

# LUKE HAWKINS

**INSTAGRAM** CHAT  
SEQUENCES TO  
START, GROW & SCALE  
YOUR BUSINESS



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The flow charts in this doc are used to demonstrate how you can use your Instagram page to book strategy sessions and generate paid clients. Once you have the principles in order you are going to take someone who either a) Follows you b) Engages with your content on your Instagram page (by liking/hearing/commenting/sharing) and/or c) Responds to a poll and/or d) Asks for one of your offers/lead magnets you offer in an Insta story to becoming one of your paid clients. I will put a summary of principals below to monetise your group and then give you the chat sequences to use.

## Design Your Instagram Page

You want your Insta page to demonstrate you as the Authority and trusted advisor in your niche. It also generally includes a 'book a call link'. We show you how here.

## Content

There are main types of posts you should do to get maximum engagement. See the manual for a breakdown of this.

## Insta stories

We want to use Stories to build a relationship with our audience, build a following and bigger brand and use it to post offers among other things.

## Highly Effective Chat Sequences

You will see the chat sequences below that we use to generate strategy calls from Instagram.

## Content Redistribution

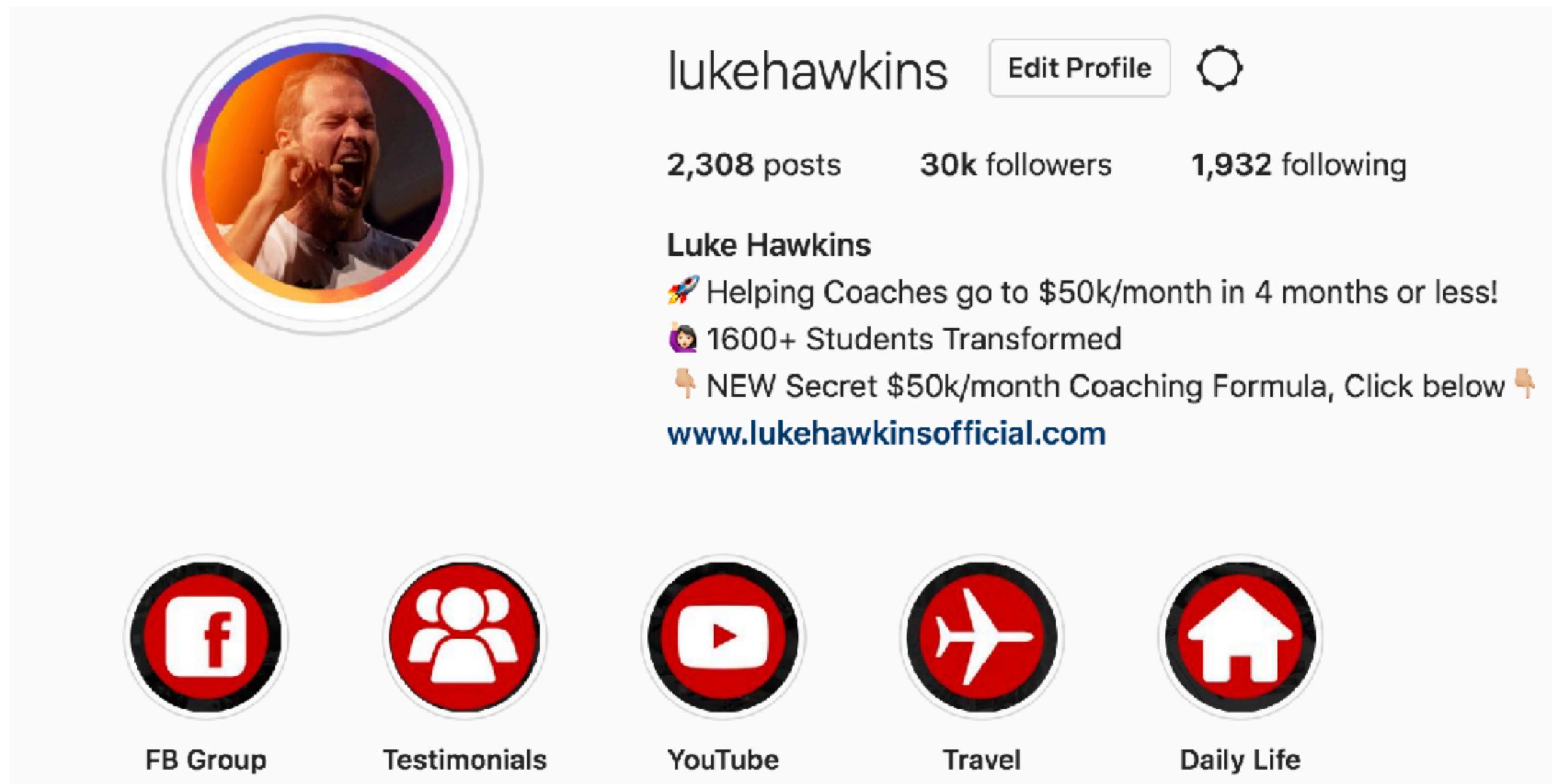
You need your Insta content to go out across Linked In, your FB business page and in most cases 15+ FB groups Mon-Fri. Most use Hootsuite for this.

## Community

Community means you want to build a relationship with everyone on your Instagram page. You want your people to feel your Insta page is a place they go to learn more about you and build a relationship with you. Insta Stories are a good way to do this.

