is there is a lot of different parts to this one and it could be really simple it could just be a red or black background. But what this is. Okay I will type these into the chat as I say them. The background scene the red brick wall the picture are a place to put the picture. The bike in the sidewalk comes from a place called Photo foody f not f g h o t o f u n i a photo Fouzia. It almost sounds like a bad word. Photo Fouzia. So I just put that one in the chair right. So I create that in photo Fouzia and I put in a picture that I want and that becomes a template that simply resides in the camera roll of my phone. Yeah.

MARGARET What I say up there is I'm talking about the regular Instagram feed that we're looking at right now and then I take that picture over to a site called Heibel RahmahT.Y. o r a in a for those of you that remember Saturday Night Live when it was funny you type around a lunch to think of the copy guy. Making copy's so and then I type in whatever words I want to use a quote by me or someone else. This being Bob gothe I type it in and then I choose a way all those are apt JDF photo Fouzia and type arama. Both apps iPhone apps. And then I find the background to put it in and then I uploaded it and I usually I like the set off my caption from my name. So I'll make a category for it. Morning motivation was and then I'll just repeat the quote right and then I'll talk about the quote explain the quote applications of the quote or whatever and what entrepreneur does it need to hear this everyday. Right. Stay confident in what you're hoping for. Have assurance in what you haven't seen just yet. I don't know about you but I need to hear that just about everyday. And so that becomes a post or an update. Now when I show you the whole screen in just one me. Just do that now. One plan on doing that till later but we'll do it now because it just fits. And you're just about Upson movie. We go Alright now make this bigger Fria. And that's what it looks like on the big screen.

[00:44:08] Here's yes you can market and advertise and sell. There are people on this.

[00:44:14] Mafika that came in through this right here yeah.

[00:44:16] Mary Jo I don't know if they're available on APEC but if you've got an iPhone. And I know there are equivalents for everything else.

[00:44:23] Susan in photo Fouzia they have backgrounds you can use and then type Arama they have this black splotch here. Is a way to put text in from paper. Yeah. But you can see all the different ones on here. Here's just a hiking picture from a while back. This is from a conference. This is actually from my oldest son's wedding.

[00:44:42] I clean up pretty good in on and on. So let's go back to the flight I no I know what I want to show you in there.

[00:44:47] Hey let's go to this one. We've been using it as a demo and you see all the different hashtag that go on down.

[00:44:53] Hey all different things relating to my niche.

[00:44:56] So that means when people search those hashtags your stuff can come up.

[00:45:01] And all the people that are following you as they scroll through their insta they find you.

[00:45:07] Now one of the things you want to think about every time you put something up is what about this update.

[00:45:13] What about this post. Starts the scroll. Hey we all go through our phones. I want to ask

you you usually do it. But you got to look at one thing. What about this stops the scroll cause you want some way to stop the scroll. And look at what you've put up.

[00:45:28] And then read about it. Now going back to our example with this contest over here.

[00:45:33] Here is stuff that I see hardly anybody new sat for a couple people. Kim check both apps they are available for sure on P.C. Thank you Miskin. All right this caption section here. Is pretty unlimited so why not. Why not have a nice scroll stopping graphic here. With an article over here or a blog post that people can read and spend some more time with you with an invitation a call to action at the end or part of the article or blog post with an invitation to come back to your blog to read the rest. Hey guys get some ideas seeing the possibilities here. Now one of the things you can do at the end of your caption is invite them to check out your profile. For the link you'll see a lot. Lincoln link in the profile. What that means. Is going to come back here to the profile and click on this active link. Hey that's how you get traffic into your world. Now once you get past 10000 followers which takes some time you can have active links in your captcha. For now you want to send people back to your profile page.

[00:46:37] Get to your profile.

[00:46:38] Alright so back to our side now if I don't catch your question as we go along there'll be plenty of time in Kutty Alright so how to create compelling in the story without Irhal the story behind that is I would ask Kalem how to do different stuff on Instagram and he'd roll designs on that and I'd say quit rolling your eyes. Dude I taught you how to use a spoon. And so that joke got old after a while and so I just hired him so that he can roll his eyes so what he is going to show you is what he showed me about how to create insta stories. Now before we go there I want to show you some back to here. This is where your stories are and where you click to see your stories. Mine is India right now for teaching purposes or teaching purposes.

[00:47:22] So what we're going to do is get my iPhone out there yay.

[00:47:26] Beautiful place. About a half hour from her house called Edge of the world on the Emerald Isle the river this is a guy that is his work out. This guy goes there it's not me but I'm going to be doing this someday. Quit laughing. Alright go up here to Instagram.

[00:47:39] Alright now let's go over to here right now and you're looking at my desk.

[00:47:42] So now we're on my Instagram. This is the same exact thing I was showing you a moment ago. Now we just got three people that have like something and somebody new that's followed us that's cool. So we go back over here and there's a profile. Caleb is going to do is take you from here and show you how to create a story and different way to get stuff in your story.

