

To: Fitness Professionals & Personal Trainers who want to grow their instagram presence

FROM: TRIPLE YOUR TRIBE

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How to get more LEADS from **Instagram for your Fitness business** **and save the headache of figuring it out alone**

This guide is for you if:

- You are struggling with using Instagram for your business.
- You are frustrated by all the complicated tactics you see your competitors use daily.
- You are worried about being judged by your market for putting your work out there.

If these situations sound familiar, it means...

You are missing how Instagram benefits your business.

This guide will reveal how to end that problem and achieve more return on your investment with Instagram — whether its time, money or energy.

The best part is you can get this result even if you have never sold through Instagram yet and without a big team behind to support you.

If you're too busy, there's no need to worry. It will work for you too.

How do I know this is possible? Because I've been through it too...

I remember when I was selling beard oil through Instagram... and it was frustrating to not get any interaction on my posts or any sales.

I felt like I didn't matter. Like I was just another generic account, and how could I compete with the bigger companies with dedicated teams, higher budgets and professional photoshoots..

And then the worst thing happened...

I was overwhelmed by having too many options available to me... I was on 6 different platforms already...

Once I made the decision to change and live a life of focus and dedication, then I came across...

A book from Gary Halbert - a legend in the marketing & copywriting space - talking about lists. This inspired me to look at Instagram in terms of lists filled with buyers.

This changed my perspective of how I saw Instagram. It became a goldmine to dig into in order to find potential clients.

A month later, I experienced more growth in my followers, engagement and sales.

Now I don't have to worry about where to find clients anymore.

How did I do it?

It was a simple 3-step process, that I now call:

Triple Your Tribe Method

When you implement the following steps (which are the basic pillars of any Instagram account) you can expect to:

- Grow a loyal following who cares about what you share
- Get leads every week without trying so hard
- Take the headache out of figuring out Instagram

Step 1 - Your Goals & Metrics — know where you're headed and what to pay attention to

Are you frustrated by being unsure of how good you're doing on Instagram? Not sure if you're on the right path?

The reason this keeps happening is because most people think that their number of followers is the most important information to track on Instagram.

And when there's no growth, people get disappointed... But the truth is, it's **not** the right number to keep track of to know if you're doing good or bad.

So what's the missing link here?

It's actually the mindset that needs to change. The correct mindset to have is about growing **loyal** followers with a **purpose**.

This means choosing which followers to attract that share your values.

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with Leon Benjamin

And ultimately growing a list that you **own** that's filled of potential clients.

This is NOT the number followers you see publicly on other accounts.

It's also not the number of people who comment on your posts.

Although tracking those numbers gives you a quick idea of how engaging your content is... they don't necessarily lead to sales down the line.

Most of the time, people who get carried away with simply growing followers get trapped with them because they are not engaged or don't care about their content. Those followers become a burden. They don't unfollow quickly and cause the engagement rate of your account to decrease...

Here's WHY you should start growing loyal followers with a purpose..

You'll feel more in control of where you're headed because you are monitoring the key numbers that will create opportunities that actually lead to sales.

You're attracting people who care about what you have to say.

You'll know how good you're doing at specific times of the year.

Let's say you saw a spike of growth in email subscribers in a certain month.

That could mean you are starting to hit the right buttons with your content that people care about.

STEP 2: Your Content Plan

Look, you're good at coaching your clients... but how do you translate that into marketing on Instagram?

Are you unsure of how to show up on Instagram?

This is where we break that down into creating a plan which helps you create an unlimited amount of posts.

It's where we take what you already know, organize it in a certain way that makes sense to your audience, and ascend them into your programs and offers to help them further.

Bear in mind, this is **NOT** a cookie cutter method: "Post this on this day. Post that on the next day..."

It is different for every account, however, there are some themes we can stick to. That's what we focus on here.

WHY is this part important?

Going through this consequently helps you become more consistent in showing up.

In turn, this leads you to develop relationships, turn you into a content machine, and lead you to more sales.

It focuses on the most important part of your account... its content.

And when you nail this part down, it becomes easier to ask things from your audience and build relationships with them.

STEP 3: Posting like a Pro

In this part, we are all about the elements of your posts that make them powerful. The hashtags to reach the right people for instance.

Some hashtags you certainly want to avoid completely... Others, you absolutely NEED.

The structure of your captions - There's an order in which you write things to get people to become interested in reading further.

Also what exactly to include in the captions..

It's not just your hashtags you know... It's neither just writing a few words or copy pasting the same tags over and over.

Every time you post, you have an opportunity to connect with your audience. It's time to maximize that.

In this section we go into that to help you develop that skill.

When you do this over and over, you'll get better and more comfortable showing up as yourself, building up an authority for yourself, getting the right people to engage with you, and attracting the right crowd.

This doesn't happen overnight. It will take some tweaking but the rewards are long lasting.

You'll get clients, possible sponsorships for growing your audience the right away and even better when you're promoting your own products & services because your fans will already trust you for being you.

Bonus Step: Adding fuel to the fire with Traffic

This is where we add more traffic to your page.

Now that you have content and have a place to send people once they become engaged. All is left is to show it to **more** people.

If you skip this part, you might get discouraged because your content is good, but not everyone sees it.

Only when your getting traffic can you tell if something is good or bad in terms of actual eyeballs and feedback.

So in this section, we cover the ways to get traffic on instagram.

The ones that Instagram likes to see.

NOT the ones that go on the “black hat” side where you risk getting banned for doing a few things.

Once you start applying them, you'll get to start creating a bigger influence.

I have total faith in you.

So there you have it!

That's the exact 3 step system I've helped other fitness pros create a loyal following and get paying clients off the back of it.

I've now applied this with hundreds of clients and the results are consistent and predictable – to put it shortly – *this works!*

Why?

Because its based on using a system rather than the 'quick fix' tactics everybody else is using.

But I understand **you might have more questions.**

Maybe you want a little help applying it to ***your*** specific situation?

If that's the case, then how about we get to know each other better, whilst going deeper into each of these steps?

That's why I've created [The TURBO Planning Session with Leon.](#)

It's a consultation that takes a deeper dive into each of the steps we covered in this guide.

When you register for this 1-1 consultation together, you'll get:

- To know a bit more about each of the above steps.
- To speak to me, personally about them.
- Your questions answered about your particular account.

I would [register](#) for it right away, because...

How long will you keep struggling for?

Things are getting worse!

Register now before you spend more time and energy without getting the results.

>> [Apply here now](#)

Whatever you choose to do, I hope this guide has helped you.

I'd like you to consider your next step.

If you keep doing what you've always done, you'll continue to get what you've always gotten.

But if you want to take this step with me, join me on the [planning session](#). Then you can be on your way to making a real change with a proven system for getting results.

Look forward to seeing you there,

Leon Benjamin

Instagram Fitpro Marketing Consultant