



NEILPATEL

Strategy Worksheet

How To Go **From Zero To 100,000 Followers** On Instagram

Instagram Strategy worksheet

Story Highlights / Video Strategy

When making a story highlight or other video content you want to include a few things in the video, fill in the below fields to get a better idea when producing the highlight story video.

Who you are

Where you are from

What you do with your brand

Brand story / background

Goal /Motive for this Instagram Account

What will they receive in value if they follow?

How and where they can learn more

How will you personalize the content

Form of engagement[Polls or quiz etc]