

## # Big Instagram Mistakes Unedited Transcript

[00:00:11] Everyone to a very special result now. This is Jeff Herring your host and we're broadcasting live from our virtual studios here north of Atlanta Georgia in the foothills of the North Georgia Mountains where our topic today is the top three Instagram marketing mistakes you're making and what to do instead. Welcome to the show for all of you that are asking at Instagram I am at the Jeff Herring THP Jeff Herring because Jeff Herring was taken by someone else past. So it had to become the Jeff Herring. So we're going to dive into three things you want to avoid doing it and what to do instead. And by doing that reveal three things that most people don't know about Instagram therefore they can't use. And you guys will be able to. So if you're a regular or even an irregular of our shows and our community welcome glad you're here. Thank you for the support. All these months and years and if this is your first time if you're brand new special welcome to you.

[00:01:19] We hope that in the first few moments you'll know you're in on somewhere different than all those other webinars out there because we'll be into content so much quicker than everybody else. So going straight ahead moving forward diving straight forward and ahead.

[00:01:43] Well we've already kind of talked about this. Let me just say the last part there you'll find this is a free training better than what you pay for with others. Now we only have a couple of sponsors. The first one is the Instagram marketing secret masterclass how to leverage your message for more sales and subscribers.

[00:02:03] Parts 1 and 2 Part 1 is waiting on you. If you're not yet in that math class you'll have an opportunity to do so in just a little bit. And the first installment is waiting on you. The second installment is next week. I suspected this would happen and while we were doing it the first one Monday night I realized this is. We gotta make this too because of the level and depth of the content. So it's a good place to be. As those of you that were there know who is the debut of Kalem airing my younger son who UN beknown to me until Monday night is a natural at this stuff.

[00:02:42] That would be the one with the lighthouse T-shirt on and speaking a lighthouse over to the right.

[00:02:48] Here's our charity sponsor a group we volunteer for Lighthouse Family Retreat local organization in the Atlanta area that works with families living through childhood cancer and serve them in many ways one by taking them on restorative retreats in the summer. Caleb and I both volunteer for that. There's some shots from this past summer. A portion of everything that comes in it from webinars goes to that. So later on when you invest in yourself you won't be just investing in yourself you be investing in helping these folks to good cause.

[00:03:23] So let's give you a small glossary to kind of separate out things because people have been asking questions and I want you to understand the big picture and a glossary is a good thing to have. It's one of our steps in the search and the blueprint just for our purposes today. Results now webinar those are free webinars with Jeff me or featured guests where you get better stuff in a free webinar than you get when you pay for stuff from most everybody else at a result. Now master class are 37 dollar tradings where you'll get a result. Right on that webinar you won't just be given information during a results. Now portion of the show you'll actually do stuff like in part one of this after class for Instagram people created a story.

[00:04:24] A video right live on the show. Now the cool thing about getting it at the beginning level as a backstage pass is once these things are complete. Once the training done and the videos ready and all the things I create out of that like the checklist and the software and the universal laws and templates it becomes a 97 to 1 only in for product and then there is the famous results.

[00:04:54] Now after my inner circle mastermind group where you get all the masterclasses training mastermind Q and A's but like Ansell's certainly blueprint and more.

[00:05:03] For one small monthly fee. So those results now webinars of which you are on one. Even as we speak the results now after classes to which you'll be invited into the results.

[00:05:16] Now after my film of which there are people here in that in the rest of you will someday get an invitation right. So there you go. Thank you. In need in the title here to read a cover to day Instagram marketing mistake number one in what to do instead. Instagram marketing mistake number two and what to do instead. What do you think would come next. Instagram marketing Mistake number three and what to do instead. And these three what to do instead are strategies. Most people don't even know about. Can I walk you through your nexuses steps to keep it going and then going to show you an Instagram genius tip that will not only set you apart from the competition it will blow you away.

[00:06:00] And when you use all the parts of it it's just inevitable that you'll dominate your niche on Instagram. And just like all my WIPs says masterclasses just like all my of them. This is not a masterclass. This is an event so much more. I've been to events so much more. All right this quote here folks. Instagram marketing mistake number one. I don't get it. Patrick's been a bonehead. They're gay and that's missing what Instagram really is. I did that for the longest time and was using it wrong. I got super excited when I realized what it was. What it really really is because when you do your want to be over there a lot. And get a lot of results from it. So if that's the first mistake in less than an hour it will spend together. What do you do instead. Well here's what Instagram really is. It's not just another social media site. It's not a place to put up pretty pictures of yourself with food. It's so much more.

[00:07:20] Instagram is a fluid visual content Web site driving visibility traffic subscribers and sales and I would add in I will add that it is just like a Web site you control yourself.

