



The
Instagram
CHALLENGE

PRACTICE 
ACCELERATION
RAPID PRACTICE GROWTH



Week One

PIMP YOUR PROFILE

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RAPID PRACTICE GROWTH

CREATING YOUR INSTAGRAM BIO

Your Instagram bio is the first thing that your potential prospects are going to see on your Instagram page.

Quite simply your bio needs to explain exactly what you do, who you help, how you can help them and stand out enough so that someone wants to follow you.

Keep it punchy and appealing as you only have 150 characters.

Simply follow the instructions below to create your winning bio!

1. What is the name of your page?

2. What is it you do exactly?

(eg: Physio, Podiatrist, Chiro, Speech Path, Osteopath, OT, Dentist)

CREATING YOUR INSTAGRAM BIO

3. How can you help?

(Who is your ideal audience? What problem do you solve for them? What benefits/solutions do you help them achieve? eg: we help people with X problem to get to Y solution.)

4. What can followers expect to hear about on your page?

(eg: weekly blog updates, exercise tips, video tips, podcasts etc)

5. What is your contact information for people to reach you?

CREATING YOUR INSTAGRAM BIO

6. What is the next step action you want users to take from your page?

(eg: Go to your blog, download a free guide etc)

CREATING YOUR INSTAGRAM BIO

7. Now let's pull it all together. Write your completed Instagram Bio below:

Eg: Our Bio

Tristan Bond

Consulting Agency

We help **#physio #chiro #podiatry** owners
double their income, halve their hours & take control
by using our proven frameworks! 🚀

Podcast 🎧🎧🎧

[Linktr.ee/practiceacceleration](https://linktr.ee/practiceacceleration)

Eg: Dentist

We help create beautiful #smiles.
#dental #oralhealth #orthodontics

Videos 🎥🎥🎥

(Link)

(Contact info)



Week Two

INSTAGRAM CONTENT STRATEGY

CREATING YOUR PERFECT INSTAGRAM GRID

It's important to ensure that you have a grid that captures your audience's attention, so they know what your page is about in the first 3-5 seconds. Use our grid template to ensure that you cover your top 5 categories on your Instagram feed.

What are the **5 main categories** that you're passionate about that you will continue to talk about on your Instagram page?

For example: Sporting exercises, Pilates, Beautiful Smiles, Running, Marriage, Body positivity, fashion, photography, travel, family, entrepreneurship, personal development, Before & after photos, client

Category # 1

Category # 2

CREATING YOUR PERFECT INSTAGRAM GRID

Category # 3

Category # 4

Category # 5



Week Three

**SELFIE
VIDEO**

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THE SELFIE VIDEO FORMULA

Step 1: The hook

The goal here is to capture attention within the first 3-5 seconds. Ask yourself what is going to stop someone scrolling and watch your video over someone else's?

Option 1: Hey, if you're struggling with (problem, problem, problem) & want (outcome) then this video is for you

Option 2: Do you want to know the (insert secret, problem, mistake etc.)

Option 3: Image this (insert question, problem or outcome)

Option 4: Alright, let's talk about (topic/pain point/statement)

Step 2: Introduce yourself

Introduce yourself to increase your authority

EG: Hey I'm Tristan Bond, CEO of Practice Acceleration.

THE SELFIE VIDEO FORMULA

Step 3: The promise

Make a promise of what they will get out of the video if they stick around until the end

Step 4: Insert content here

(Add in your teach piece here generally 1, 3 or 5 bullets)

Right now, I'm going to share with you the (x number) of (mistakes, how to etc).

Now, let's get into it:

THE SELFIE VIDEO FORMULA

Step 5: Proof

Reference working with a client without mentioning their name if you haven't got their permission

One of my clients he/she was struggling with (relate to problem above) He/she had tried (insert what they had tried before seeing you) He/she then booked an appointment with me and we did (X insert what you did). Now he/she can do (insert what they can now do).

Step 6: Call to action

What is the next step that you would like them to take? Be very specific with what you would like them to do.

If you have X problem and you want (outcome) then(insert what you would like them to do).

I hope you found this helpful.



Week Four

CONVERSION OF LEADS

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INSTAGRAM GROWTH STRATEGIES

When someone has liked or engaged on your page, this is a prime opportunity to take them from one level of awareness to the next.

Gently build momentum in your conversations and you will build a great following of people that want to see you, refer to you and rave about you.

Growth strategy #1 - The New Follower Connection Outreach

Use this strategy to connect with new followers of your page and to start conversations that lead to new patient bookings.