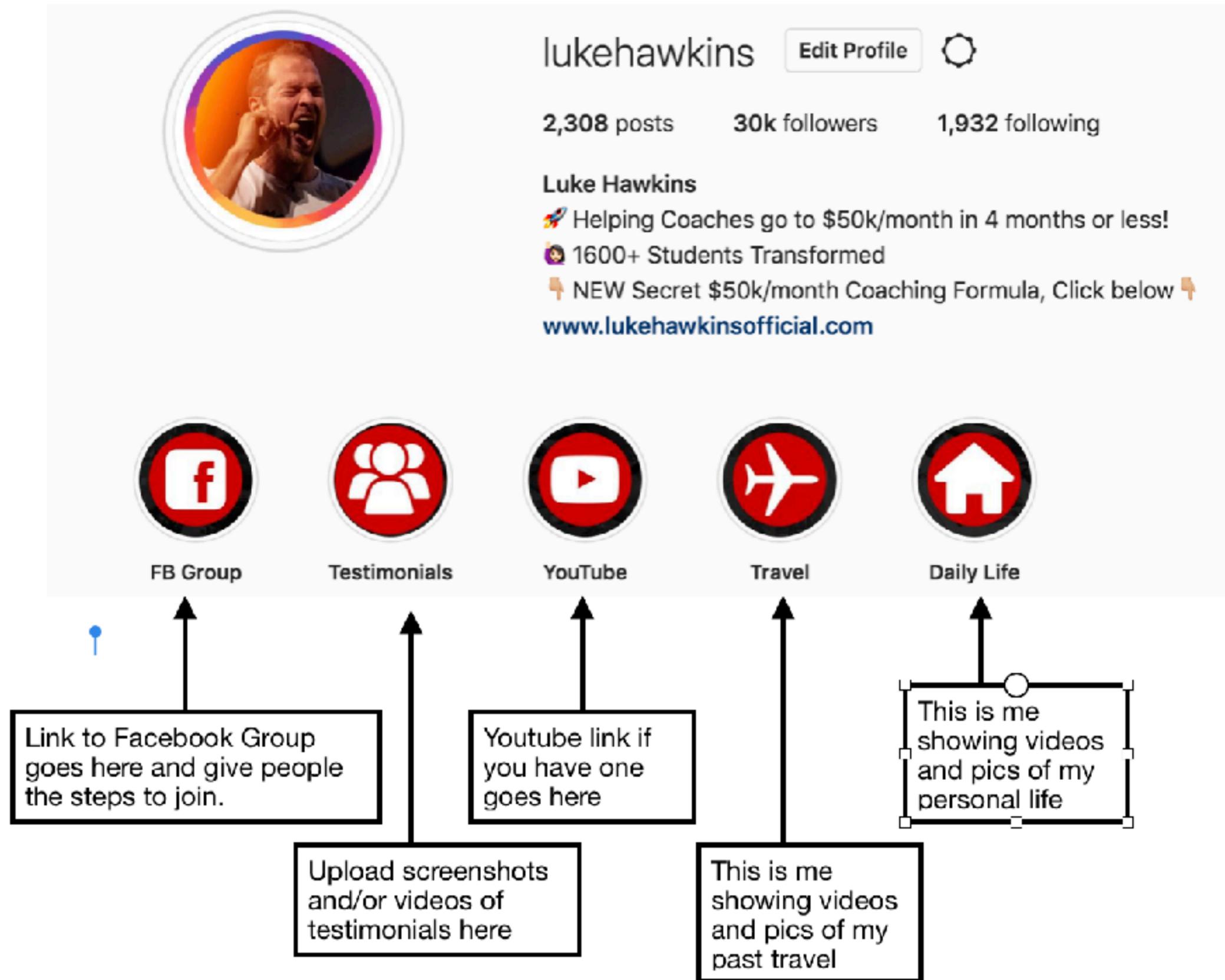
# 1. Design your Instagram Page...

a) Have a Profile that reflects your niche, positions you as an Authority and includes a call to action to book a call with you that entices your target market. First line is niche, second line is your Authority statement and the third link is Call to action as ideally we want them to fill out an online form and book a call with you.



# 1. Design your Instagram Page (continued)...

b) Upload 'highlights' using this formula....



## 2. Content - There are 6 main types of content you should post

You can see the types of posts to do below so you know the type of content to produce and distribute. We will go through all the different types of posts you can do and include some more examples. Remember that if the post is going to go into other people's FB groups it can't be salesy or break their community guidelines.

The 6 types of posts we recommend are:

'1 sentence question' posts

Value added posts

'Story'/Relatability posts

Social proof/testimonials posts (*these can't go in other people's FB groups*)

Tik tok videos/Reels that are Funny/entertaining/motivational or inspiring

Celebration posts (*these can't go in other people's FB groups*)

I like to do 4-8 stories a day (when in lead generation mode) to build a deeper relationship with my audience and journey people towards buying our programs. You can use stories for:

- Building brand and a bigger following by tagging other people and having others tag you in their stories. (Its a win win for both people.)
- Sharing elements of your personal life with your audience so they can form a deeper connection with you.
- Posting 'offers' to your audience such as asking them to book a call or gain access to a cheatsheet/PDF/video etc
- Asking them to join other platforms such as your FB group, follow you on Linked in or Youtube or any other social media platform.
- Once a week or once a fortnight you should post a PDF/Downloadable 'cheatsheet', Video or any type of value content into your group and offer it to them.
- Doing Polls to qualify leads.
- Add extra value to your audience to build more trust.
- Posting funny stuff to break your audience's pattern of what they usually see from everyone else. They know its a place they can come to feel good.

