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# 3 Secrets For Turning Your Followers into Customers

(Even If You Have A Small Audience)

WITH TRACY HARRIS





# Welcome to the Masterclass

I'm honoured that you signed up to my class. You're going to learn a lot here because I am bringing together everything I've learned about building a brand on Instagram and creating a business that has generated multiple 6 figures whilst raising my two boys and only working 3 days a week. In fact, I am still using this Method as my business has grown beyond 7 figures. Why? It works.

I'll be sharing plenty of examples of how my students have completely changed what they're experiencing in business and in life, as a result of implementing the Instagram and online marketing strategies that I'm going to share with you here today. These strategies and inspiring stories are going to give you the knowledge and fuel to experience the same progress, business breakthroughs and life changes. Get ready!

## HERE ARE 3 TIPS TO HELP YOU GET THE MOST OUT OF OUR TIME TOGETHER:

1.

Print the workbook. I've made this workbook for you to complete as we progress through the Masterclass. No need to fill it in now. It's for the class. However, there are a couple of exercises on the last page for my ladies who like to come primed and ready for a total transformation.

2.

Show up LIVE. (I'm giving away prizes and bonuses!) and Minimise Distractions. I know your time is precious and like me, you're juggling many balls, but I promise you, everything you learn here with me today has the power to change your business and your life. I believe it deserves your full attention. So put that phone on Do Not Disturb and don't multitask. This class will go fast. Blink and you'll miss something that could be a massive game changer for you!

3.

Write down your questions.. I'll be hanging around at the end of this Masterclass to answer your questions! Make sure you write them down as we go because if you think you'll remember to ask them... you won't. It always happens that way!



Tracy x



“It’s not about the followers or the likes, it’s about building a profitable business that gives you the freedom and stability you’ve always wanted.”

- TRACY HARRIS -





# Pre-Work

## TWO QUICK LIFE-CHANGING EXERCISES

If you'd like to come to the Masterclass being super clear on your big vision and being ready to take serious steps into creating your dream life and dream business using Instagram, I invite you to complete these two super simple exercises. Whenever I've completed these exercises, I've come away feeling so aligned and energised by my big goals, and I get so much clarity and momentum! Give them a go!

### EXERCISE 1

WHY DO YOU WANT TO HAVE YOUR OWN BUSINESS?

WHAT WILL HAVING YOUR OWN BUSINESS MEAN FOR YOU AND YOUR FAMILY?

Example:

I want the time freedom to attend my boys' assemblies, exercise again, see friends more and not have to commute to work anymore.

### EXERCISE 2

VISUALISE YOUR FUTURE SELF. THE VERSION OF YOU THAT HAS ALREADY BUILT THE BUSINESS OF YOUR DREAMS. THE VERSION OF YOU THAT IS LIVING YOUR IDEAL DAY, EVERY SINGLE DAY.

JOT DOWN 3 THINGS SHE'S HAD TO CHANGE IN ORDER TO MAKE HER DREAM HER REALITY.

Example:

She had to start taking action and stop waiting for the right time.



# Secret #1

YOUR PATHWAY TO \$100,000 IN SALES ON INSTAGRAM

2000 products	at \$50 each
1000 products	at \$100 each
500 products	at \$200 each
250 products	at \$400 each
200 products	at \$500 each
100 products	at \$1000 each
50 product	at \$2000 each
25 products	at \$4000 each
10 products	at \$10,000 each

Instagram Plan





Don't build an audience. Build a \_\_\_\_\_ instead.

Don't just post for a presence. Post for a \_\_\_\_\_ .

HOW WOULD YOU BE SHOWING UP ON INSTAGRAM IF YOU HAD  
10X THE KNOWLEDGE, SKILLS AND CONFIDENCE? WHAT WOULD  
THIS DO FOR YOU BUSINESS?



# Secret #2

You need to \_\_\_\_\_ a \_\_\_\_\_ audience.

## THE FIVE STEPS OF THE CONVERTING BIO:

- 1
- 2
- 3
- 4
- 5



# Secret #3

Create the right \_\_\_\_\_ for your audience.

Content pillars are:

BRAINSTORM YOUR POSSIBLE CONTENT PILLARS HERE:

5 ways to create content on Instagram:

1.
2.
3.
4.
5.





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Thank you so much for taking this class with me.

I want you to know that it says so much about your character and your dedication to your business that you even showed up. The fact that you printed this workbook and completed it, tells me that you are growth oriented. So well done.

“She decided she could. So she did.”

I want you to implement this plan and of course, I hope to keep supporting you as you do that!

If you need my support to turn those Instagram followers into customers faster and master Instagram as part of your complete digital marketing strategy, you can come join me in The Social Method Society™

[JOIN HERE](#)

Tracy x