[00:07:39] But better because it reaches so many more people. So Instagram is a fluid visual content Web site driving visibility traffic subscribers and sales. Here's a screenshot from mine. Things have been added since then. Every time you change one of these or add to one of these and you are the best to do is 3 to 5 a day. And it will take minutes once you know what you're doing. People that are in your niche get updates about that so people are updated several times a day about your new posts educating them inviting them. It turns into visibility incredible visibility. I've hooked up with so many people all over the world folks that will be training webinars with podcast interviews and added so many clients paying clients because of the traffic the subscribers and the sales.

[00:08:44] So you need to look at this the right way. If you if you're not looking at this the right way which is as a fluid visual content Web site driving visibility traffic subscribers and sales and really more you will be able to do this the right way. And it's hugely important to me that you do this the right way with these three strategies you're going to get. And then the incredible genius of this community and so stick around are only going to be together under an hour and you're going to love what comes at the end.

[00:09:18] So just a little pop quiz here is Instagram just another social media site. Yes or no. Yay or nay in the Q and A. Nope nope nope nope. Thank you for all those notes. Yoshi is asking. So you always drive traffic to Jeff Haring dukkha. No I don't. Sometimes I'll drive it to set my promoting. Sometimes I'll drive it to a particular Instagram page on my Web site. What you're seeing right now is me driving it to my blog right and we'll go deeper into that. In one of the master classes and how you can leverage that right. So they're secret not secret like gift secret. Mistake number one and

secret number one. Would you like secret number two. Yay or nay in the Q and A please. Thank you for all those yays. Here we go. Mistake number two. Whops. Oh here I showed you another one this was mine. Okay. And then I show you an example here of somebody that's doing it right. Gary Vaynerchuk does this right. He is on there often. He mixes in video quotes pictures and other stuff like with the highlights and the stories and lines in different stuff like that. Long long time ago I bought a whole bunch of his crushed book so that I could interview him him on a talisman. And I got to Holdom said hey you know what. Instead of doing a tell a seminar I'm going to be in New York City where your publishing company is you're going to be there that same time yeah. Well then let's let's interview you face to face interview timidness publishing house in New York and what you see is what you get for that hour with just like what you see. And I use that as an example. There are things I disagree with him on the rise and grind stuff. Rising and grinding is only good for sausages on a lot of the stuff I agree with. And he's a guy that's using it right. And his were following. Hey now on to mistake number two and what you do instead. Do you have a frozen profile. What's that. Jeff it sounds ominous I don't know do I. Maybe I do. But before we get into that who can tell me who that is. The character played the actor that played him from what movie they started as a book. I want movie title character played an actor. Just for kicks and giggles here you know it's Jack Nicholson yet Yoshi who is a character he plays and in what movie it's the shining says Dan Yep.

[00:12:20] What character did he play from a Stephen King novel says Janney yet.

[00:12:31] Jack Nicholson and he played the character Jack Torrance Jack that's right Liria. Now come back with me to summer of 1980 and I'm reading the shining. And my dad and I are driving from Orlando to Tallahassee to check out apartments up there because I'm moving up there for grad school. We dropped my Mom off at her office at the federal building and my dad walked her up to her office and I was sitting in the driver's seat in my my beautiful 67 Mustang reading The Shining and my dad knew I was reading a scary book. This tells you a lot about me I think about where I get a lot of stuff from my dad when he came back down snuck up the side of my car the driver's side and yelled in my ear while I'm reading this book the book literally flew out the window I hit my head on the ceiling of my mustang and my dad got me again. So true story. All right. Here's what I mean by a frozen profile. One of the things that you want to word very carefully and very strategically is your profile on Instagram. Now what most people will do they go back to that picture and areas what's going forward. So it's got little emerges and little blurbs about you can do that and that's OK to do. I think it's better to do stuff like this. Most online marketers struggle with content creation. I help you create content that converts. So you enjoy more sales subscribers every day. Jeff Haring Nutcombe what most people will do is whatever they put up there it will be frozen in place and stay the same forever. I think that's a waste of that valuable real estate. So a frozen profile is one that stays the same forever and probably isn't that great for conversion anyway. What you do instead. Here's one from just a very few days ago when this was the most online marketers shrug with content creation.

[00:14:53] I help you create content that converts. So you can enjoy more sales and subscribers everyday.