## 4. Highly effective chat sequences

You want to follow the chat sequences in this document to convert new followers and current followers put them into a strategy session. We teach you how using chat sequences in this document.

You want your Instagram content to go out across Linked In, your FB business page and in most cases 15+ FB groups Mon-Fri. Most use Hootesuite to schedule 5 posts a week (Monday to Friday) and automatically distribute each post across Instagram, Linked In and your Facebook business page. This is so grow a bigger following and more trust with a bigger audience.

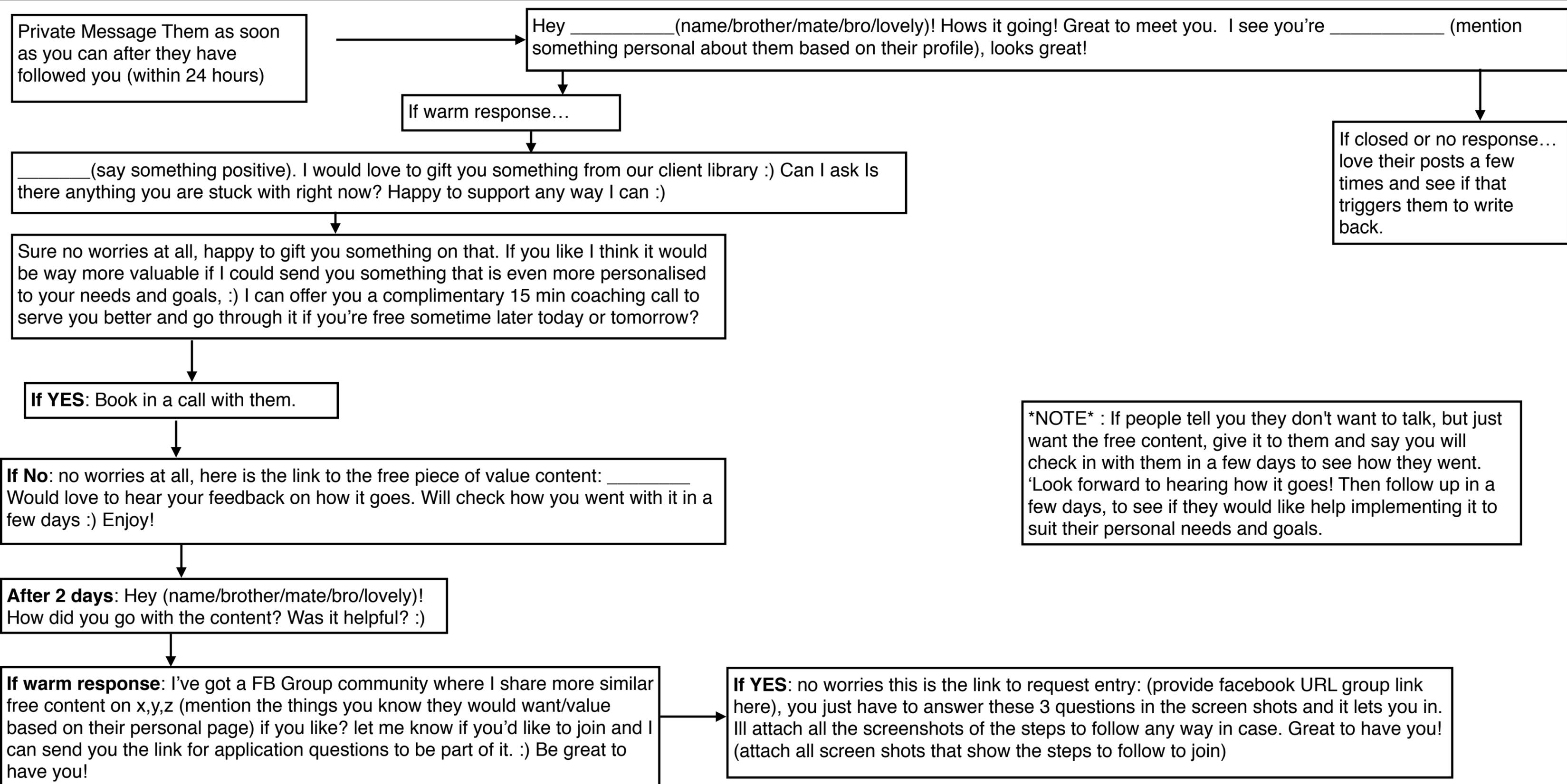
Those coaches who are extra savvy use the same post to go out in 15+ FB groups a day Monday to Friday to maximise the use and attention of each piece of content.

Community means you want to build a relationship with everyone on your Instagram page. You want your people to feel your Insta page is a place they go to learn more about you, build a relationship with you and receive value from you.

Insta Stories are a good way to build more of a personal connection with each person as you can ask your audience questions, they can ask you questions and you can build a deeper connection that way.

**The following chat sequences are all just guidelines of things to write based on what has worked for me and/or our students in the past to generate consistent paid clients.**

# FollowUp Chat Sequence #1- For NEW Friends That Follow You on Instagram



Private Message Them as soon as you can after they have followed you (within 24 hours)

Hey \_\_\_\_\_(name/brother/mate/bro/lovely)! Hows it going! Great to meet you. I see you're \_\_\_\_\_ (mention something personal about them based on their profile), looks great!

If warm response...

