



**INSTAGRAM STORIES  
UNLEASHED**

# How to Create a Killer Fitness, Lifestyle or Travel Brand With Instagram and Instagram Stories

Did you know that Instagram is actually the second largest social network in terms of users? Did you know that it has some of the very best engagement out of any platform too?

That may surprise you seeing as many people aren't aware of just how big Instagram really is. That quickly becomes apparent though, when you look at some of the massive celebrities that owe their entire careers to Instagram. These are people who have become highly successful and found very lucrative sponsorship deals, simply by posting photos of themselves working out, wearing nice clothes or travelling the world.

They're doing what they love, taking photos of it... and then getting paid huge amounts for their troubles!

That should tell you something about how powerful Instagram is and hopefully get you excited for the possibilities. Not only could *you* become one of those wealthy people but you could also leverage the platform to promote an existing business too. Many big companies are using Instagram to make a massive splash and are seeing massive increases in their profits as a result.

In this guide, you'll learn how to use Instagram to create a highly successful fitness brand and we'll see how you can apply the same principles to create a highly successful brand in just about any other niche, or to product an existing business interest that you may have.

We'll also see how you can leverage the very newest features on Instagram – Instagram stories and Instagram live video – in order to make an even *bigger* impact than ever before.

Get ready, because we're about to change your entire perspective on the nature of internet marketing...



## How to Win at Instagram: Sell the Dream

Before we get started with the practical advice, we need to focus on some theory. We need to see what makes a successful Instagram account tick and how this same principle can be applied to any kind of business.

And underpinning practically every successful Instagram account is just one key principle: selling the dream.

So what precisely does that mean? Well, essentially it means that you're going to find your value proposition. You're going to find the 'thing that your business does for people' and how you are making lives better and then you're going to focus on that in a very emotive and compelling way.

A value proposition essentially means 'the thing that your business offers beyond the physical sum of your products' parts'.

For example then, you might sell clothes. If you sell clothes, then the physical sum of what you're selling is the fabric, the design work and the sewing. This is what gives you your *price*.

But that's not where the *value* lies. The value lies in what you're claiming your product can do for people: how your product can make lives better. On the one hand, clothes make life better by keeping people warm. Hence the old adage: you don't sell hats, you sell warm heads!

But more importantly, clothes have a big impact on how we feel about ourselves and on how others see us. And *this* is where the real value proposition lies. This is what enables you to offer value to others. In other words, your clothes can make people feel more confident, look more attractive, make more money, have more luck with the opposite sex... maybe even get a pay rise. You want people to feel amazing and for that confidence and that boost in appearance to help them get whatever they want from life.

And that is the 'dream' that you need to sell on Instagram.

So going back to the example we're working with here: the fitness brand. What is the 'dream' in this case?

Simple: if you have a fitness brand, then your dream is to be healthy, to look amazing, to be physically intimidating and to have more luck in relationships.

People who are physically very fit will look and feel amazing. They will wake up first thing in the morning with tons of energy. They will put on clothes and look excellent in them. They will draw positive attention from the opposite sex. They will perform better in their careers by virtue of looking more attractive: all these things are going to help them to get what they want in life and to feel great doing it.

And when you learn how to sell that on Instagram, you can build a *massive* loyal following and *sell* pretty much anything...