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

Make and Share Free Checklists
checkli.com