\_\_\_\_\_(say something positive). I would love to gift you something from our client library :) Can I ask Is there anything you are stuck with right now? Happy to support any way I can :)

If closed or no response... love their posts a few times and see if that triggers them to write back.

Sure no worries at all, happy to gift you something on that. If you like I think it would be way more valuable if I could send you something that is even more personalised to your needs and goals, :) I can offer you a complimentary 15 min coaching call to serve you better and go through it if you're free sometime later today or tomorrow?

**If YES:** Book in a call with them.

**\*NOTE\*** : If people tell you they don't want to talk, but just want the free content, give it to them and say you will check in with them in a few days to see how they went. 'Look forward to hearing how it goes! Then follow up in a few days, to see if they would like help implementing it to suit their personal needs and goals.

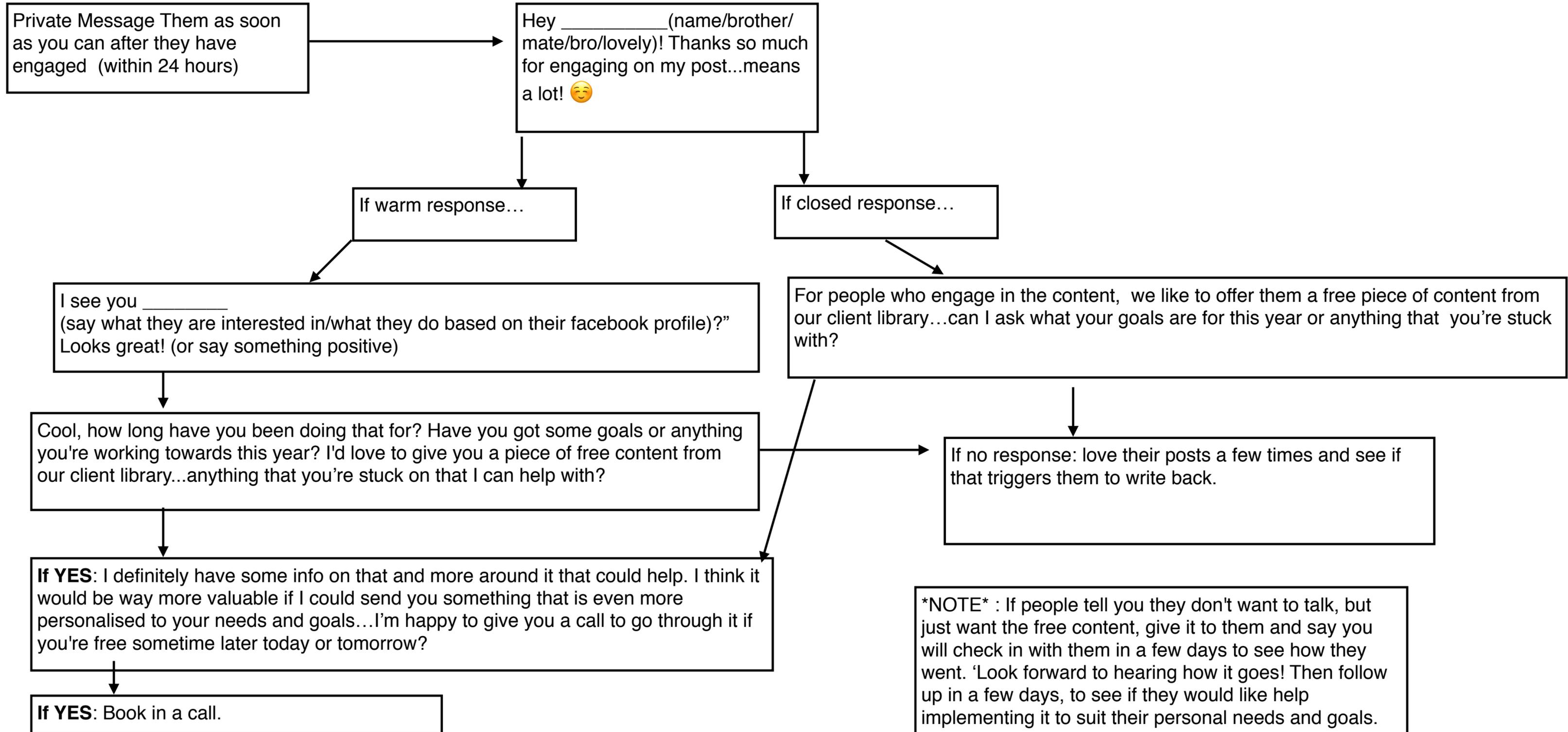
**If No:** no worries at all, here is the link to the free piece of value content: \_\_\_\_\_ Would love to hear your feedback on how it goes. Will check how you went with it in a few days :) Enjoy!