[00:14:59] Right now just the other day yesterday I think I changed it. Imagine if you knew exactly where to get started and were certain about what to do next. What could you do then. Now I want you I want to take you through three profiles. And I want you to share with me in the chat in the Q and A what your emotional reaction to each one. And what does each one make you want to do. Okay so let's go back to Geary's can you tell us how to pronounce his name. Gary Vagner Chuck investor Facebook snapped Venmo and Hueber CEO of interject media and Vener sports. Check out one thirty sevenp.m. a site launched get the podcast in your ears and then it gives you a link. So as I read that to you or you see it what your experience of that. How does that feel. And what does that

make you want to do. He feels like an expert Liria said. Jones says it's messy kind of yuck.

[00:16:03] She says it's messy Kathy says Gary does nothing for me just tells me what he does.

[00:16:11] OK there you go. Marion says not much. OK so there's one experience.

[00:16:16] Now it's come down here most online marketers struggle with content creation. I help you create content that converts so that you can enjoy more sales and subscribers everyday. Q What's your experience of that.

[00:16:32] She said earlier there is no clear method with Gairy yet not inspired to take action. This one Liria says accessible sounds trustworthy. You want to know more. Marion. Yes yes and yes. Jenny can relate. People are looking for solutions Giles says That's right. Okay so that engaging gets your interest. You are offering a way to get results here she says I'm looking to create if I'm looking to create content I will click the link Kathy boom and Schachner laca. Exactly.

[00:17:03] It gets you to take action right.

[00:17:08] Now

[00:17:08] here's the one I recently changed to. And I let them up say for two or three days and rotate them. How about this one. Imagine if you knew exactly where to get started and were certain about what to do next. What could you do then. How do you experience that one. What's that make you want to do.

[00:17:31] You are getting into the conversation going on and on in the prospect of mine. That's right Larry. Click Mary and yet click says Joshi click the link says Cathy click says Liria. And Jones says do whatever you're teaching.

[00:17:47] Wow I didn't expect that clear difference. Wow. So thank you for making number two here. Well that sounded bad. Thank you for making number two. Larry says it makes me want to whack it. There you go. So there you go. Very strong difference. So how many of you after today are going to have frozen profile's I hope none of you. And here we are a full 18 minutes into the show. At a time when most of these you're still hearing about how great somebody is and how you can be too. And now we're deep into it. You know she Joan Jenny Larry says you're not going to have frozen profiles good new phrase for our glossary no frozen profiles. Now is all this serious. No here's something that matches what I was saying. Hey here's a demotivation mustache everyone can't look like Tom Selleck. So just messing around. Before I went to bed last night and this is I like that Allen great and understandable next action AIGA. This is from. This is on the wall in an a new barbecue place I discovered yesterday barbecue may not be the road to world peace but it's a start. So you can have fun on here to folks because laughing and entertained people get engaged and spend more money with you. So. First a secret. I mean first mistake and thing to do differently. Was to realize what Instagram really is a fluid Web site that gives you more visibility traffic subscribers and sales. The second one was don't have a frozen profile. And then three examples of profiles and you guys reacted very strongly to the second two. So that tells you a lot tells me I'm on the right track. So cool. So let's go to number three Instagram marketing mistake number three and what to do instead. There's two tracks after Joy says How you doing. All right. Yes there are two tracks every time you create a post. There is the visual track and there is the text track better said there is the visual track. And there's the language track. Let's take a look. Most people if they do well with their visuals they only concentrate on that. They don't do much with the text track or the language track. I want you to do both. Here we go. Now here's a recent one and this post or meme is a combination of a few things on a site called Relais that type Arama marketing is telling the world

your rockstar content marketing is showing the world that you are one.

[00:20:59] I'm quoting someone else that's fine to do because it supports and benefits my niche.

[00:21:05] Right now that's one track the visual track. Hey now I tend to shy away from putting my picture up a lot on stuff I do. However I've found on Instagram that you get more traction when you put your your picture up there a lot. So I've sucking it up buttercup and doing it. Okay so there is a quote there is a picture there is part of my brand results now. So it's a nice eye catching graphic that'll stop the scroll.

[00:21:39] Now look over here on track to one of the things I've done is I always put something outside of my name so whatever I'm saying doesn't get confused up there. Some things are spaced out.

[00:21:54] Marketing is telling the world your rockstar content marketing is showing the world that you are one Robert wrote. So I'm just restating the the quote in a different readable language and then I'm extending the quote folks. That is a very cool and powerful strategy. Little editor there for you. If you're going to quote someone don't just explain the quote or requote it in the in the language. Extend it. So marketing is telling the world you're rockstar content marketing is showing the world that you are one from Robert Rose and then I say results now. Content marketing is being a rock star. BE1 join my insta family I'm asking people to follow me and there I've got some hashtags.

