

*Day 1*

# CHALLENGE



**DOUBLE DOWN** *on your* **DMS**

**A 5 DAY INSTA STORY ENGAGEMENT CHALLENGE**

*with Alex Beadon*



# **DOUBLE DOWN** *on your DMs*

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**Hey Friends,**

Welcome to Day 1 of Double Down On Your DMs.

Each day you will receive a challenge to complete. This is Day One!

**Today's Challenge has 3 parts:**

## **Part 1**

Post a story to your feed that introduces who you are and what you do to your followers. When you're done, post a link to your Instagram feed in the comment section of Day 1's video challenge.

I've gone ahead and created an outline that you can follow if you feel stuck, feel free to follow it, or create a story of your own! Don't forget to tag me @alexbeadon so I can come and check out your story!

## **Part 2**

Count how many DMs you've received over the past 5 days (not counting today) and post it to the Facebook Group.

That way, we can look back at the end of these five days and see how you've improved.

## **Part 3**

Choose 5 people from the Facebook Group. Go and check out their stories from today's challenge, and reply to each person's Instagram Story at least once. (aka: start five DM conversations)

An important part of this challenge is learning how to start conversations with others. You get what you give! So get talking! :)

**I can't wait to see what you come up with!**

**xoxo**

**Alex**

# Here's a story outline that you can use to help you complete today's challenge:

*This story outline was designed for each of the below prompts to be posted to your story in order from 1 to 11. My story today @alexbeadon will be a good example of what this could look like (please check at the end of the day for a full example). Feel free to post them \*all\*, or to skip a few and post only what calls to you.*

- 1) Tell your audience you're doing a 5 Day Instagram Story Challenge with @alexbeadon, and that today's challenge is to introduce yourself.
- 2) Tell them your name, your location, and describe what you do in less than 15 seconds.
- 3) In a nutshell ... I help (these types of people) do (this thing) by (doing this).  
*eg. I help Small Business Owners build their brand using Instagram by offering online courses and challenges.*
- 4) Three things I love are 1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_
- 5) I love to spend my time doing \_\_\_\_\_.
- 6) My favorite part of what I do is \_\_\_\_\_.
- 7) Want to know the story of how I got started in this business?  
(Use the poll feature: YES or NO)
- 8) \*Tell the story of how you got into business in less than 5 stories\*
- 9) Got any questions for me about what I do? Leave them here.  
(Use the questions feature)
- 10) \*Answer any questions that come your way\*
- 11) At the end of the day, thank everyone for taking part, and tell them you look forward to seeing them tomorrow.