**After 2 days:** Hey (name/brother/mate/bro/lovely)! How did you go with the content? Was it helpful? :)

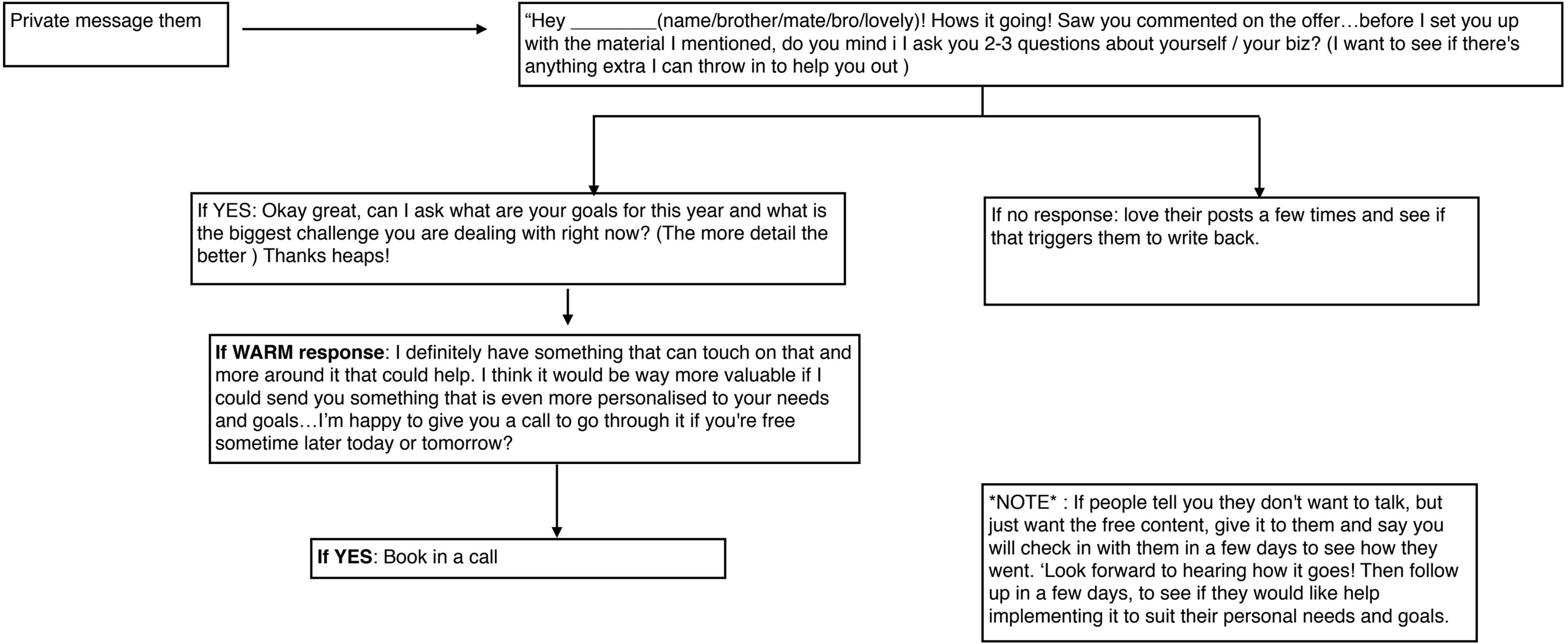
**If warm response:** I've got a FB Group community where I share more similar free content on x,y,z (mention the things you know they would want/value based on their personal page) if you like? let me know if you'd like to join and I can send you the link for application questions to be part of it. :) Be great to have you!

**If YES:** no worries this is the link to request entry: (provide facebook URL group link here), you just have to answer these 3 questions in the screen shots and it lets you in. Ill attach all the screenshots of the steps to follow any way in case. Great to have you! (attach all screen shots that show the steps to follow to join)

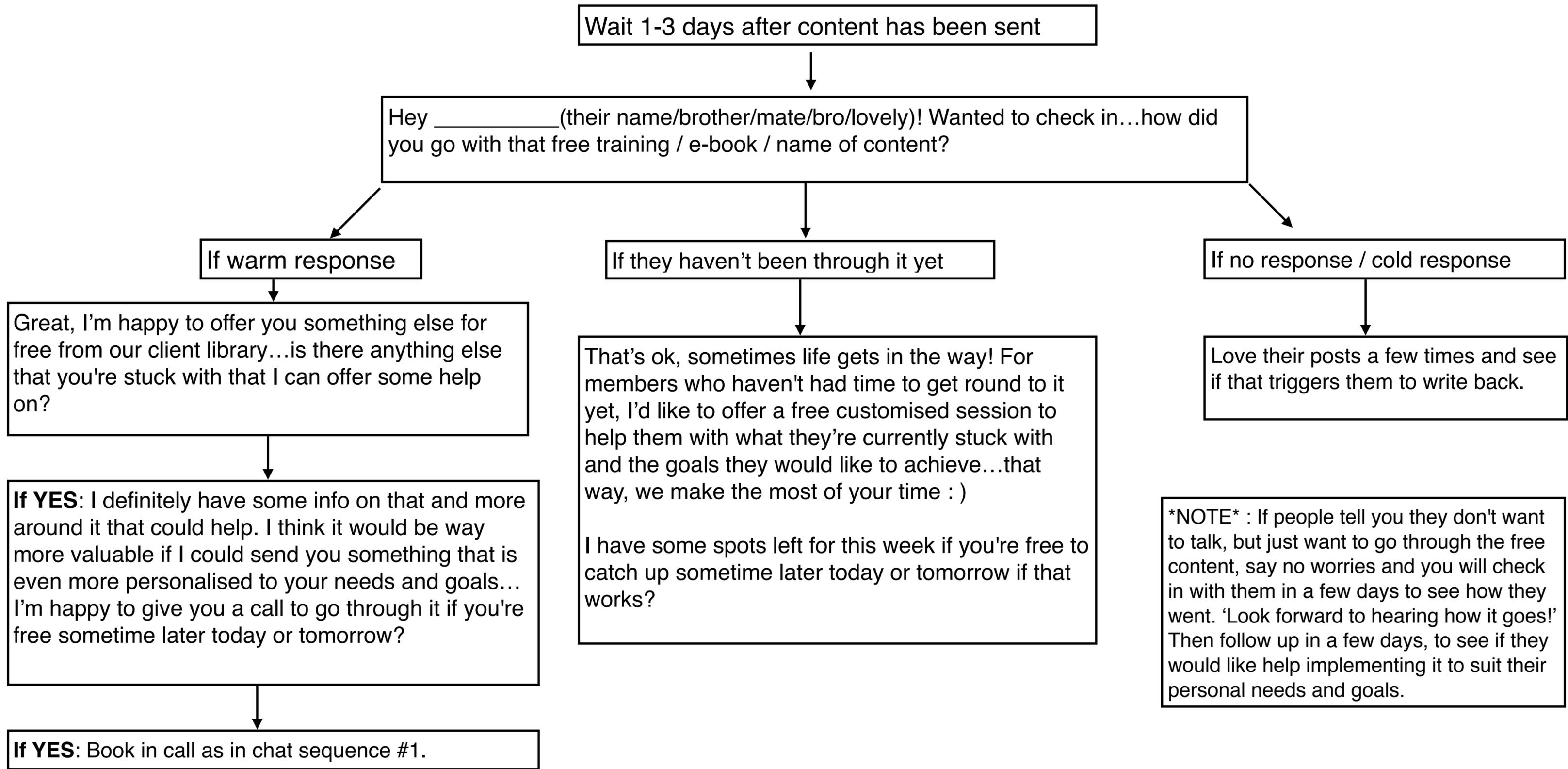
# FollowUp Chat Sequence #2- For People Who Like / Comment on Posts on your Insta Page