[00:22:42] So there's two tracks there. Jenny says she loves the call of the action. What do you love about it. Jenny thank you for saying that. What do you love about it. And so I've got the quote but oh. And then over here on the second track the language track it's engaging it's that's taking the quote further and then it's got a call to action. Join my insta family and I'm simply sending people back to my profile. They remember my profile they were looking out a minute ago. Let's say they go back there. And they read this. Imagine if you knew exactly where to get started and were certain about what to do next. What could you do then. Man I could do a lot. I'm going to go find out people are going to follow me. People are going to go back to my Web site and become part of my community. Jerry likes the word family. Yep that was done on purpose. Jerry I bounce back and forth between insta family and insta community. Hey now. One of the keys here with that called Action is until you get to 10000 followers. You can't put clickable links here to the clickable links or in the profile. So what are you doing. Your call to action is to get them to that profile I could say join my insta family or I could say if I'm the figure called action is to get a freebie. I could say grab it on my profile grab it on the link on my profile and then put my profile link right there which is at the Jeff Jack. So there's two tracks going on here. Kids what's going on in the in the visual track and what's going on in the language track. Now you can make the language track more visible of course with emoji using different things. So that's one example let's look at another one right now. I like doing lots of different stuff and this is created with an little app called Vine alliance. People can click on the Jeff Haring Yoshi and then they'll go to my profile picture I'll show you an example of that in a minute. There is a little app called vitalize and you can take any picture and make it look like a record album. Right. So you just create a different graphic here. So break this down. This picture here is uploaded has come from a place called the bit Moji B iki IMOJ.Y. where it turns your picture into a cartoon or a bit Moji so that's uploaded there. You got this. And now within vitalize you can pick the album cover and so I created something called results. Now records create your content. This week. Go ahead change them lives yours too. Look at that typo used to feel like something out of my current Verny ute's so and again. So here's the thing. I want some up here. So this is separate. Your content changes lives. Some you'll know about some you'll never know about. Your job is to create it and publish it. Get busy. Tell me something. As opposed to what for you. Joan I love it. As opposed to most must see John you messed me up. As opposed to most of the

graphics on Instagram as you read this one.

[00:26:25] And then you read the language track your content changes lives. Some you'll know about some you'll never know about. Your job is to create and publish.

[00:26:35] Get busy. What's your experience of that. What's your experience of it and what does it make you want to do.

[00:26:44] Jowers want me to put them in the chat box. Yep that's called vitalize finalize.

[00:26:52] ERRY go Jones says don't blame me I'm engaging she says it makes you want to create content. Liria says results now records are making one click. It's not even a clickable link. It's inspiring. Do something. Alan Boehme I like that buddy. It's a personal challenge. Yeah absolutely.

[00:27:12] I'm always going to challenge you guys to get your message out there because I've seen people's messages change too many lives. And folks this is just us and we're ahead of schedule. Flip the story and sometimes it doesn't even matter if your delivery of your message is good. Hey come back with me to winter of 1988. And I'm go. A buddy of mine called the in-sync because I'd gone on the campus minatory ski trip a few years in a row before when I was part of it and then afterwards a buddy of mine called me and said hey listen we want you to be our speaker. From the campus ministry ski retreat we'll pay your way we'll pay for your lodging and food will pay for your lift tickets and skis and we'll pay you to speak. Are you interested. Well let me think yes. We're driving up in these vans to go skiing right now years before when I'd been years before. Not on a ski trip.

[00:28:26] I'd been asked to speak at the weekly meeting at the campus ministry and it was one of the very first times I've spoken in public about anything. Pertaining to my niche back then which was was counseling psychology that put together a talk with some music to make points and I was so freaking nervous. You know those little pieces stick and you get in between your lips.

[00:28:50] You know when you get nervous and you get sweaty I was all sweaty and nervous stutter and my lips were sticking together my mouth was dry. It was probably the most horrible talk I ever gave.

[00:29:02] Did my very best to forget about it on that ski trip where they actually asked me back. God knows why we're pumping gas in South Carolina about midnight and it's freezing now but we're pumping gas and everybody is kind of huddled up trying to stay warm and a couple of the women on the retreat walk up to me and said Jeff you see that guy over there the other van. Yeah. What about it. And they said that guy just told us this. He said he was at that talk you gave at the campus ministry years ago and I went oh crap. And he said he planned his plan was to come there that night and go back to his dorm and kill himself. And something you said made him change his mind. And I'm thinking Holy crap surprised a lot of people didn't go out of their dorms and kill themselves after that talk. And that stuck with me. Folks it doesn't even matter if your contents any good sometimes. Jenny it's the people out there that are needing to hear it who can only hear it from you. So I'm always going to get that message out there get your content out there folks change lives including yours. So that's the two tracks. Okay so let's look at something and I want to show you cause some people are asking Yoshi and others. Is that a clickable link. Down so will slide this down. Go to my actual one and I'll show you how this works. Here it is actually there. Now I don't have the invitation there so let's go back.

