

# 30 Day Instagram Challenge for Thought Leaders



- ☐ 1. Share who your ideal client is and how you can help them
- ☐ 2. Share your story, your "why" or transformation
- ☐ 3. Share a client win, testimonial, or transformation
- ☐ 4. Share your credentials or other form of social proof
- ☐ 5. Share what makes you unique/ the best in your industry
- ☐ 6. Share your amazing lead magnet or opt-in freebie
- ☐ 7. Share a shocking industry-related chart or statistic
- ☐ 8. Share your ideal client's #1 problem and a quick tip they can implement
- ☐ 9. Share your signature service, product , or offer
- ☐ 10. Share who is not a good fit for your offer
- ☐ 11. Share a mindset shift to help your ideal client
- ☐ 12. Share your unique take on a current event or trend
- ☐ 13. Share the #1 mistake your ideal client is making
- ☐ 14. Share the #1 FAQ You receive and your answer
- ☐ 15. Address the #1 sales objection of your ideal client
- ☐ 16. Share a list of books, tools, or resources to help your ideal client
- ☐ 17. Share a list of habits or daily tasks to help your ideal client
- ☐ 18. Share a list of things your ideal client should start doing

- ☐ 19. Share a list of things your ideal client should stop doing
- ☐ 20. Share a powerful quote your ideal client can relate to
- ☐ 21. Share a helpful how-to-guide or step by step process
- ☐ 22. Share your idea of success or your goals for your ideal client
- ☐ 23. Share an encouraging message for your ideal client
- ☐ 24. Share a limiting belief and how to reframe it
- ☐ 25. Share your framework, blueprint, roadmap, or formula
- ☐ 26. Paint a picture of what's possible for your ideal client
- ☐ 27. Ask your ideal client a powerful question or to fill in the blanks
- ☐ 28. Call out the #1 excuse holding your ideal client back
- ☐ 29. Share a new way to look at or treat an obstacle or challenge
- ☐ 30. Share a relevant reminder + action steps for today

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