# Follow Up Chat Sequence #3- For People That Say Yes to Your CTA Story / Irresistible Offer Story / Lead Magnets



# FollowUp Chat Sequence #4- For People Who have Received Your Free Content



Wait 1-3 days after content has been sent

Hey \_\_\_\_\_(their name/brother/mate/bro/lovely)! Wanted to check in...how did you go with that free training / e-book / name of content?

If warm response

Great, I'm happy to offer you something else for free from our client library...is there anything else that you're stuck with that I can offer some help on?

**If YES:** I definitely have some info on that and more around it that could help. I think it would be way more valuable if I could send you something that is even more personalised to your needs and goals... I'm happy to give you a call to go through it if you're free sometime later today or tomorrow?

**If YES:** Book in call as in chat sequence #1.

If they haven't been through it yet

That's ok, sometimes life gets in the way! For members who haven't had time to get round to it yet, I'd like to offer a free customised session to help them with what they're currently stuck with and the goals they would like to achieve...that way, we make the most of your time : )

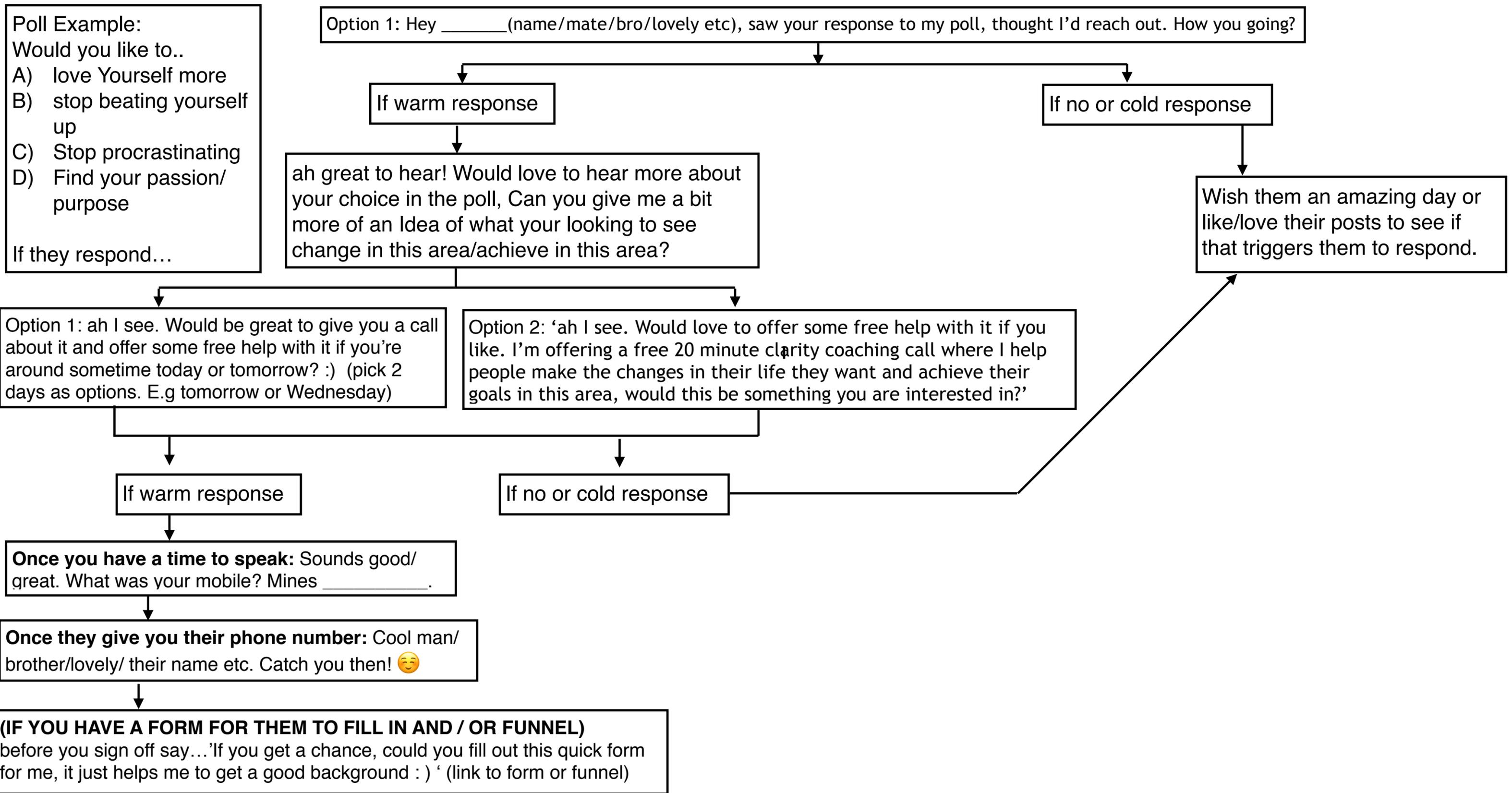
I have some spots left for this week if you're free to catch up sometime later today or tomorrow if that works?