[00:30:46] To the other one. That we show which is right here though that when where is our we'll find here it is this one right. Yeah okay. So join my insta family.

[00:31:07] At least you have hearings now I don't do it with everyone because I don't want to be predict Dubow. However you need to have a reason to get them to your profile often. So results now. Content marketing is being a rockstar BE1 joining my insta family and there is a clickable link. Click and where it go. It goes back to my profile. Now they're reading this and clicking to my Web site. So that's the process. And as you can see there's all kinds of different stuff here. This is not even barbecue Ayyad is from a student in Kansas City. Here's one. Those who tell the stories rule society. One of my students had great content but no one was responding.

[00:31:56] She was ready to quit then she decided to deliver her content as a story and her business took off and changed a lot of lives including hers. If you want to be seen as the go to person in your niche next time you share your content tell a story and please become part of the story of my insta family right here and there's the link again.

[00:32:15] Boom. So on and on it goes. And look every time you add one. It's a new graphic and a new story. This was taken in the drive thru line at Chick Fillet after dropping off my son one morning at school because here is this man over there with his dog havin Chick fil a breakfast. I thought it was the coolest scene after I got my food. I went over and told him this looks so cool. So I just tell the story right there.

[00:32:50] Just get an engagement Fogg's. What else can I show you.

[00:32:56] Here's a fun one my mind is like my internet browser. At least 19 open tabs 3 of them are frozen and I have no clue where the music is coming from. Other people's quote.

[00:33:12] Stuff about content.

[00:33:16] Here here's a fun thing you could do. See this little little set of boxes up there that means there's more than one graphic there. K now watch this. Larry is asking. I plan several niches. Do I create different profiles. Yes absolutely Larry. One for each niche. And here's the million dollar advice I can give you. Pick a niche. Build it out to making money on its own before you do anything else. Watch this click on this. Step 1.

[00:33:53] Works better. Think of the small business in order to do that.

[00:33:58] Step 1 Create the kind here crap in which the other one is this going to do the right thing.

[00:34:09] Here

[00:34:09] step one create the content step to publish the content when you're on your phone you just click it. Step three repurpose the content step 4 do it again. I could make it harder. But why. And I foolishly didn't put a call to action there I should. But that's another thing you can do. With your site there you guys get some ideas about what you can do with your Instagram and how important and powerful this is. Give me a yay or nay in the Q and A please. And we are really really just get started because what I've shown you is cool. The genius tip is cool. Still thank you for all those yesses. Says. Yes I am. Yes says ginger. Thank you for that. All right so let's see what's next. All right so far based on what I promised you have I delivered another yay or nay in the Q and A Giles thank you for those Yesenia is OK. Now this is good stuff thank you for that massive yes. Bridget would you guys agree that so far this is better at a freer level than a lot of the stuff you buy from other folks. That's my goal. So what we're going to do is show you how to get more of this. Okay great question. Giles Lyons for that the end I'm going to show you some more great stuff. My first I'm going to show you how to get involved in the master class that's going on and the great deal

I have for you. And then there is going to be the genius tip that is just going to go to multiply your effort by a hundred. So here we go. Results now after class that's something I just started doing this summer. And I you know you know where I got this idea on one of those light half treats boom it just came one day it was not my idea. And so what we do on the results and our math classes is you get a result you do something Jeannie says other courses focus on the layout of photos on your profile. Aiya which is important but not as important as what I showed you on results.

[00:36:40] Now after classes you do something so that by the time we're done you've got a marketing and you can use. Now the reality is this according to Oprah the more math classes you attend the more results you get.

[00:36:53] And that's true.

[00:36:55] Now the one we're working on right now is the Instagram marketing secrets how to leverage your message for more sales and subscribers. And part one we show you five elements you got to have and how to do. And you create one of them and part two.