Send this message whenever someone follows your page and send the message within 24 hours.

Instructions:

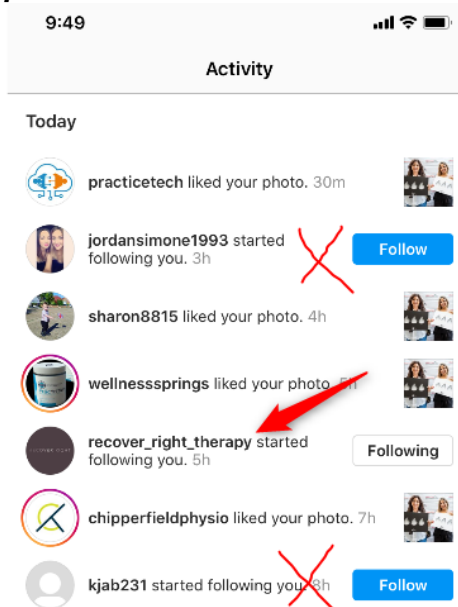
1. Log into Instagram
2. Go to the activity section tab on Instagram



3. Scroll through and look for any new follower notifications
4. For any new follower look at their account to determine if it is the account of a private practice. You can determine this by:
 - a. Looking at the account picture (usually it will have a logo)
 - b. Looking at the account name (usually will refer to the name of the practice e.g. have the words therapy, physio, dentist, feet/foot, podiatry, etc.)
 - c. If it is just a personal account (i.e. has a selfie or random picture and the account name does not mention a business or looks like a spam account (i.e. has no picture and few followers) do not message them.

INSTAGRAM GROWTH STRATEGIES

Examples



Account 1: No brand/logo as picture and account picture is a selfie = do not message

Account 2: Image of the brand and the account name mentions 'therapy' = do message

Account 3: No picture at all and account name looks spammy = do not message

1. If they look like a practice go into their account and like their two most recent posts
2. Click 'message' button
3. Send the following template:

STEP 1: Thank them for the interaction

Hey Name!

Just got a little notification that you liked my page & wanted to say a proper hello 😊

Would love to know what brought you here...what interested you in our page?

I'll keep an eye out for your reply!

(name)

THE *Instagram* CHAT FLOW

TRIGGER

Someone follows your page

Hey Name!

Just got a little notification that you liked my page & wanted to say a proper hello 😊

Would love to know what brought you here...what interested you in our page?

I'll keep an eye out for your reply!
(name)

RESPONSE

They respond needing help/similar

or

They respond saying no thanks/similar

PROBLEM

Good to hear back from you Name!

Tell me more about X?
(insert problem e.g. your neck pain)

...waiting for response

No worries Name!

I was just thinking of you.
Reach out if you need help with anything at all, I'm here to over deliver.

AGITATE

How long has this been going on for you?

and/or

How badly is it affecting you?

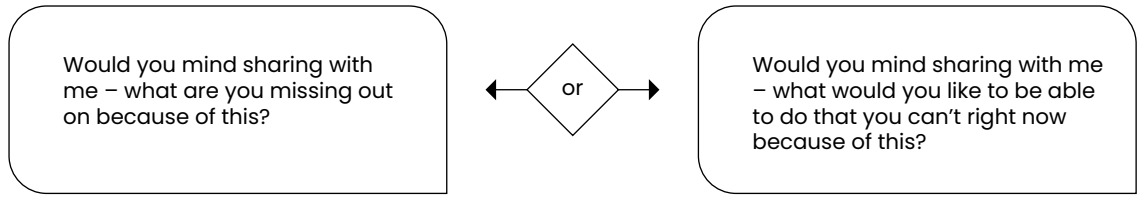
...waiting for response

EMPATHISE

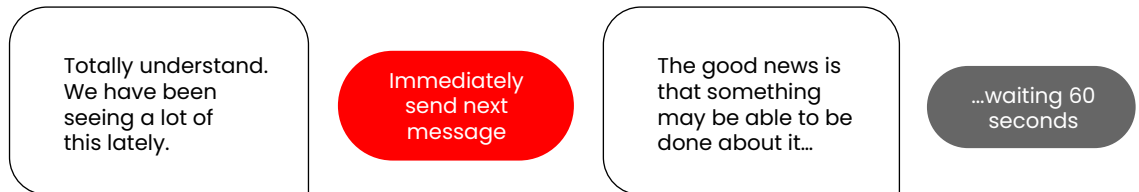
Wow. That sounds like an issue for you Name.

