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**LEAD Education/Training**

**TOPIC: Utilizing Instagram To Grow Business**

**The Info:** Over 2 million businesses connect with people on Instagram. Also, there are over 2 billion active users monthly. Why not use it for you and your business needs?

Here are some ways:

**START IT:** You can choose to either set up a personal profile or a business one. Remember, Instagram is connected to Facebook, so it can be pretty seamless. Bottom line, start.

**USE IT:** Many times, users will simply set up a profile and not follow up with posts or activity. Consistent posting/usage ensures visibility.

**BUILD IT:** Post, invite, engage, repeat. Cross-promote on other social media platforms.

**Video Content:** More people than ever are watching videos. Post relevant videos that shows you and your business in action. Reels, live feeds, recorded sessions are some of the ways to do so.

**Reach New Customers:** Millions of potential new customers are in the waiting for you. Tell your story, engage with those expressing interest and see them become a new customer.

**Ask For Feedback:** It’s good to get feedback from users, potential customers and current ones as well. Anything that will positively grow your presence is valuable. Reach out and ask. It could be a BIG difference for you.

**THOUGHTS AND ACTIONS:**

1. Am I utilizing Instagram to grow my business?
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2. What are some other ways to utilize Instagram to grow my business? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. How can I help my fellow chapter members grow their business on Instagram? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_