
HOW TO GET CLIENT LEADS FROM INSTAGRAM

GUIDEBOOK

WWW.JUSTPEACHYSOCIAL.CA

How to Generate CLIENT LEADS From Instagram *using visual storytelling*



Just
Peachy
Social.

INTRO

Hi beauty! We are JUST PEACHY SOCIAL and we're so glad you're here, ready to learn from us. It's our passion to support online business owners with creating a positive, more fun mindset when it comes to content creation. At our agency, we believe no matter the number of followers you have, you can achieve the results you truly desire.

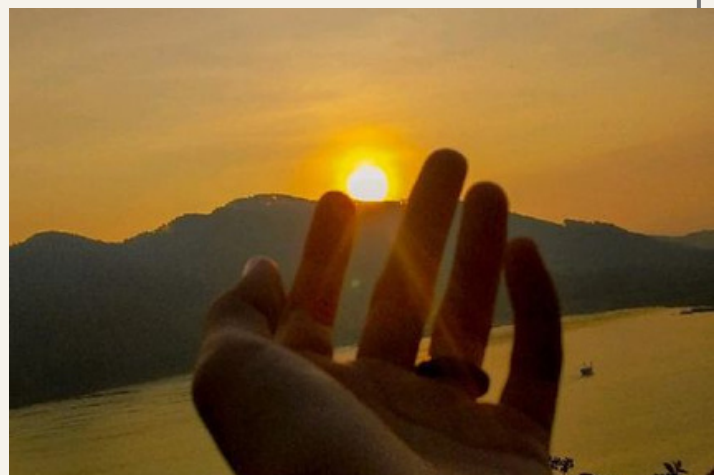
Create Connection & Evoke Emotion

Did you know? It is PROVEN by science that people buy based on their emotions and connection to the brand or business. This means it is KEY to create content that provokes deep resonance amongst your followers. Make them feel moved!



Followers ≠ Self-Worth

We understand it's easier said than done, but if you focus solely on gaining views and followers, you'll lose enjoyment in your work and won't necessarily make sales either. This guide will help you to attract ideal client leads by emphasizing genuine connection, evoking emotion, and finding fulfillment beyond numbers. You ready?



BRANDING FOR MORE CLIENT LEADS FROM IG



Compelling Visual Branding

In order to captivate ideal clients on social media YOU MUST HAVE compelling visual branding! You want someone visiting your page to know the essence of your brand at first glance. Make sure your design is cohesive, and use high-quality images, consistent colors, and fonts. The more visually appealing your content is, the more you stand out and leave a lasting impression. This is your first touchpoint with your ideal clients, so you want them to internally scream: "Dang I love this vibe, I wanna know more!!"

one of our fav places to get high quality content for free is Pexels.



Emotional Brand Message

First things first: You want to understand your target audience's desires and pain points. Knowing what they care about, where they feel stuck, and where they want to be will make it easier for you to identify the message you want your brand to be known for. AND one that resonates emotionally with your ideal clients. To gain more leads you want them to feel seen by your content! Incorporate engaging visuals, storytelling, and relatable copy. How deeply can you inspire/empower or uplift your ideal client by speaking to their soul? What do you want to scream from the rooftops? Repeat this message in various forms as much as possible in your content.

How to tell a story

Storytelling is basically anything that **brings a human experience and a concept/teaching together**. You can also think of storytelling as "humanizing your content". So - how do you do that?

Identify your target audience

Who are you speaking to? This is important in choosing voice and visuals. In order to successfully employ storytelling you should have an **idea of who your ideal client is**, so that they can specifically connect to your content.

Know your core message

What is it that you want to scream from the rooftops? Make yourself recognizable and think of ways in which you can **retell the exact same message in different ways** and or stories in your content.

Choose the visual

Stories are best told through visuals. When you decide what visuals you want to use, you want to make sure that it **connects to the core message** (see above), and **matches the vibe of your target audience**.

Think of their transformation

This one is SUPER IMPORTANT and probably most overlooked. **Make your content about your target audience**, NOT about you. They want to know **how what you offer can improve THEIR life** and less so how you improved your own life.

Build the outline

Think of the beginning (hook), middle (peak), and end (conclusion or want for more), just like any story!

Consider the purpose

What is the learning/ value you want to share? **How do you desire your audience to feel after consuming your content?**



Forms of storytelling/ideas

Storytelling can be so many things! Here are a few of our favourite formats to tell a story and connect brands with their audiences.

- ✦ **Behind the Scenes**
- ✦ **Inspiring, “feely” visuals that provoke emotions**
- ✦ **Client or Customer Transformations**
- ✦ **Metaphors and Real Life Situations**
- ✦ **Personal Growth Learnings**
- ✦ **Inspirational and Motivational Quotes**
- ✦ **Vulnerable Life Experiences**

AUTHENTICITY FOR MORE CLIENT LEADS FROM IG



Authentic Connection

We cannot emphasize enough how essential it is to understand 'your people's' needs, values, and desires. Set strategy aside, always be genuine, empathetic, and approachable, this will get you places (*cough* SALES) in the long haul.