[00:48:03] So showing how to do one thing in there and then showing how to add more things so you can go to your stories from either your profile nightspot or you can go to the brass section which is the Houssam bottomless corner and then you tap your profile picture on the upper left hand corner and then it'll do that and then if you go back to your profile on profile the exact same thing but if you have a link added to your store you can't do that and other places you have to go to the home button and then swipe that way to get to the story so it is actually first down so you can go lives where you can go alive. Just sit Starlite video and there's like a whole bunch of people I can join you can do a Q and A thing you can just do anything that you want on. You can do this normal like taking videos pictures and then boomeranging is like you so you know what a ring ring is you throw it in the air. Comes back to you. And then we run is like a mini video where like it say like the gravity of my hand. Don't Shadyside it like goes outside. Start over again size I'd start over. And

then you add like music. But there is in my feelings are that break me goes and then super zoom. Actually I symposiums for arm but it's mainly not used through on business or anything like that. And there's antlers like home much of things you can use for stories and then say I would say you ran a picture of my dad's desk so I could type anything by tapping the screen.

[00:49:28] I can change the font color on GUI typing some variant of so Doudou like green and then type something and then and it also draw stuff right.

[00:49:37] Yeah different colors of the drawing. And then this is like the boldness like this is kind of like a highlighter. And then my very tiny it's like like a fine cone sharpie or something on this that is like the tools used for like like erasing or highlighting or something like that. And you don't get out of that. And then this is like so location. So wherever you go your phone will tell you where you are so you can put you where. Like say I'm in North Carolina trials at truck crossing North Carolina. And then he put that in there and then mention is where you mention like one of your friends as an Instagram hashtag is like the thing that my dad talked about in GEF. Jeff is like one of those like buying videos. Get on.

[00:50:18] Yeah. And then that's it.

[00:50:19] And then there's the time and then Paul is where you can say OK you say like what's your favorite ice cream flavor. And then you put chocolate. So you tap it and then you like put. What kind of question you like ice cream.

[00:50:31] So ice cream.

[00:50:32] It's no you can put ice cream.

[00:50:34] And then you put like chocolate flavor chime flavored granola rock heroes like that and then people who follow you can decide whether they like chocolate or vanilla.

[00:50:45] And then if you want to get rid of this or might do something else you can just drag it go to the trash can and then give us and then the this thing with like a heart attack before that. That's mainly used for like like college you know like you and then people respond and then you do that and then later how much you light down. I don't know. Georgia. And then you can do that how much you like in the questions on. You can dress like type. So my diet cumulate type. Do you like my masterclasses. And then you would type the people you be looking at the story would look at it in like type what the question were the answer and then he can post it on my eyes.

[00:51:23] Get the marketing ideas from this is a question about how do you get to the pole section of the section again.

[00:51:28] We keep tuned gibus that's there.

[00:51:30] I know you get rid of the post section. Oh Atuhaire right. So when you start over. So you can slide left at your home screen.

[00:51:38] Said in a picture or video like that and then you click a little like sticker people thing with a smile face click on that and then you look at a location match and hashtag.

[00:51:49] And then Paul is like the second earner the now one click on that and then there's the inside type question people get into that.

[00:51:56] And then there's endless amounts of stuff you can do show a guy and then do a little paper clip thing. That is where you can put a link. So you're now a Web site that people that you want to visit on like the IJI TV thing. And then if you can add like a link to his masterclass and then he'll do that and then so show had put in pictures from the camera or from your oh so from my camera if you like take a picture from the way you came at home and you go to Israel and oppose it you click the little square right above tight click that and then there's all that and there's my dad screenshots of all business stuff it's like last 24 hours godown all that was put one in. So it's like you just tap on. I got and they're using like formatted zoom in zoom out to show everything. Or does it want to let people see something that George Clooney said you can do that. And then there's also filters you can do like there is Tokyo on my guy. I'm not really familiar with this stuff. And then you can click X and then let's move. That's how you get there. So it highlights how Lightsey go from you go to your profile like station or don't.

[00:52:58] Don't you highlight check. Go go back to story and put one in their own show.

[00:53:01] I want you to put in like like Tattler caravan. Yeah. And then to say well they'll go back go back here again.

[00:53:07] Go back to where you put in a bunch of the pictures that are in there. I can put inside this random March.

[00:53:12] So you put you click the square and you click this one then you can formatted zoom in zoom out to all that. So you can take something like Come join or something like that.

[00:53:25] to type and talk at the same time in Yena.

[00:53:27] And then you get sent to other there's like lists of like people that are on your Instagram of like you can actually direct the message. And then your story you hit stuff that you hate and share and then hate dine and announce on it s on your soil. Everybody that follows you or unless you're like unless you were public with my dad is an endless amounts.

[00:53:49] says a play that would let him see that.

[00:53:51] if you want to read your story you can go from the home and place. Just click on a profile picture and just shows that and see that bar scrolling across the top. Yeah that's how much time you get. People can see what some people do tonight. They actually read it. They just like press on hold to see on light just so they can actually fully read it.

[00:54:10] Now there is a question about the very next thing. How do you add to that how do you add the next one. So you drove me crazy and you kept rolling your eyes at me.

[00:54:17] Okay. So how do you add in the next one is how is basically what you just did the first time. So you just if you're at the homeplace you slow action going to go from here. So now I have at my dad something in his stories. So you just tap it. And there's we can't really do that now. But like if you don't have anything in your stories you just tapped your profile picture and then they will just go sorry. So you go from my home station you swipe left take a picture and he attacked the screen by typing something or if you go to these a top right stuff and you can do all the stuff that I showed earlier and then you hit send to Anders IP we can send to direct directly to the direct messenger of DRM and your story you said share and then they might lose anything on it.

[00:54:59] Can I watch this you come down here to the to the little house on the left don't become afraid phrase a little half on the left. Not the last house on the left but the little house on the left

click there then swipe left.

[00:55:10] Now if you want to add some more of what's in here. So let's say I want to make people laugh. I would do that. To share done lips so little house boom.

[00:55:20] Now I want to what I want to do now.

[00:55:22] Here's a bob Gough quote that I'll add do it.

[00:55:25] Boom boom done.

[00:55:26] Do it again. Sly we created content today Senta.

[00:55:30] Boom boom no watch.

[00:55:32] Now what I want you to do is get ready and sort of brace yourself because what you're about to see a I know Jenny see I'm not the only one college and he says Aha. I never would've figured that out. I didn't need to. That's why I got the repeated Ariel's desire to do this again. Now get ready to get some marketing ideas and what I want you to do is watch the top of the screen and the little bar that goes across so you can see how each one of these goes in there. OK. So we're going to move up here to my picture. This is where your stories are. I'm going to hit that show the second when we put it. We're going to scroll through see up here at the top or it's got a little bit of space for each one.

[00:56:11] KATE ELLIS started over with the first one that Kayla put in.

[00:56:15] And in the second one and then the third one alright alright alright.

[00:56:19] And then for foreign and then the fifth.

[00:56:21] Now these can be pictures. These can be pictures you take and then right on it's very much like creating a slideshow video Suzanne. And you can also put videos in here. And how many of those can you put in jail as many as you want as many as you want and how long does each one last outright.

[00:56:37] Couple seconds 15. Can it last up to 15 seconds. Yes. So why couldn't you put five or six slides in a process lethally and then have a call to action at the end.

[00:56:47] I will show you when we get the highlights how I did that in my story and then moved it to my highlights. Now the other thing about stories is they laugh for 24 hours. Right. So if you want something to be short term. This is the place to do it so you can change it all the time and add to it all the time the article Becky. Now this is one of many things we're going to show you and that's why there's going to be a replay that you can watch over and over and over again. Now one more thing I want to show you. It hasn't started happening yet but down here you'll begin to see the number of people that have watched your story. And it gives you their picture and their profile on a link that you can click so you can thank them you can send them a little private message and thank them for watching the story. Excentric Fedot why are you laughing. Would that be like a lame thing to do with your friends. Looks. You think that's funny. Remember this is from marketing. Okay. Now. This is Caleb's first time ever presenting on a webinar. So I lost. Nice job son. All right. And so I'm going to move on to a couple other things and then I want you to come back. Stick around because I want you to do one more piece in a little bit. Come on. Yay Kayla.



[00:57:54] OK.

[00:57:54] Thanks. You often can't.

[00:57:55] So I'm going to take this down. And we're going to move on. Now we could spend all night on stories that we're not going to do that because there is so much more to teach them. But you guys got some applause for Gail. Good job Gayla. Gail Ebeid Great thank you for showing us that a good group of people who. I'm sorry Eileen of your phone to later. Now back to the slide. Just to orient us here. So we've done stories which are kind of cool. And now we're going to do what's called insta highlight.

[00:58:20] Now these are highlights right here. Now I can't remember if they'll play on the desktop. Let's find out oh this is not life. This is a slide. No Jeff it won't play there Joy. These are where they show up on your insta Web site. OK. So these are videos. That can stretch all the way down across here. All right let's look let's look at what they look like in real life.

[00:58:40] Now I have played with this for awhile and some of it is just playing around. Some of it is doing some teaching and stuff right. So let's just let's look at the play part first. So click on this one. I'm doing this because I want you to see it you can put video here folks. I'm sorry I saw a picture that was before I need to get rid of that came from here for that's just a picture.

[00:59:01] So here's these are a collection of motivational quotes. Morning Motivation. Get.

[00:59:06] That on you're on your desktop. You got to start the process on your phone it just starts by itself. Now it's Netflix like in that when this one finishes it's going to go right into the next one. When this one finishes it's going to go right into the next one. Anybody getting some ideas.

[00:59:24] It stopped probably because I was messing with the other part. Area kid out watches it goes into the left one is going to move into the next set of high light so a set of content hepped going to show you can.

[00:59:35] So all of these are just collected from various Instagram update. Now you can put video in here. You can put brand new pictures you can do anything. The next one is what I want you to pay attention to how you can do teaching and show steps that lead to a call of action kale that's out with a police down in South Atlanta.

[00:59:54] So we go to ask guys out here and then watch this kid this started off as a story that I moved highlight step one step two step three step four I could make it harder.

[01:00:04] But why do it again.

[01:00:05] And then it's going to move into the river.

[01:00:07] OK that's fine. Now how do those get there. I'll show you and if I screw up I've got Caille of you to help me.

[01:00:13] Now.

[01:00:14] This is how I do it. And if you see better ways to do that do this tell me.

[01:00:18] Yeah that's see. All right. I'm going over here right now. Let's go to No.