Immediately send next message

CONNECT



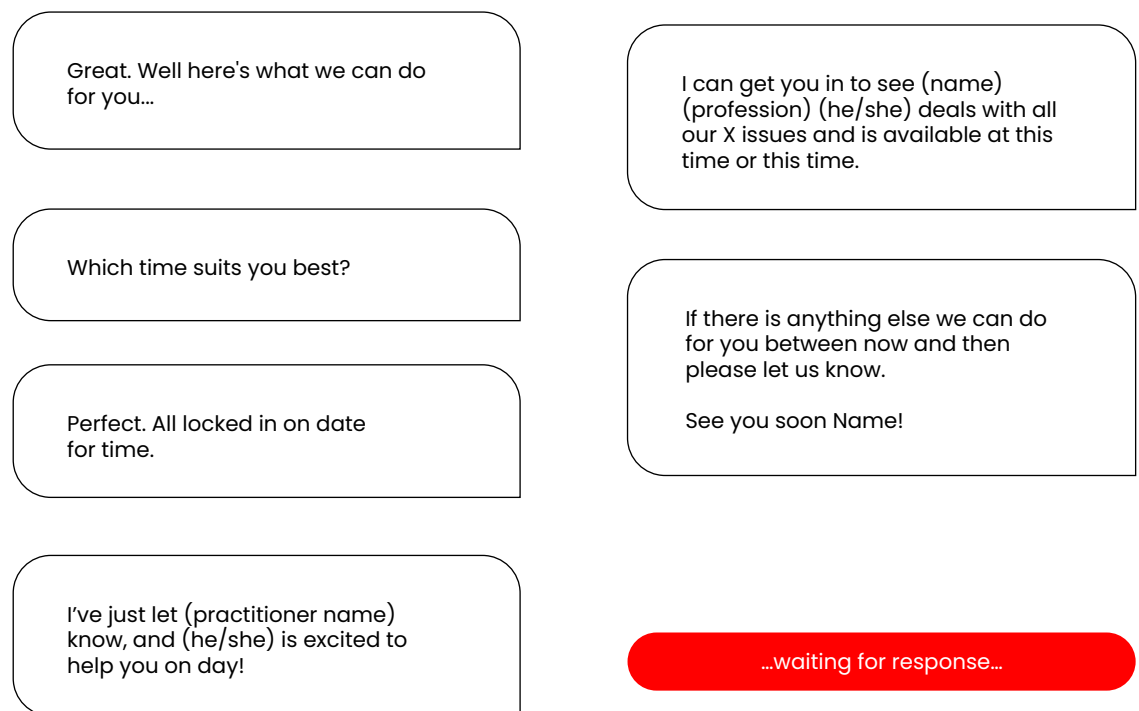
AUTHORITY



SOLVE



GET THE BOOKING



INSTAGRAM GROWTH STRATEGIES

For leads that don't seem like they are in need of your service right now, direct them to a powerful resource and get them to opt into your list via your lead magnet.

Message # 1 -

Hey John, I'm on a mission to help people move better and live pain free in our community.

To help everyone do this, I've written a free report that shows you exactly what to do if you get back pain so that you can recover as fast as possible and prevent the condition from getting worse.

It's a PDF that I can send right over.

Would you like a copy?

Message # 2 -

2. Here you go John!

The report is called (name) and it helps you to (get result) without (thing they hate).

It even reveals the "little known" facts about (thing they find intriguing) that virtually no (name of your profession) know about it.

You can download it here (link to Landing Page where they can opt in for the Lead Magnet).

P.S any questions at all, please message me here, I'd love to help if I can 😊

INSTAGRAM GROWTH STRATEGIES

Growth Strategy # 2 - The Content Builder Outreach

When someone likes, comments or shares a piece of your content send the following message within 24 hours

Hey Name!

Just got a little notification that you (insert action they took eg: liked, commented, shared) on my (insert title of content).

Are you struggling with (insert problem that your content relates to)?

(name)

Growth Strategy # 3- Interacting your ideal prospects content

Use this strategy to increase your engagement with followers and to establish a good relationship with them and encourage them to engage back with our account.

