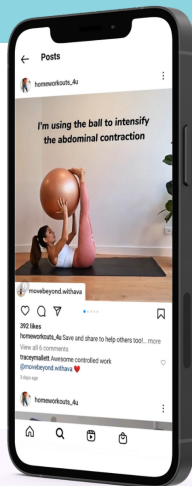


# THE SOCIAL MEDIA SALES JOURNEY



Hi! We are **Brock and Chalene Johnson**. We teach people how to use their Instagram accounts to make money, build community and reach ideal customers. Our membership club, InstaClubHub, is a one-stop shop for all things Instagram - without any fluff, B.S. or speculation. We know what's working on Instagram because we RESEARCH and EXPERIMENT. These lessons are usually reserved just for InstaClubHub members, but we just couldn't keep this one locked up.

Today we want to teach you **how to make money using social media**. It's not as simple as "posting about your product". Instead you need to understand the customer's journey from curiosity to buying. Check out the roadmap we've laid out PLUS two bonus audios where we explain these ideas even more in depth.

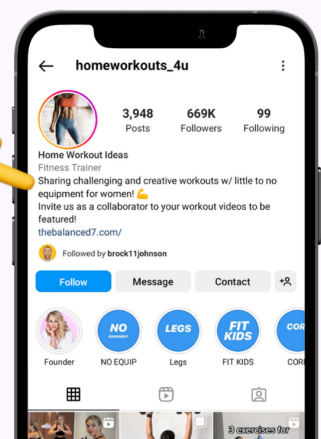


## 1 A feed post grabs the user's attention

By posting relevant, interesting and engaging content at the right time for your target audience, you'll stop the scroll and pique their interest. But just getting their attention is only the start of the journey!

## 2 The user glances at the account's bio and profile

They want more info about YOU now. Is it clear WHO you help? WHAT you offer? HOW customers can connect with you? This is the user's introduction to who you are, so it's important to make it count!



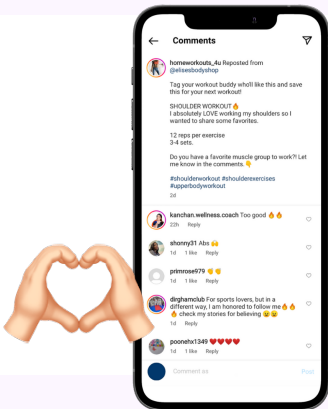
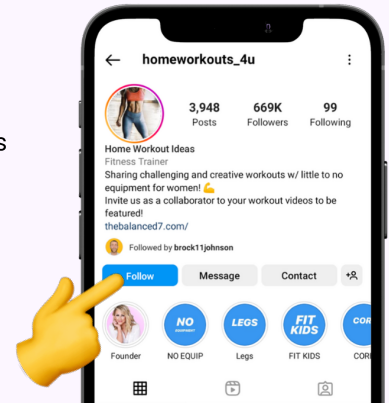


### 3 If the profile is optimized, the user checks older content

Once you've cleared the profile hurdle, you can be sure the user is looking at your older content to see if it matches the type of post that caught their attention in the first place. In other words, is it worth following you and getting to know you and your content better based on what you've shared in the past?

### 4 You get the follow!

If your content looks like it might be helpful or entertaining, the user taps the follow button. Congratulations on passing the second hurdle! Now your content will be shown in their feed, so it's important to continue crafting top-quality, relevant and helpful information that's engaging, entertaining or informative.

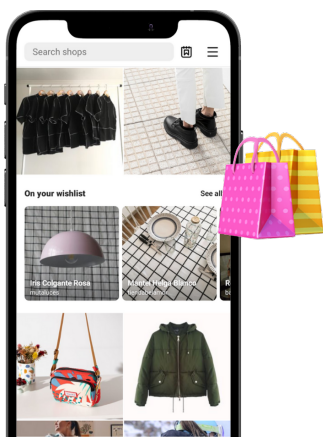


### 5 Trust is built along the way

As you continue to post interesting content, the user begins to actively seek out and watch or read what you have to say. They start to leave comments and become a more active participant on your account.

### 6 You promote a product or service

Product links are most often shared in Instagram Stories. They might not buy right away, but the follower will probably start to ask questions or get clarification. Because they trust you and value your recommendations - eventually they'll click on a link.



### 7 The sale is completed elsewhere

From here, Instagram has done its part to deliver an engaged, interested client to you. At this point forward, it's up to your product sales page (or Instagram Shop) to continue the customer experience. Your sales pages should speak to the user's needs while making it easy for them to make a purchase.

# WANT MORE INFO ON SELLING ON SOCIAL MEDIA? CHECK OUT THESE 2 BONUS AUDIOS:

## BONUS #1



### Selling on Social Media Tips

On this audio, you'll learn...

- Why Brock has recently started to promote more on his social media
- Why/how to value peoples' trust
- Why you need to begin reaching out to brands
- The importance of delivery and energy when selling
- Why you must be very clear when you're promoting and how to do that best
- Why the best place to sell is in the DMs
- The #1 and #2 reasons why people buy things
- Focusing on benefits rather than features

[Access Bonus #1](#)

## BONUS #2



### 5 Things anyone can monetize + social media buyer journey

On this audio, you'll learn...

- My pep talk on why you shouldn't give up on your social media selling strategies
- How to monetize your influence
- What exactly is influence
- What is expertise (and how it applies to you)
- Supportive examples of those who have found success in each of the 5 areas of monetization
- Break-down of the social media buyer's journey
- How long it takes for someone to follow you on IG

[Access Bonus #2](#)