[01:00:23] Let's let that one play and there's another motivational in here in near care as a picture Kelter I think there's a motivation and wanted to end it there. No OK.

[01:00:32] But let's say I wanted to add that one to my story. Me to my highlight. Watch this. When it get Faddle afternoon watch down here in the in the corner where it says more people deserve the left out from looking at all these tips. So I'm going to click here. Of

[01:00:45] It says send to an ongoing white wife and not let me finish my story kill.

[01:00:49] Now Daniel Levy send the story. It is an langoustine. Now if I send a highlight send it send to send to send to an Nah.

[01:00:57] Yeah. Does that usually fool you. High school highlight okay the highway. I hit Hiler OK.

[01:01:01] And let it go when you do that let's say you didn't hit it I didn't it.

[01:01:04] OK let's go back. You had the little highlight thing at the bottom right hand corner where there's more see here not the more you had to highlight the part. Okay.

[01:01:11] Hit.

[01:01:12] Plus new OK I'm not the one with the caption not on the one I want.

[01:01:15] So so highlight and I want to I want to send it to content tips. Added the content here. Okay so now after people get there after people read these fun content ads you need a little laughter after all this stuff right. So now that I've added their scale if they wanted to if they wanted to create a fresh highlight. Yeah. And my doing this right.

[01:01:36] Yes. You want to create a whole new highflier right there right. You get the Yoda you profile months apart youth a plus sign which says highlight on the photo highlight thing and then does like A.B.C. the left.

[01:01:47] With that. And then if you do it from your profile then I go to you. Cameral and you sat down at any of this do your highlights. And then if you want to do it from like a story that you already posted use go to other 2 options that we showed you and you hit on you hit the lotto. There's more and then there's little hard. As highlight. And you said that and then you get added to your existing highlights email about it just yet. On the plus and this is new and unique type the caption of whatever whatever you want and need to highlight like this anything and then for for example just give it some random input. Add and then you can hit your own profile certainly better with your profile see go to it if you want to remove it. You go to the highlights you want to give you a little more thing on them band a a. And you just move from my what's on a top.

[01:02:35] Was he right. I mean the highlight is gone. Now here's what I want you guys to notice.

[01:02:39] Thanks are going to take this down. I'm going to take this down with area Marin. OK.

[01:02:44] Now you saw on each one of these how you can have several in there. You can put 20 or 30 of those little things in there and you would just Jenny to upload a video. You would to have a video in there you would just upload it came from your camera roll. You would get the video on your camera roll and then upload it from your camera roll. Now you've got these all across here right.

[01:03:05] Why couldn't you. This is one of my ideas that I want to play with later on is watch this entire presentation to the end. Thank you. And they could watch a whole entire presentation across here a whole training a whole set of videos. Right. With the call to action. Now I forgot to talk to you about when we were looking at these. You can add here. Let's go back to one of these where I did this. See this little square up here. Somehow Kayla taught me that means there's multiple pictures in there and you click on it to see the multiple pictures. And I was just goofing off with this one. One more thing that you can put up to 10 of these in here. Now listen to me here.

[01:03:43] Because of the math here you can put up to 10 of these in here. You can also put videos on each one. Each video equals 60 seconds. So you could put a ten minute video training with 60 seconds at a time in one of these updates leading to a call to action. What could you get across in 10 minutes of video like a mini webinar. Bridget says. Brilliant. I do food videos will use highlife and show steps to a simple recipe. Great idea Bridget. Okay. And so those are some ideas for highlights. Now want to show you one more thing. And I know this is a lot. That's why there'll be a replay and there's a lot of questions you guys are asking that we won't get to on this. I had a feeling this would go this way. One of these days with a I'm with a master class and I had a feeling it was going to be this one guy. So welcome to the first master class in two parts and I'm even going to do something at two things after for you guys get one on Thursday I'm going to do a small free webinar taking care of some of the basics like the three biggest mistakes people make and show you some of the set up to set this up right at the very beginning. And then we're going to do a part two master class probably Sunday or Monday. Nikki says no wonder I couldn't figure it out for myself I know there's so much to it. And so there's is going to be a two parter. You get both parts for the price of admission to this one. And we're just going to make this a big thing. Now there's one more thing I'm going to show you. And then there's going to be a genius typically in the case of going to show you. And this is revolutionary here folks. IJI TV. Now we're on my arm. This is a screen capture right with IJI TV. That's Instagram TV. Now again a lot of what I'm going to show you is stuff I've played with if you have under 10000 followers. Right. You can you can put up to a 10 minute video. On IJI TV once you get past 10000 followers you can put up to an hour video on IJI TV. Karlovic he says you rock you. So it's hit GTV and let me just show you what I've done and most of this is goofing off. This is at a river. This is Caleb and Duke downstairs. This is a song at church. Here's a song in church that's the holiday saxophone.

[01:06:02] Here's the river.

[01:06:03] This will leader make you relax for half the people want to know.

[01:06:06] Joe says you've got a great voice.

[01:06:07] Oh I want to go.

[01:06:08] All right. This is the only one I've done that was marketing or serious and it was sitting in the car waiting to pick up Kaylor from school.

[01:06:17] And I just all I did folks was uploaded to my camp from my camera roll at if you don't see highlights on your profile which is probably because you haven't done any or may not be made because you're not a business profile and you can get that changed easily.