When you show genuine interest and provide value, your people start trusting you. And people who trust, invest. So yes, do spend time in your DM's and foster REAL relationships. This may not only expand your network, but it also gives you insight into your ideal client's actual needs. PLUS, by making authentic connections, you'll naturally attract the people who resonate with YOUR brand and YOUR offerings.



Collaboration Over Competition

ABUNDANCE MINDSET! There is so much to gain in collaborating on social media. A great way to up your client leads AND have fun is to find like-minded business owners in your niche and create mutually beneficial partnerships. Whether it's guest posts, joint giveaways, or live collaborations, you can leverage each other's audiences (that already resonate with the type of content each of you creates) and provide value together. This is how you'll reach more of 'your people' organically.



You Have 1 Second
To Capture People's
Attention...

How to create a stand out aesthetic

a top notch IG feed in a few steps

Contrast of Dark & Light

Having the right amount of contrast enhances the readability and clarity of your content, whether it's the text on a webpage, graphics, or visually appealing images. Think dark text on a light background or flipping it around—guaranteed to make your text pop and keep the people happy without any unnecessary eye strain!

Have a colour theme

A well-chosen color theme can enhance the way people interact with your social media profile and content. It makes your feed look more polished and aesthetically pleasing, which can attract more followers and engagement naturally!! A unique color theme can help your brand stand out from competitors. It sets you apart and makes your content more recognizable amid the sea of other posts and profiles.

Visual Storytelling

Visuals have the power to convey meaningful messages and emotions more effectively than text alone!! Through images, videos, and graphics, you can communicate your brand's story, values, and messages in a more compelling and memorable way. Visual storytelling allows you to evoke emotions and leave a lasting impression on your audience (memorability is everything)

Negative Space

This means having photos and graphics that have open space/aren't busy. This leaves an immediate feeling of minimalism and tranquility. Packed images or graphics might convey a sense of busyness or intensity. The use of negative space can help reinforce the emotional tone you want to convey!

Messaging

Can people identify what you do right away? Can they see you have a clear overall theme with your messaging? For ex: what are YOU specifically an expert at in your industry? What do you specialize in that makes you different?

screen shot this page so you can refer back to it anytime!

MINDSET FOR MORE CLIENT LEADS FROM IG



Manifestation

There is only so much actual, physical work we can do in order to have potential clients take notice of you. Something that is totally underrated in calling in more leads is manifestation. You can use the power of your mindset, energy, and imagination to send a signal to the universe that you're available for new clients to come in! For this, you want to define your ideal client in detail (like what they look like, what they do, their vibe & values, etc), envision successful interactions, and believe they are already coming your way. From here, serve those people through your content, and keep your vibe in check! Believe in your own capability, your worth, and what you have to offer. Detach from specific timelines and allow new leads to come in in divine timing.



Mindset Work

You've heard it a million times before: YOUR MINDSET IS EVERYTHING. If you don't believe in your ability to serve and attract your ideal clients, it's like wearing an invisible sign saying NOT AVAILABLE on your forehead. Do the inner work to identify and release any limiting beliefs around why you shouldn't get what you want. Make an effort to think positive, self-supportive thoughts and practice visualization, affirmations, and gratitude daily. Align your thoughts, emotions, and actions with the intention of attracting new client leads. Focus on why you CAN achieve what you desire, trust in the process, keep going even when it's hard, and welcome opportunities coming your way.

CLIENT LEAD

checklist

- Cohesive design (incl. font, colours)
- Visuals communicate the essence of the brand
- High-quality images
- Understanding of the ideal client's pain points and desires.
- Create a feeling of being seen/resonance
- Content contains engaging visuals, storytelling, and relatable copy
- Show genuine interest, provide value, and nurture authentic relationships
- Collaborate with like-minded biz owners who have similar audiences.
- Apply manifestation and consistently visualize working with ideal clients
- Work on your mindset, and believe in the ability to have new people be interested in your work (aka leads!)

Thank you for being here.

*We create more FREEDOM
for YOU by taking care of your socials.*



Welcome to JUST PEACHY SOCIAL. We are a social media agency specializing in mindset growth and brand storytelling, striving to move online audiences with the content we create.

We understand that people don't just buy what you sell, but rather buy the exact feeling you (or your product) evoke that they want and need in their lives. As a team of social media experts and intuitive women, we are not only your biggest cheerleaders but bring your vision, message, and brand to the world in a way that resonates with you AND your ideal clients. Let's make a difference together.

WORK WITH US
