



INSTAGRAM STORY GROWTH CHECKLIST

12 ways to use Instagram Stories to grow a L'BRI business



BUILD RELATIONSHIPS

Thank customers and hosts, and give team shout-outs.



TELL YOUR STORY

Increase awareness about you and what you do by sharing a sneak peek into your entrepreneur life.



OFFER A SAMPLE

Take a poll or ask a question to identify sample requests.



INSPIRE

Tell a story about self-care that includes your favorite quote or song.



BUILD YOUR FB GROUP

Share what's happening in your Group and invite people to request to join.



ENTERTAIN

Entertain your audience with hacks and musings about life.



INFORM YOUR AUDIENCE

Tell everyone about a new offer and encourage them to Direct Message (known as DM) you to get more information.



REVEAL NEW PRODUCTS

Use the countdown clock sticker to countdown to a new product, catalog, or special event.



GET FEEDBACK

Ask people about their favorite new lip color, skincare routine, or if they'd like to see a new catalog.



GO BEHIND THE SCENES

Show what's happening at a party, incentive trip, or Convention.



GROW YOUR FOLLOWERS

Add up to 10 hashtags to your story to get found in the Explore feed or via a hashtag search.



SHARE YOUR LOCATION

Want to invite followers to a vendor event you're at? Use the location sticker to tell people where you are.