[01:06:29] Yeah sure. You wanted to be cohesive as you get better at it Kim and you'll see that in coming days online.

[01:06:35] You also want to include fun though you want to demonstrate that you're a human being

and that makes you more engaging more approachable and people will spend more money with you. But here's to a one minute training that was once a I think a Facebook Live the alive or some Focus's Jack.

[01:06:50] In the car line I think I call my son from school or just drop in to talk a bit about the old joke about creation and error in traffic. Now. I'm.

[01:06:58] Talk about free trade. I've got nothing as a track a new page that we're just going to talk about here. This is especially good. You're just starting now. I think it's good all the time. When you create consistent content when you create helpful content and get it out there consistently you. Cough.

[01:07:13] Caleb is your life. Cause he and his friends watch my videos at school and they like the cough when this one come. So hey you guys get me views. That's fine. Okay. Now this is this is simply another way to show video here. And I'm just starting out and I'll teach you more as I learn more but think about what you could do right now in 10 minutes on one video. Or put up five of them or three of them for a half hour presentation. Part 1 Part 2 Part 3 I mean the the marketing ideas and the engagement ideas are you're right Suzanne they were amazing she says. This is amazing I'm guessing I need lots of photos in one minute content question how much time do people spend on Instagram a lot. Do you know the answer. Will people likely to click away to the next image on my Instagram or into another account. What do you want to do think Netflix Suzanne. And what's going to get them to go from one video to another mention at the end of one that you're going to give this tip on the next one. All the things we teach to keep keep people going. Think what keeps you on Netflix. Folks think of this. You're IJI TV as your own marketing Netflix. You like that idea Suzanne. All right. Now I am going to go back to the slide. I know I've given you a lot. That's why there's going to be a part to play. That's also why there's a replay. There's Instagram TV now In Staying with our traditional thing we do. What I want to do is take five minutes Nikki says this is brilliant. They've got some great eyes. They're offering great things here and I want us to do great things with it. What I want to do we show you the GTV stuff here's where it shows up on your profile. I want you to do some of this is great to look at it and see it. I want you to do some of it. So what I want you to do is just grab your phone and create a story. It doesn't have to be good. It doesn't have to be anything you could just grab it and talk into it pointed at the screen and talk to it grab a picture from your camera roll and just play with it. Now while you're doing that almost all over the questions and make sure we get them all for the Q and A Nikita's is worth still be in a way to honor him for. She's in London. So ready set go. Create a story. Now I want to walk back to where we do that so you can see how to do it again. Unscalable supervising you see them do it right.

[01:09:27] You can see there at the bottom where people up. It's not shown I didn't do that right.

[01:09:31] Got to press the screen mirroring Jeff. Give it a minute.

[01:09:33] Usually it goes over a I think our voices sound so much like each other. They may not be sure who's talking. All right. Area all right. So that's where the story of a river of like the same and further from flooded he said this before.

[01:09:45] By the way people do not care. No no they can't. It is not possible for people to like your stories where they just go to you to your store eyes you view it. If you want to light something you go to a post. You just double tap bleed.

[01:10:01] OK. So that's like saying this is viewing viewing. Michael.

[01:10:04] You can. Thank you. All right. So let's say I'm going to create or add to that story. Right.

[01:10:09] The easiest way to do it slide it over what I do.

[01:10:13] I hit there right. Yes. And then I fly lower. No no. What I it over here. No no no.

[01:10:18] So initially when you go into the app you got to come up with on your brow section.

[01:10:24] That's what the longhouses see swiped this way. And that.

[01:10:27] OK.

[01:10:27] So let's say I wanted to add to my story and I'm going to put Oculus makes some people laugh again.

[01:10:34] Here's the mirror in this bathroom. And so share it here and you earn cited over and here.

[01:10:41] Let's do this. Just to say to everybody when I did I had a picture I held.

[01:10:45] Okay. So I said OK. So in that chair over I'm going to hold it down.

[01:10:49] Yeah or double to you. Possible. OK. I'll just say hi to everybody.

[01:10:52] He's got his music in.

[01:10:54] So send and now we'll see and add to the story your friends that are looking at this are going to laugh at this and we hear about this guy you'll make enough fun of me Melnikoff some of you.

[01:11:03] Oh my the way all my hoodie you know and my hammock is there what good he says they could finally see it and it's cool.

[01:11:09] OK. Bridget says. Perfect. I just created a story with four pictures. Love it. Yep. To get rid of the date on a picture Kimeu dragged down to that little trashcan. Susan says we don't sound alike at all. I'm here.

[01:11:19] Ken says. What am I doing if I click a heart. Under a post is that a light that's a light that's like the things you're creating now in the story are a view. So how many VR. Give me your day in the queue. How many of y'all created a story or are in the process of creating a story right now Bridget says Yes Jenny says yes almost says Kim that's fine.

[01:11:39] You can finish up as we move forward in the process says Marlene Souza and still try and Susan still try to keep it.

[01:11:46] Now we're going to move on because there's some more we want to cover especially in the genius to.

[01:11:50] And again there's going to be a part too.

[01:11:52] So I should have said did we deliver.

