

Day 2

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 2 of Double Down On Your DMs: a 5 Day Instagram Story Challenge! Congratulations on making it this far. Today is all about adding value to the lives of your followers, and positioning yourself as an expert.

Today's Challenge has 3 parts:

Part 1

Come up with 2 topic ideas that would be highly valuable to your ideal client. They can be tutorials, 'how-to's, or just you teaching them something they don't already know. Put yourself in their shoes and ask yourself: what are two topic ideas that would be super helpful for them today? (Check the next page for ideas)

Part 2

Once you've chosen your two topics, let your viewers choose today's topic by posting a poll with both options! (Check the next page for an example of how to set this up on your story)

Part 3

Visit the video of Day 2's Challenge and choose 5 people from the comment section. 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 understanding that it's not just about how many messages you're GETTING, but how many message you're GIVING. This makes all the difference, so do not skip Part 3!

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

xoxo

Alex

How to make a *good* value-adding story:

- Choose a topic that is going to teach your audience something **valuable**
 - It could be a tutorial, a how-to, or you teaching them something
 - If you're stuck: ask yourself, what's something you're often surprised your clients **don't know** how to do. Can you teach them something new about it?
- Make sure that you make it crystal clear why this is beneficial to them. Many times people forget to make this clear, which only leaves the audience confused or bored. So BE CLEAR on the values of what you're teaching, and why they should care.

Topic Examples:

- A health coach who introduces their audience to Apple Cider Vinegar, breaks down all of the benefits of it, and shows how to take it
- A coffee shop teaching their followers about how to be better coffee connoisseur (what to look for)
- A hair stylist doing a step-by-step tutorial of one way you can style your hair quickly & easily
- A copywriter sharing the 5 copy mistakes to keep an eye out for
- A life coach teaching a go-to tool that helps soothe anxiety
- A yoga teacher walking you through a 5 minute stretch you can do at home that will immediately shift your energy
- A tutorial of how to use an app that your ideal clients always ask you about
- A make up artist teaching you about skin care or doing a make-up tutorial
- A blogger who shares a quick & easy recipe with you step-by-step

Example of how to do a poll:

