



**FIRE HOT**  
**INSTAGRAM POSTS**  
*Workbook*

# HOT Instagram Posts Workbook

**DAY - 1: The ONE mistake you're making with your IG posts that is costing you BIG!**

What is ONE biggest mistake everyone's making on Instagram Posts?

---

What are the four types of Instagram posts?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

**Coming up with your aha-moments:**

**What are some of the myths in your industry**

*(be bold about them, even if no one's talking about those – not even that “expert” that you follow! Your boldness is what makes you an expert!)*

---

---

---

---

---

**What are some mistakes that you see most beginners making & they think it's the right way to do it?**

*(Insert all that you can think of, don't try to be perfect!)*

---

---

---

---

---

**What are some of the mindset blocks that's holding them back from seeing results?**

---

---

---

---

---

**What is something that your competitors are/might be teaching that's holding your audience back? They might be teaching a short-term gain that has a long-term disadvantage etc.**

*Take a bold stand here!*

---

---

---

---

---

**Coming up with YOUR STORY that's relatable to your audience!**

**Where is your audience currently?**

*Beginner level/intermediate? What exactly is their CURRENT problem?*

---

---

---

---

---

**Can you remember that time of YOUR life?**

*Most of the times WE ourselves are our own ideal client. Write down all of the*

*characteristics of yours from that time. How did you feel? What kept you up at night? What were your struggles? What solution were you searching for on the Internet?*

---

---

---

---

---

**Now write down where are you now! How is it different from your previous life?**

---

---

---

---

---

---

---

---

---

---

---

---

**Can you a difference between the last 2 versions of you? THAT'S your story & that's the transformation you have gone through & what you can provide your audience! Write down your transformation story!**

*Don't try to be perfect here! Just write down what comes to mind!*

---

---

---

---

---

---

---

---

---

---

**Now, THAT 📌 is your transformation story!**

**DAY 2: How to write MAGNETIC Instagram posts that convert the HELL out of your followers!**

**Tell me about your audience:**

External Pain Point: \_\_\_\_\_

External Pleasure Point: \_\_\_\_\_

**Coming up with your audience's internal pain & pleasure points:**

**Internal Pain Points**

**How does their external pain point affect their:**

Daily Life:

---

---

---

---

Business:

---

---

---

---

Body:

---

---

---

---

Relationships:

---

---

---

---

Mental Health:

---

---

---

---

Present:

---

---

---

---

Future:

---

---

---

---

Confidence:

---

---

---

---

## Internal Pleasure Points

What else does it mean when they reach their pleasure points for their:

Daily Life:

---

---

---

---

Business:

---

---

---

---

Body:

---

---

---

---

Relationships:

---

---

---

---

Mental Health:

---

---

---

---

Present:

---

---

---

---

Future:

---

---

---

---

Confidence:

---

---

---

---

Now that you have a clear understanding of what your ideal audience is currently going through & DREAMS about their life, you can write SPECIFIC content about their life, insert those into your posts & ATTRACT them.

**This is no joke.** It might feel silly to write all of these down, but when you do this, you'd feel SO much confident in your captions because now you "know" who you're talking to & your captions will talk directly to them!

This is a copywriting practice & if you nail this one, you're already on your path to success! Trust me!



## DAY 3: How to create attractive, beautiful IG posts that get SAVED & SHARED!

Rules you need to follow while creating visuals:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Coming up with visuals:

Jot everything down that's coming to your mind for a single post idea:

*(Don't try to be perfect, write a rough version over here!)*

---

---

---

---

### Check which ones are true for this post:

- Is it a step-by-step process?
- Is it a cyclic process?
- Does it include stats?
- Can this be jotted into differences type post? This vs. That types?

When you watch the Day 3 training, note everything down about which type from above list creates which type of visual, you can also draw something on this worksheet to help you remember & then create your visuals likewise for each post!