[00:37:11] Coming up we're going to go deeper into the profile stuff much deeper into the post and all the different things you can do and a whole lot more. And you guys are going to create something really cool in part two. Kayla my my youngest son made his debut. That's why he's there are in this part the dude's a natural too I'm going to have to watch my back. So what happens in these you get the math class live video training and then you get the recorded video training you get an edited transcript for those of you that like to read and mark things up you get the master class template that gives you fill in the blank stuff for doing some of what you learned the checklist so you can check off everything you're supposed to do on each thing. So you get the most power out of it you get a Master Class Wizard When appropriate I will be introducing one of those in part to the universal laws that's broken down into consumable chunks. Now remember there is a genius tip coming up that's better than what I showed you earlier. I turned into an e-book for you and you get into the giant master class Facebook mastermind with a lot of cool generous folks. Now another way to lay that out. And there is the graphic again you get the live backstage pass the math class life training. An edited transcript. The checklist templates the e-book the Wizards. A Facebook group when these are completed when the training is done and I've turned it into all those things which I could do on the front end. But I like doing it better. From what we do on the training those turn into information products and are the ones we've already done are out there selling right now for between ninety seven dollars and one hundred ninety seven dollars. I'm telling you that because you're going to see what a great deal you're getting when you yell as loud as you can in the Q and A move that slide. So tell me in the Q an 8 It's a move that slight and I will move that slide and I'll show you. For those of you that already in there yet what your lesson is folks move that slide. They say hey get a backstage pass for 37 bucks for a product that's going to be 97 to 197 a backstage pass means you're there when it's alive. You get to ask questions you get to help design the thing. Now when you go to that link that I'm about to put in the chat and come on board you'll be taken to the existing page where you can right now watch and do the training in part one. And then part two is coming up next week. So those of you that are not in their results now mastermind that are not already in this master class you need to get in there because straight up what I've shown you so far. Even though the best is yet to come Greg in this training what's in the master class is even better and even deeper. All right so the link is in your chat would appreciate somebody going over there and let me know that it's working. And let's move forward. Here's the page you'll be taken to. There's the training for part one. There is an edited transcript already there. I'm going to wait until we do part two to add all the other stuff. To make sure it's current with everything we do in part 2 and Part 1. That's what your page looks like. Here is your Instagram genius tip all about Instagram video that I didn't even show you. A moment ago right you got all that good stuff. Saw all that great power before we even got to how Instagram uses video no other site online. To my knowledge and

it may there may be some thought and you guys prove me wrong. But no other site online gives you five different ways to use video. And if you are so inclined none of them require that you show your face. If you think you have a face made for podcasting you never even have to show your face. First of all I'm going to show you examples all these but I want to talk about it first. First of all on your Instagram posts that we were just reviewing earlier you can do video in several different ways and should do video right next to stories. Those are the ones that Kalem time on part 1. Because he taught me how to do. Hey they stay up for 24 hours and you can change them all the time. So there is an ever changing video story on your Instagram pulling people in. And then you've got highlights that go right above the post. I'll show you those in a minute. They can be videos or slides and can come right from your stories and then you have this incredible thing called GTV Instagram TV where you can put when you have less than 10000 followers you can put up ten minute videos. How much training and called the actions could you do in ten minutes and then they're in the middle. Is that Facebook his Instagram life where you turn on your phone pointed at something and talk. It can be you or it can be your computer. And it goes alive and every single one of your followers. My almost 5000 followers are notified that your life and they come on and you get to talk with your community and then invite them to do things. Are you getting the slight little bit power that now. It's great to show you this fancy graphic with the five ways. I'd rather show you on Instagram.

[00:43:37] So here we go. What did that again down down.

[00:43:45] Look I'm talking to one of the dogs. All right.

[00:43:48] So here we are back on Instagram Ginia.

[00:43:54] Can you upload a video from your camera roll for GTV. Yeah that's the only way to do it that I know. So yes absolutely. And all the ones I meant to show you Jenny that's exactly how they got in my GTV. Right. So here we go. First what is in your posts you upload it from your camera roll just like you would a graphic.

[00:44:19] See that a while since I've done one which tells me I need to do one. Here's one.

[00:44:35] Just a quick little video. Go find another one.

[00:44:48] Doo doo doo doo doo.

[00:44:55] Here's one I forget what this is but a member is kind of cool. The Star Wars action what do I do here.

[00:45:11] I really don't remember how far back do I have to go to get a herea.

[00:45:23] Here we go. Here's a piece that folks. Oh my goodness. This is an IJI TV Carmen. This is right on your right on your profile. And this one is going to have sound.

[00:45:39] Or should watch.

[00:45:43] This is part of a webinar.

[00:46:02] The strategic reuse code for greater bridge Maximillian massive implementation and maximum.

[00:46:17] All I did there was define repurposing. But as video and congratulations to Daniel who is now in the master class. So that's just an example of doing video right here in your post. And of

course we're going to teach all that in the master class right now. Let's show you the next one is your story. So your story is right here in right now.

[00:46:46] I don't believe I have any in there. Do I think I left that blank from earlier. So here let's let's do this. No that's not what I can do is quickly get one up there. Hang on a sec. I'm going to do this offscreen.