If no response / cold response

Love their posts a few times and see if that triggers them to write back.

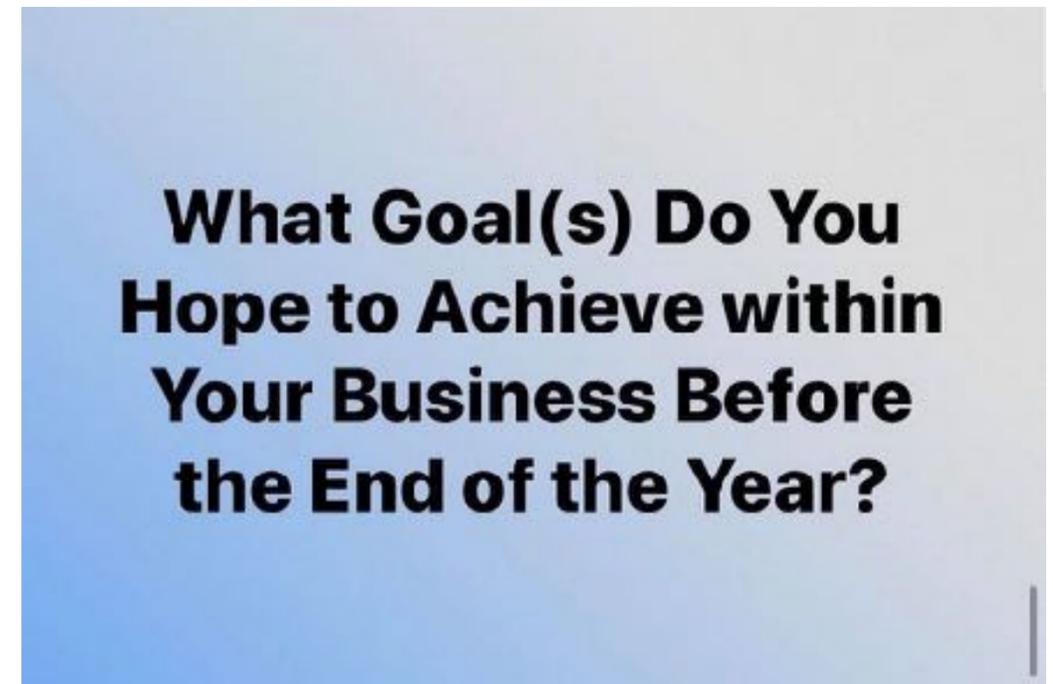
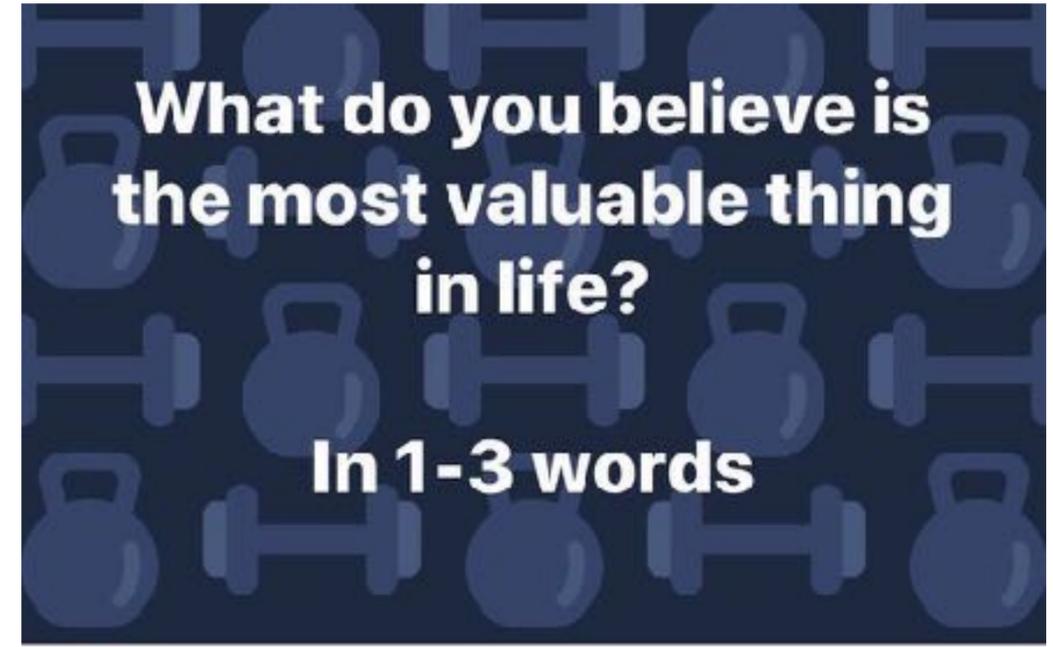
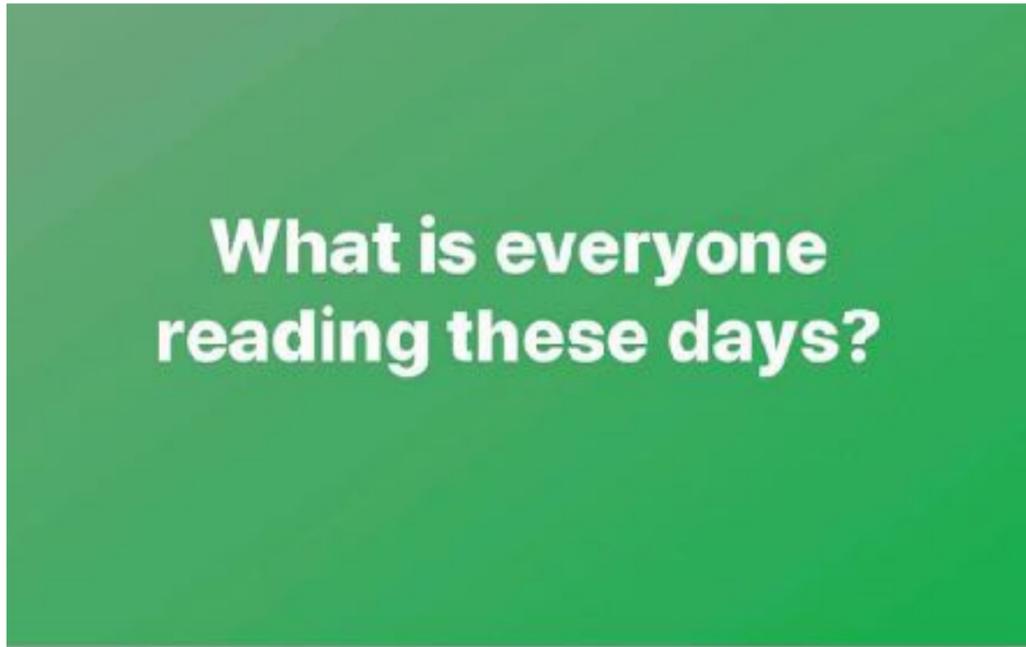
**\*NOTE\*** : If people tell you they don't want to talk, but just want to go through the free content, say no worries and you will check in with them in a few days to see how they went. 'Look forward to hearing how it goes!' Then follow up in a few days, to see if they would like help implementing it to suit their personal needs and goals.

