

0-10k in 90 days

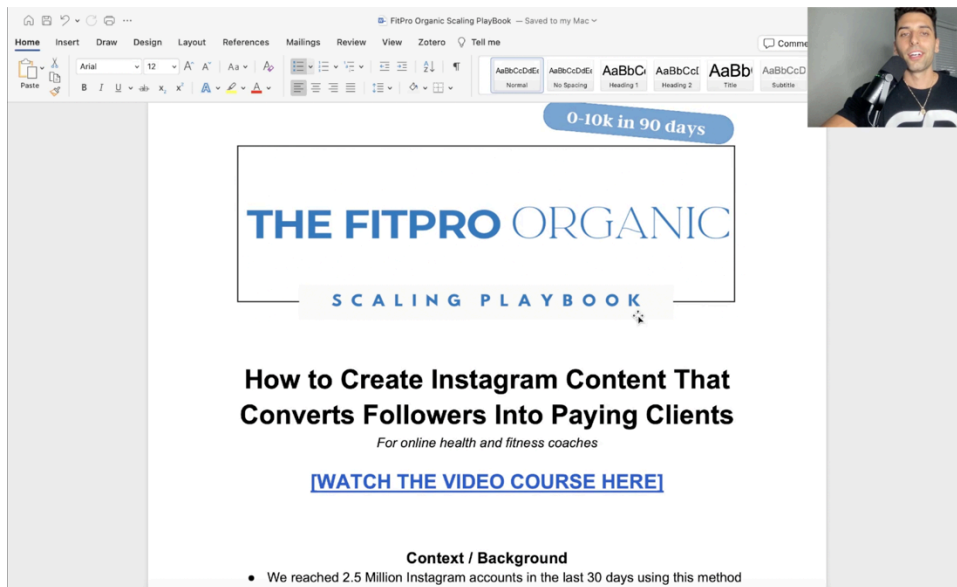
THE FITPRO ORGANIC

SCALING PLAYBOOK

How to Create Instagram Content That Converts Followers Into Paying Clients

For online health and fitness coaches

[\[WATCH THE VIDEO COURSE HERE\]](#)



The screenshot shows a video player interface. At the top right, there is a small video thumbnail of a man speaking. The main content area displays the following text:

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Context / Background

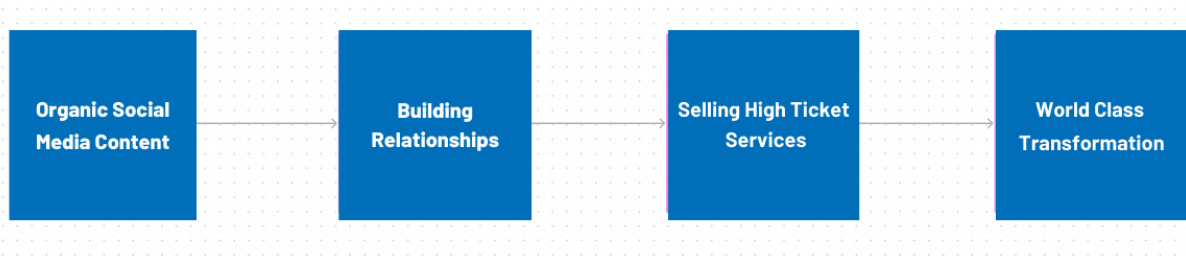
- We reached 2.5 Million Instagram accounts in the last 30 days using this method

Context / Background

- We reached 2.5 Million Instagram accounts in the last 30 days using this method
- We generated \$53,478 in cash collected using this system in the last 30 days
- This works for any business owner who is using Instagram to sell something (product or service)



Step 1: The FitPro Organic Scaling System Explained



- **Organic Content:**
 - Instagram has 2.5 billion active users
 - Everyday you get a chance to reach hundreds of thousands of them for free
 - Content has to be **transformational** not just informational
 - Showing up and selling every day (not shoving offers down people's throat)
- **Building Relationships**
 - High quality content where people engage
 - High value DM Conversations
- **Selling High Ticket Products**
 - Selling is service
 - People **want to** be sold to every single day
 - Let people pay you for things you know they needed
 - How can you help someone who is 6 months - 1 year behind you?
- **World Class Transformation**
 - Your services have to be world class
 - Help people get from Point A to Point B in the fastest way possible

Creating Content That Converts Followers to Paying Clients

- Instagram is top of funnel, people are problem unaware
- 3 Stages of Your Followers
 - 1) Follower wants something
 - 2) Follower faces adversity / challenge
 - 3) Follower overcomes or is overcoming
- Stop asking people to “buy your stuff” all day long on Instagram
- The people who are seeing your stuff are
 - 1) Someone who’s never seen you before
 - 2) Someone who sees you everyday
- Give your best stuff away for free, be the anti-guru
- You **must** differentiate between nurture and lead gen content

Instagram Reels

- **Lead Generation Content**
- Your reels are being pushed out to people who haven’t seen you before
- Create content that will speak to someone who’s never met you and doesn’t know what you do
- Repeat yourself in different ways
- Know your 2-3 content pillars that reach people
- Create beginner level content for reels
- Good Examples:
 - [Shareable Content](#)
 - [Ideal Client Content](#)
 - [Triggering Content](#)
- Bad Examples:
 - [Too Specific / Bad Hook](#)
 - [Boring / Hook is About Me vs. Them](#)

Instagram Stories

- **Nurture Content**

- These are the people that discovered you on reels and now they're here to stay (follower or non-follower)
- You should be selling every day on stories
- Sell with **value** and **authority**
- Do not send people to link in bio, link in bio stickers drive views down
- Story > DMs... having conversations always wins
- 1-3 stories per day that follow the 3-stage structure
- [Example](#)

Bonus Add

- There are only 3 types of content that convert: educational, inspirational, and transformational

 **I'm giving out 5 FREE Instagram audits** 

I'll look over your profile and send you a 2-3 minute Loom video with tips to grow your Instagram account 📱 AND bank account



DM me “**AUDIT**” on [Instagram](#) right now to enter!

Specifically for online coaches, content creators, and/or service providers

PS - Ready to take it one step further? [Click here for access to my 14-Day FitPro Roadmap To \\$1000](#) and how we made \$74,000 in sales during the month of November using it!)