[00:47:05] Now you know what I'm going to do it on screen. Because well just because it'll give you guys a preview of what we're doing on the on the class. Give me a second to get the tools up. I didn't expect to do this but Dasch alright we'll figure it out. Slide that mirror on my screen.

[00:47:35] Boom there we go.

[00:47:38] K let me know when you go. Let me know in the Q and A when you guys can see my phone on the screen. I see my phone up there. OK. You got it all right. Yeah. She is using a thing called reflector too and I've got my phone right here on my desk. And they connect. All right.

[00:48:02] So I'm going to go ready to go to and go to my profile.

[00:48:10] Now we're going to go super super deep into each of these in the master class. Yeah that is cool Yeshi cash. I'm going to go up here to my profile picture right. And I'm going to click on it. And right now it's looking at me so I could take a picture of me or I could turn it around and take a picture of my desk. Right. Or I could go over here. My story is going to play the second one. Watch this.

[00:48:49] Now watching that watch the emotional feel to that what did that feel like to watch you want to watch it again.

[00:48:59] OK let's do it then.

[00:49:09] Hey now those are just screen captures and Ginny you resize the photo on your phone just by pulling your thumb and finger in there and squeezing it that's all. And you can put videos in here you can put these things in here the pictures you can go here and here and then get out of there.

[00:49:35] Well no I don't what I want to do.

[00:49:41] I want to go here a year and here I could take a picture I could do a life thing. Excentric SEDAR and then turn those all into a story. Bridget what I found so far is that you can put as many of those in there as you want to. I've seen them with dozens of them and I haven't gone that far yet. But you can't right now me show you what else you can do. We'll take this down. Stop Mwiri. Okay so that's a show of post then I showed you highlight not that I show you stories. These are highlights another way to deliver video now on your staff. See how it's going across up here it's got to change Bridget I don't know the answer down a premade video but I've seen them go for a long long time. Samone I've got up here. I've seen ten times as many up here and then just like next. Just like Netflix kids it goes into the next one until you stop in or just go all through those and you can put as many as you want across here to here. And I've got a very sensitive mouse apparently. All right yeah it is cool stuff. Now IJI GTV is right here that's post it click on GTV and mostly I've just been messing around. That's in a river that's Kate Elliot playing with do that. That and that our songs at church.

[00:51:37] Here's one that's a that uploaded video.

[00:51:53] From a river about 30 minutes from here. So you can upload any kind of video in there right from your phone.

[00:52:01] She has called I GTV Instagram TV right. And you can teach from there. At this point under 10000 followers you can do 10 minutes after 10000 followers you can do 60 Minutes. You could put a whole webinar on their right. And then last but not least is doing Instagram Live they only go back to post and you just go to the same place you would go when you go to a story and post live and you start talking. Those are the five ways that you can do video right there on your Instagram. And I know of no other place online that allows you to do video five different ways. GILES You can do it on your iPad. You can do it on your phone. Some of it you can do on your P.C. but not all of it. Not yet anyway. Back in a slight. Okay so that's what all five of those look like. So folks let me pull them out now. What could you do. With doing two or three or four or five of these a day with all those calls to action getting across the emotions we were talking about sending people to your profile and then having people look at video and all these different ways. Look how long somebody would stay on your site and engage with you now Alan the second part of the masterclass is Monday mandate for act. Once that is done and I start creating the rest of the product the price goes up. So here is what I suggest you do invest at thirty seven dollars. Now be fun marketing this way. Giles you're right. Invest that thirty seven dollars now and that'll give you time to do part one of the training which is an hour and a half long years we only go for 60 or so minutes. But there was just so much richness in it. And then be there for the training like money or get a reply. And it'll all be put together. By Tuesday and Wednesday and that'll be your page. And there is where you want to go. Jeff Haring dot com forward flash Instagram dash masterclass in your chat it'll take you to this page right here. They'll tell you all about them article at.

[00:54:49] No. That's the page where you go. Or this then. Well I got to put it up. I have that link. There we go. Welcome aboard.

[00:55:02] Whoever's behind easy choice guess I want to welcome every single one of you that's not already in the master class. Onboard because my goodness I've shown you how great this is and Bridget said it's a very good 37 dollar investment I learned so much. Jenny you were on the first webinar write your own part one Monday you were due in part two. That's a whole another course Yohji about how to turn this math class into a product for 197. Kathee is easy choice. Yes welcome aboard. All right. So here's the page for that we can get all that any more details you may want to know and everything you're going to end on board. I got to change that date for the next one. All right we'll do that later. I can do right now in front of you but why did Time do that. All right so back to our slides and I do believe this to be the last one. Gosh I've shown you a lot and I'm really really really a thousand and ten percent serious. When I tell you that I've only shown you the beginning slice of what you can do I've shown you slices please don't make the mistake of thinking well I can just put those slices together and do fine you won't. If you want to make this the big deal that it is ground that backstage pass Jeff Haring outcome for size Instagram Dash master class and you'll be able to confirm those of you that have come on board. Tell me whether or not you were taken to the right page.