[01:11:55] Dang it it we deliver so far yay or nay in the Q and A LIVE analogizes girl. Yes yes yes

yes yes yes yay yay.

[01:12:01] Yay. Ok.

[01:12:01] Yep yep yep yep. Okay cool. Right.

[01:12:03] Now people that are already inciters you can share why the people that aren't needed join us during this invitation. People there are not yet insiders especially those that have come already to a lot of math for classes. I'm going to show you how to get all those math classes for free. As being part of the infighter. Jenny says I feel so much more confident now yay. This is a real big learning curve Judy and it comes in layers. You saw me mess up some tonight. That's why I had Caleb stick around to correct me which I will never hear the end of. All right. So results now after classes is what you been in. And as Oprah says the more math classes you attend the more results you're going to get. That's why we want you to get along. Now in the master class you get video training. Now you get that for this one already. But think about getting this for all of them. Think about getting a after class for each one of the three stages and steps of the certainly blueprint. And on and on and on. Now you get the video training unedited transcript the template or templates that checklist a wizard when appropriate. The universal laws the e-book and that Facebook mastermind. Now what I'm going to show you here and then I'm going to give you a link where you can see it all laid out for you so you don't have to write all this down. You don't have to worry you're not missing it right. You get the permanent backstage pass instead of paying thirty seven dollars when you come in early on in 97 to 197 product you get it as the part of the mastermind. Three to five in a month. The live training hours we just went over the transcripts checklist the templates e-book the wizard where appropriate. The Facebook group that's how many for would be if I did it at 37. You did it as a full price promised 388 day. We'll do it on topic during them on topics of Internet marketing content marketing success mindset psychological edge stress goals motivation change.

[01:13:50] That's the masterclasses. Now let's move to the mastermind side.

[01:13:53] the conservatively the math class Scion is a 388 value a month not a year not one time a month. Over and over and over again. Now the mastermind you get on my training sessions. Our next master my meetings tomorrow luckily where I do training on a specific comp. We do mastermind Q and A session. That's where we take one of your questions and don't just answer it. We build your business around the answer as much as I love doing these master classes. What what we're doing tomorrow in the mastermind is my most favorite thing to do. Anybody ever done a hot seat in front of other people. Real comfortable right. That's why we call them spotlight consult. So we focus on a particular part of business and make it better and you implement right on the training and then right after group coaching sessions that's where I bring in one of my colleagues may have to bring in talent to teach more about Instagram hang on and you can probably do the same about Snapchat right. Yes access easy. Okay got to earn your keep more. All right the exclusive Facebook mastermind that's separate from the master class mastermind. This is the Facebook mastermind for the insiders get the most generous group of people I know that are really excited about helping you build your business. You get a psychological edge folks. There is a lot of people that teach online. To my knowledge I'm the only one with the background of having been a counselling psychologist for 25 years helping people make the changes they want. That brings you a way to get successful much much more quickly. All my info products for free when we're Ikuyo create product with partners and I got a lot of good ones as you know you get a deal on those like this past week when we had Alan Richardson about get your book done. All my insiders get a deal on that. If I'm promoting somebody as an affiliate again 95 percent of what a what comes across my desk you never see. But if you do see it you're gonna get a deal on it.

[01:15:37] Seven Pillars of online success the certainty Blueprint 3 stages we take you through

completing the steps making your success simply certain folks that's a four thousand nine hundred eighty two dollar value a month not a year not one time a month.

[01:15:51] Where I went to school forty nine 82 and 388 is a five thousand three hundred seventy dollar value a month. You get all of that folks. Only a hundred bucks a month. That's less than three masterclasses right. There's a link right on your screen. Jeff Haring dot com forward slash Master Class member. Every single one of you that is not yet a member. Need to change that. Now I'd put the link in the chat. Some folks could click on it and let me know that it is in fact working because I want to show you a special deal over their. Nothing yet. Here let me go over there to that page and show you a very special deal. And then Caleb you're going to be up with a genius tip.

[01:16:28] On an after class member.

[01:16:31] Okay I've extended this through this particular master class because it ended in September but I've extended it for this. There's everything you're getting. Right. You can get it all for just 100 bucks a month. So it's a very sensitive mouse. If you want to do it that way. Try this out for a month. That's where you go. Now normally what we do is we give a deal if you want to do it a year at a time and save 200 bucks then it's a thousand dollars a year. So a hundred bucks a month or a thousand dollars a day a year normally what we're doing as a special on this math class is you can get instead of four thousand dollars instead of getting yearly. You get a life time membership. So you get all of this for life. And as Kim Arnol said the reason she went life is she couldn't imagine not having this for the rest of her life. I like that. Other insiders I want to say great things. Now is the time to get started for either 100 bucks a month and try Trius out. Everybody here this not a member needs to do that. Some of you that look at this and go Man I want this for life. What a great deal. You'd be right. You get lifetime for the yearly amount. When I stop this deal it will go back to yearly for a thousand dollars and lifetime will be at least twenty five hundred dollars.

[01:17:43] So this is the time to act on that folks and we'll come back to this page again and show you that the link is in the chat so you can go over there. We got one more thing to teach you because there is a genius tip come in member I kept saying there's five different ways to do video Suzanne says Jeffs mastermind group is the Jeff my group is the group interact with the most of dozens of Facebook groups.