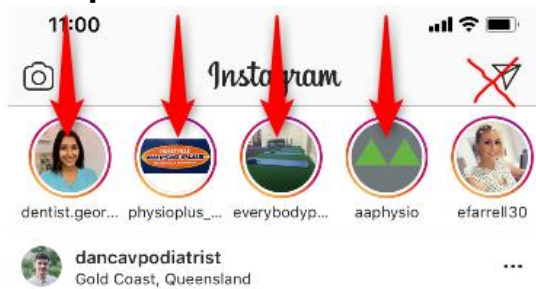
Instructions:

1. Open the Instagram app
2. Go to the Instagram stories on top of the feed
3. Click through each story individually (do not just swipe through one story per account)

INSTAGRAM GROWTH STRATEGIES

- a. When looking at the story, determine if they are a fit for the business for example if their username mentions dentists, physio, chiropractor, massage, or similar in the name that means we want to engage with them. We would not want to interact with just a random person that makes no reference to these things and is just posting a random story about their life not about their business.

Example:



Account 1: has word dentist in username so engage

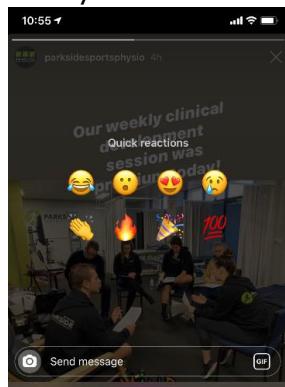
Account 2: has word physio and business logo so engage

Account 3: having mats and gym setting in the photo so engage

Account 4: has word physio in username so engage

Account 5: is just a random person and has no reference to owning a practice so do not engage

- b. If they are a fit, interact with any polls/quizzes that appear in their stories
- c. If they are a fit, react to one story per account (use one of these emojis based on what you think matches best 🙌 or 🔥 or 🎉 or 100)



- d. Continue this process with 20- 30 accounts each day

INSTAGRAM GROWTH STRATEGIES

Growth Strategy # 4 - Interacting with Hashtags

Use this strategy to increase your engagement with non-followers to bring your account to their attention. This increases our Instagram's visibility and also encourages them to engage back with your content and ultimately start following you.

Process:

1. Check which set of hashtags you will be interacting with today. (Everyday alternate between hashtag sets)

Hashtags to interact with:

Monday, Wednesday, Friday

#exercisephysiologist

#physiotherapistlife

#dentallife

Tuesday and Thursday

#alliedhealthcare

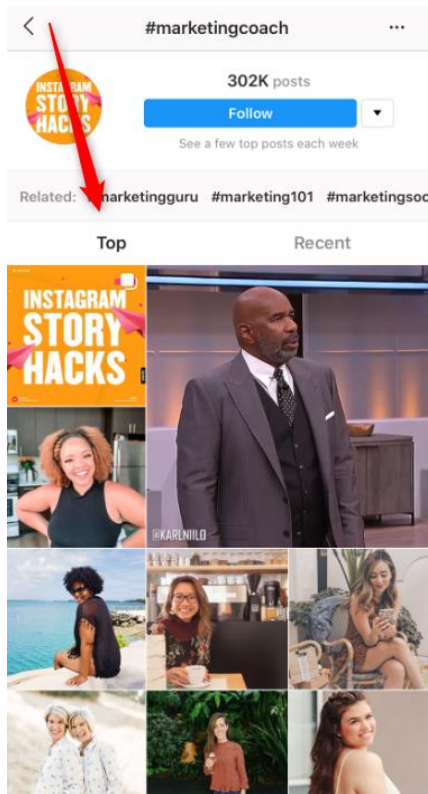
#clinician

#dentaloffice

#healthcaremarketing

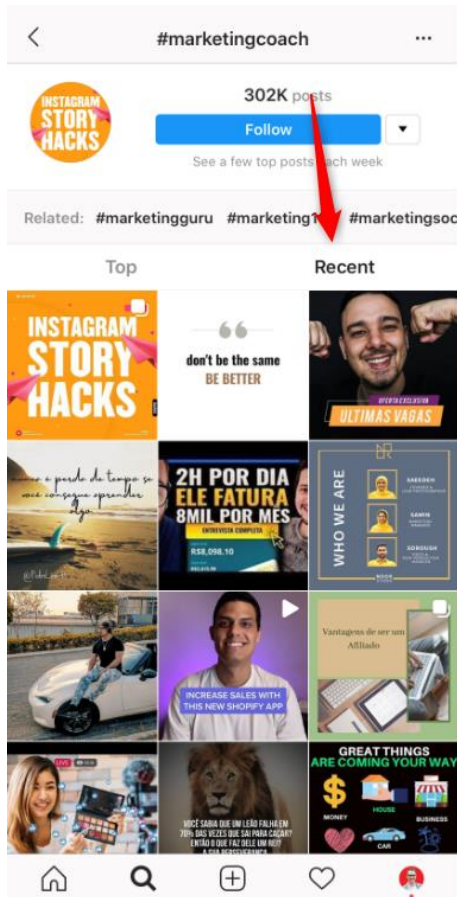
2. Log into the Instagram app
3. Type in a hashtag into the search bar
4. Click on the correct hashtag that appears from the search
5. Click on the first picture that appears in the top tab for that hashtag