[00:56:51] You'll be able to consume module 1 or Part 1. Right now they're waiting for you.

[00:56:58] And then part two is Monday night that I put together all the other pieces and we'll be adding to it to dances I've got a private label product on Amazon on his Instagram a good marketing avenue for my product.

[00:57:14] Only if you need visibility traffic subscribers and sales and only Dan if you market to people. So I'm not being facetious. It's serious. I mean if you want any of those things and you work with people then yes. Yosses asking how many parks altogether. How many parts of video Yoshii

or how many parts altogether in the training. There's two part 1 and Part 2. Usually there is just one part for our math class Shoshi but there was so much there I needed to make it to okay good. Kathy took to that with part 1. Good. That's what's supposed to happen. Excellent. Okay. So I want to welcome the rest of you. Come on folks get on this math class. Learn all that stuff. And we'll get you going again. I showed you just the very very edge slice of what you can do and look at all you can do. Right. And there's tips and tricks and tools for each one of those video things to go deeper. Welcome aboard the Yoshi. Good man good man good man. And so come on board with a really great group of folks and consume. Part 1 and we'll do part two Monday night. And you get to listen to a 16 year old teach you how to do some of the Instagram stuff. He taught me and I'm telling you I can no more do that than fly when I was 16. OK. To repin something Jiles. There's two ways to do it. In other words you find Instagram post that you want to repost.

[00:59:19] There's two ways to do it. There is an app you want to get called creatively repost. Are EPW he is the app. The other way to do it is just copy it. And use it and give credit where credit is due.

[00:59:40] Yeah and Jenise Wright got to add the IJI TV app to your phone as well. Okay so we'll go deeper into that on the course. All right guys if you got more questions pop menow. If I didn't get to them as we were going through it's only because you guys are so interactive I'm not ignoring you. They just got life. Ask again. I'm sitting right here. But kids thirty seven dollars that's less than the price of dinner for two at a lousy chain restaurant nowadays. Left the movie and popcorn and for that you're going to get part one and part two and know how to master get it master class. Instagram in part one you'll create a story you'll have a story out by the time you get done with part 1. Part 2 I'm still deciding what I'm going to have you do for real but it's problem. I'm leaning towards doing alive Instagram and that way we'll have all those people doing lives all over the Internet. And once and you'll be set. So any questions will start rap in this show up where you want to go to come on board is Jeff Haring Duncombe forward slash Instagram dash masterclass. UPS the link in the chat. I just noticed only has one s in it that can screw you up can't it. Hey the Internet is just so sensitive. So. Now the correct link is in there boom. Disregard the one S used to S.S Larry asked when you do different profiles do you use your name book name series or what. OK show you good question there. Which Larry is that by the way. Give me your last name.

[01:01:53] Ah so when I change this profile what I don't change is this and what I very rarely change is that you want keywords in there and we'll go into the whole psychology behind strategy behind doing this and doing this on the course. So you really don't want to change those. Wickie what you want to do is change these and here's how it just hit edit profile and you come in here and you put in different words. Now I don't want to do that crap like was there. That's how you do it.

[01:02:33] And what will go deep deep into on part 2 is the language to use in here and how to make it inviting like you guys. Have seen and experienced Geneve said she added. GTV. It really is like a TV show. Oh yeah absolutely. Folks thank you Jenny for saying that. Listen to me without showing your face or if you want to show your face you can't IJI TV on Instagram gives you the power to have your own TV show in your pocket. I will go live on part 2 of the Instagram after class and show you how that works. Right. So if you're not already in folks get that thirty seven dollars on do this because my goodness 37 but for all this for profit that's going to be. I keep saying between 97 and 97 this will definitely be 1 97 97 or the shorter math classes. This one in two parts it might break higher than 197 I might go to 47 or 297 just appending. Alright so let's wrap this up I told you around an hour and we're a little bit over. Thanks for being a great audience and giving that great feedback. Congrats to all those that are on board. The rest of yeah I'm gonna leave this screen up here for just a wee bit so you can continue to come on board. And so to sign off thank you for being here. Lot a lot of places you could've been and you chose to be here. I appreciate that. And it honors me very much. Always appreciate that. Go get the stuff that Jeff Haring Nutcombe for it's

like Instagram Dasch masterclass and as always go use the stuff because as you have seen it flat out works. And thank you for all those thank you's. Glad you thought it was awesome. See a.