[01:18:06] Oh she she's saying it has the most interaction out of the dozens of Facebook groups she's an awesome dude and I didn't know that that's my go on. We're going to make that even better.

[01:18:14] All right.

[01:18:14] So now five insta video strategies we showed you the update we didn't show you how to do video and then we told you we showed you the stories Caleb taught you that we showed you the highlights. I taught you that and IGT showed and taught you that with Callum's help. Now there is a fifth one day and that is Instagram wise right. So that's the ability to go live on your Instagram site just like Facebook Live and now what we're going to do is go back to our slides and me back to our phone and kale. Show them how to do Instagram Live and you can just talk into it for pointing at me. There's Chad's wife or I can talk whatever you want here.

[01:18:55] So you're going to go. Same way it went through stories to swept that way.

[01:19:00] So swipe left and then you just see where it says normal and all that like normal boomerang Live.

[01:19:06] So you just scroll life and others start my video and then it's gone check the connection

and then now we're alive again. So it's just the ceiling and then people can join me.

[01:19:17] Now I got to keep talking.

[01:19:18] So there's like OK a hard Kony joint and then you can invade it then and then. So hard core.

[01:19:25] You're in a little NASCAR sesh and I'm teaching people my dad's business on. So are there Bridgett here's where the online Gister as we us see people online out of said you wait so you can wave at people and I'm showing you the screen.

[01:19:40] That we're showing you on the screen. It's going to cover terror in the space time continuum. There's Lendo one of my students. So you can you could teach from here. You could have this held up and just do an entire anything lie there.

[01:19:52] How long can one of these last as long as you want to as long as you wanted to. Yeah but as soon as it's over it's over. Actually Hristo here. OK. So we put the phone back on the mat. Okay so here if you get hit and Topor in a corner and and like video and then it shows how many viewers zero okay.

[01:20:08] And then if you hit share it'll be on like the same amount of time as stories on so if you anybody missed anything.

[01:20:16] You can go back into the life in see something that you miss so you hit a share.

[01:20:21] And then people can just scroll and Lexi and then like okay will be available for review they'll say that is life.

[01:20:28] So you could go into your instagram. Yes I know other love and say going live at 1:00 o'clock. Yeah and invited them to. Yeah.

[01:20:35] Going like that at this time. Come join. So here if you posted a lie video after it ended. So there is at the bottom that shows Liben story you just had their story lines story lines story so you can make alive your story get what you said.

[01:20:50] Yeah. Like you said her party is doing yoga. Can you make a life a highlight.

[01:20:53] No but if you make it a story can't you think of a story to highlight.

[01:20:56] No it's known life is not a part it's like and it's you know this is a life and story. So sea life is totally separate from stories right. So they'd only be like videos that you have shared.

[01:21:08] And it gives you the option after you hit an and it will show and will show your life how long it was and then it's like 24 hours. It's not again it's not part of stories.

[01:21:19] Because it begins again at the park at the bottom.

[01:21:22] There's a story and then there's like lives totally separate from stories. OK. So take me through my stories. Okay so take me to high profile teachers from Mysie to explain F.K. and the main screen profile. OK so then there's is line here. OK.

[01:21:34] So just how do how do I find my old story if not OK.



[01:21:37] You want to find your stories when Athey posted a. Just click it. And then this goes to story.

[01:21:42] OK. OK. Now go go live again and go back to life. That's the value of the it. That's why you can't go like this story to highlight. Okay.

[01:21:50] Is there a way to say this like video or your camera or know we can hang on and checks on now and wonder how you can get that again.

[01:21:59] So think about folk from a marketing standpoint the different ways you could use life right. You could do training from there you could just do a on an on site thing. There's so much you can do at JDSU that's how you do WIVA concerts. That's right. All right. Gail thank you.

[01:22:15] You're done sign you I'll give Caleb had you thinking that this takes energy down there. I'll talk to you in a little bit. Watch the ballgame.

[01:22:22] It's Casey at Denver.

[01:22:24] Are you there. Stop mirroring there we go.

[01:22:26] Kayla there giving you the clap clapping for you.

[01:22:28] All right. So who. That's a lot of stuff in one masterclass in that and that's only part one. Again what I'm going to do for you guys Thursday I'm going to do a free one partly because more people need to know about this although we got plenty here and teach us some basics based off of like three mistakes or whatever. And then Saturday Sunday or Monday we'll do part to do an extended Q and A. And some of the set up about your profile and different stuff.

[01:22:54] Now back to those of you that need to join us here's all the stuff you get in the master class.

[01:23:03] Here's all the stuff you get in the mastermind. Go back to our flight. There's the five folks there's five ways to do video on Instagram.

[01:23:15] Five different ways you imagine the reach you can create and the different ways you can reach people and invite them back into your world.

[01:23:27] That's why I'm on Instagram. There's everything you get. There is the link it's in your chat. Jeff Haring dotcom forward flash Master Class Dasch member.