INSTAGRAM GROWTH STRATEGIES



6. Like the picture
7. Identify which category that picture will fall into (e.g. quote, funny meme about the industry, a selfie with a caption talking about work)
8. Comment on that picture with one example listed below
 - a. **Note** - do not comment on any posts that have captions written in a different language
 - b. **Note** - if unsure about what category the post fits into or if the picture looks inappropriate do not comment on the photo.
9. Continue this process for the next 8 photos
10. Click on the recent tab

INSTAGRAM GROWTH STRATEGIES



11. Click on the first picture that appears
12. Like the picture
13. Identify which category that picture will fall into (e.g. quote, funny meme about the industry, a selfie with a caption talking about work)
14. Comment on that picture with one listed below that seems relevant
 - a. **Note** - do not comment on any posts that have captions written in a different language
 - b. **Note** - if unsure about what category the post fits into or if the picture looks inappropriate do not comment on the photo.
15. Continue this process for the next 8 photos
16. Repeat Steps 3-15 for the remaining hashtags

INSTAGRAM GROWTH STRATEGIES

Growth Strategy # 5 - The Following Strategy

Use this strategy to increase your Instagram visibility with non-followers. The goal is to encourage them to follow you back by getting notified of your page.

Instructions:

Log into Instagram

Go to search bar

Option A: Search a relevant industry hashtag for example:

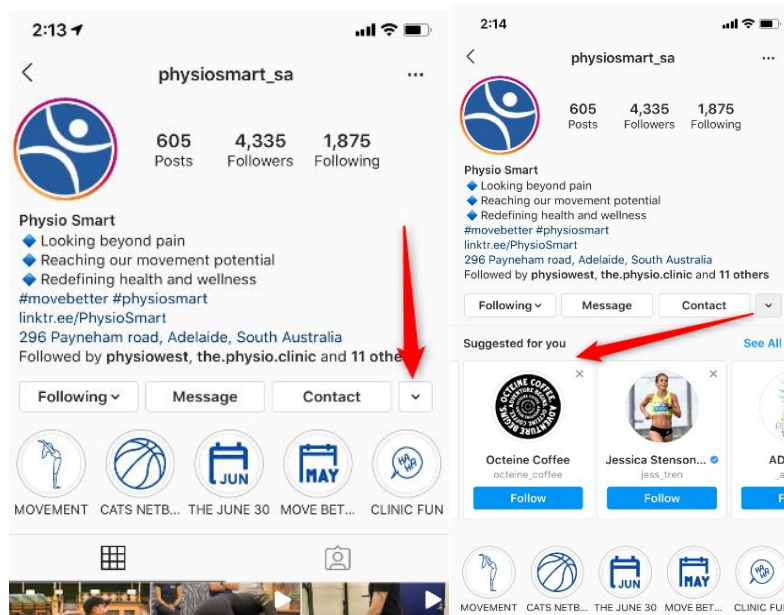
1. #physio
2. #dental
3. #osteopath
4. #remedialmassage
5. #massagetherapy
6. #chiropractor
7. #podiatry
8. #exercisephysiologist
9. #physiotherapist
10. Anything simliar
11. Anything with the word clinic
12. Any variations of the above
13. Any industry relevant accounts

- b. Scroll through top and relevant posts to find relevant looking accounts that may be interested in our Instagram content and follow them

Option B: Click on the accounts tab and type in a keyword (e.g. any of the words mentioned above such as physio or dentist)

INSTAGRAM GROWTH STRATEGIES

- Click on one of the accounts
- Tap the arrow on the side bar
- Suggestions will appear for other similar accounts to follow
- Scroll through this and follow relevant accounts to follow



Option C: Find one relevant account and then click on their followers and following. Find similar accounts that we are not following and follow.

When choosing whether to follow the account decide by:

- Looking at the account picture (usually it will have a logo)
- Looking at the account name (usually will refer to the name of the practice e.g. have the words therapy, physio, dentist, feet/foot, podiatry, etc.)
- Could be a person that is in the industry with an account picture of them e.g. someone with the account name Annatheosteo or kaylaphysio
- Ensure they are not posting content in a different language. If they are do not follow.

Follow the account if we are not following it already

Continue searching until you have followed 30- 50 accounts.