



What's the Vibe of your Tribe

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What's the personality of your brand?

If your business was a person, what kind of person would it be?



Who is your perfect client?

Who are the people you are trying to attract to buy from you (age, gender, location, interests, needs, wants, values)

Find them inside instagram (look for your customers inside Instagram right now)

Note how they act, what do they post, what do they like, what do they comment on.

OR

Find a competitor online and answer the below question based on their feed.

Follow them now and list down 6 things that you see them posting about.

Write down 5 things that you want people to feel when they see your account.

This is part of what we mean when we say look and feel. The look is how you want your feed to display, feel is the response that you want your customer to have when they see it.

Following on from *the feel*, what do you want your feed to look like?

List 3 words that best describe what you want your feed to look like
(ie: colourful, professional, fun, organised...etc)

Find 2 images that would fit with the words you described above

What words might you post with them?

What text could you put on top of the images?

Actions for Later

Download WORDSWAG/RIPL from the app store and have a play

Go online to CANVA.com and have a play with a tutorial

Check out PEXELS for free stock photos

Download SNAPSEED and play with an image you take from your phone