[01:23:39] Now I'm going to put on the reading spectacles and see if I can get at some of these questions. Let's see. Jonah says thank you both. She's got go to an appointment. OK. Yeah that's why there a report. All right. It looks like we got this do. Do me a favor do me a favor for better news of our time. If you've got a question that I haven't answered as we've gone through here pop it into the Q and A now and I'll be happy to answer it that way you can kind of keep on task here and then because certainly ask questions in the Facebook group and we'll do that. We answer them there and then also answer them on the second one. Insiders tell the folks that are not yet with us why they need to be plase and to get if you've got a question that I have not answered. Now is the time to shoot it this way. I know I showed you a lot. I learned some stuff from watching Kaylan do different things. That's why I hired him to teach me the stuff and teach you guys. This is it. That was his first 11 hour presentation. I was a little surprised. Wow. Thank you got a new partner. See

Leon says the story you had of Koray. We have to pick your name and send it to you or will you just see it on my page. Yeah I'll just see it there. You want to see the five ways to do video again in a.

[01:25:39] There you go.

[01:25:41] Update saliently video on your update stories highlights IGT the go and live like we did see Larry says you're going to do it anyway folks.

[01:25:55] So do it now. William says Caleb is the bomb. Alright I'll pass along.

[01:26:01] OK be entirely IMT alright. So those were the stick for me the the five ways to do video. My suggestion to you is that gonna start playing around with this. You can erase anything you don't want to have up there right. I'll go back and clean out some of the stuff probably that we did as Demmer just play with it. Here's a note from. Thanks to you and Caila. Take some guts for Young to do online training and for a great webinar. Yeah he's he's never lacked for good that's for sure.

[01:26:56] Virgen it might be because you don't have any highlights yet. If you don't see them there.

[01:27:05] Elland. Great point. No one else teaches free traffic strategies. Many of them tell you to avoid free traffic as too time consuming. Oh I sure hope people keep saying that Elyn. I hope everybody else tells you that. And then we can keep like two things. Two good things will happen. You guys will keep benefiting from all the free traffic and all benefit from teaching lesson.

[01:27:34] Although I do pay traffic 90 percent of my business is from free traffic.

[01:27:42] 90 percent of my free traffic and 90 percent of my traffic is free traffic and it's high quality traffic because if 90 percent is from free traffic then 90 percent of you on this training are from foot traffic and I think our quality people. So to say that's not true would be all saying you're not Quoddy people. Case closed. It is not time consuming when you know what you're doing. It's very very not time consuming. Both my sons often ask me how many hours do I work a week. I don't know and I don't want to know but I know it's way under 40. Diane. Can we use Instagram from our death for a laptop. You can play with it. You can upload their using different things like later and tailwind. Can you do a description before you put up pictures. Now you do this while you do it at the same time. Larry you do the you upload the picture and then you do the caption and we'll talk more about captions on part 2. How do you create the first highlight says Brigitte Misener.

[01:29:04] I can show you to create your first highlight. Either on your phone or on your on your screen you're going to end up see in this.

[01:29:32] Now if you're not seeing that on either your laptop desktop or your phone Bridget and you just upgraded to a business account.

[01:29:43] I don't know the answer but I'll find out and we'll get it back to you at Elland if he does at all from APEC with violent Leighs call.

[01:30:00] Other questions. Congrats to everybody that's come onboard super that you're going to be here. Super. We're going to get to work together. That's quite awesome.

[01:30:13] Case start mirroring all at the link is in the chat so you don't even have to type it. Just click on it and one of the things you get in the insider's mastermind is something called the certainty blueprint.

[01:30:37] It's three stages. Getting started making money and advanced strategy is what we call Category 1 strategies. And within each stage there are steps that we walk you through starting with the first step which has to do with your niche. There are master classes for each one and we're adding them all the time so you can do the math class get the result. Have that step taken care of. Every single person I've ever worked with that has all 21 steps in places massively successful online. And that's why I'm spending the time to encourage you to get it so any more questions. I usually like to make these an hour to an hour and a half. I had a partner tonight that actually did more than I expected. Quite proud of that. And so we're at the 90 minute mark now so I'm really headed towards wrap it up. So you got one or two more questions.

[01:31:40] Get a man also get your orders in and we'll get out of here.

[01:31:55] Now what you'll see in coming days on my Instagram is playing out a lot of the ideas we suggested and talked about. You're going to see a whole lot more of that coming. Because one of the things tonight did was reenergize me about what's possible especially the lives you saw how I turned the screen around to show you the lives and you can do so much more that I GTV is you know everything we showed you with video. There's just so much you can do. And so as we wrap up here who's excited about Instagram now give me a yay or nay. Can the Q and A. Who's excited.

[01:32:51] Bridges excited to do a live cooking class. Perfect Elon's fired every by the fine author.

[01:32:57] All right congratulations everybody this award. First thing I do after I get the replay rendering is make sure everybody is connected. The first thing I want you to do is join the facebook group and everybody will welcome you there. And thank you guys for being with a lot of places you could have been online chose to be with us. And that's a fantastic thing that was honored by go get this stuff at that link in your chat and soon to be back on the screen and Jeffery Nduka forward slash Master Class Dasch member. And of course go use this stuff because it flat out works. Now insiders this replay will be in your memories area either before my hand is spilled tonight or first thing in the morning and then it won't be in the master class Facebook group because that's all the master classes but it will be on your page that I'll send you an e-mail to. But the best way to get it the quickest getting the mastermind folks at that link right there. All right. And we will get.