# FollowUp Chat Sequence #5: For People that respond to your Instagram Polls

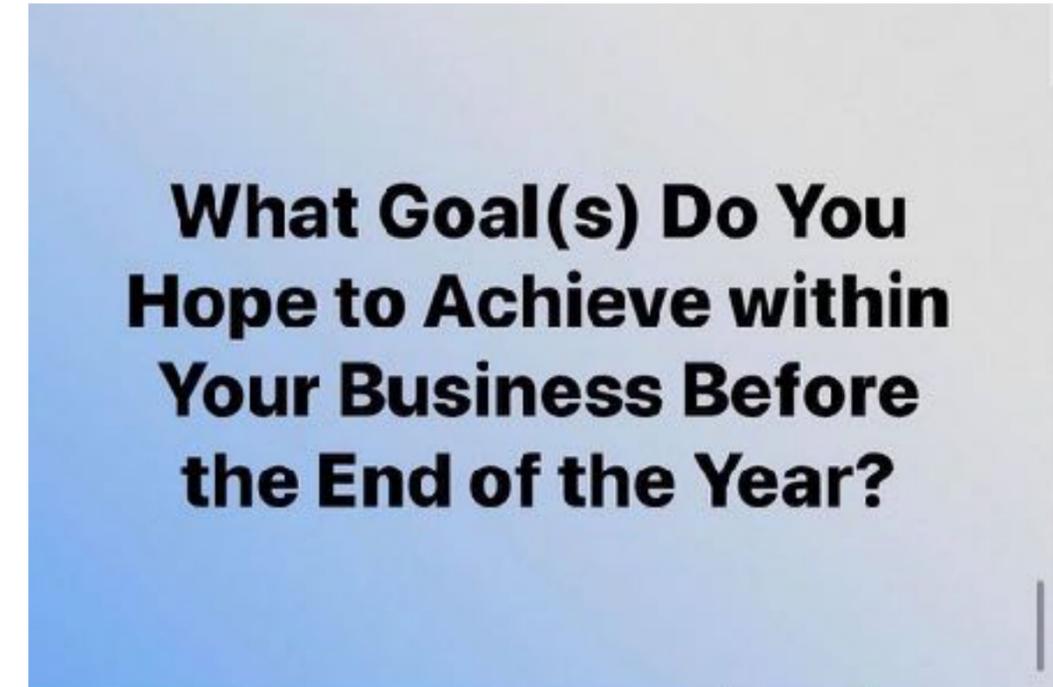
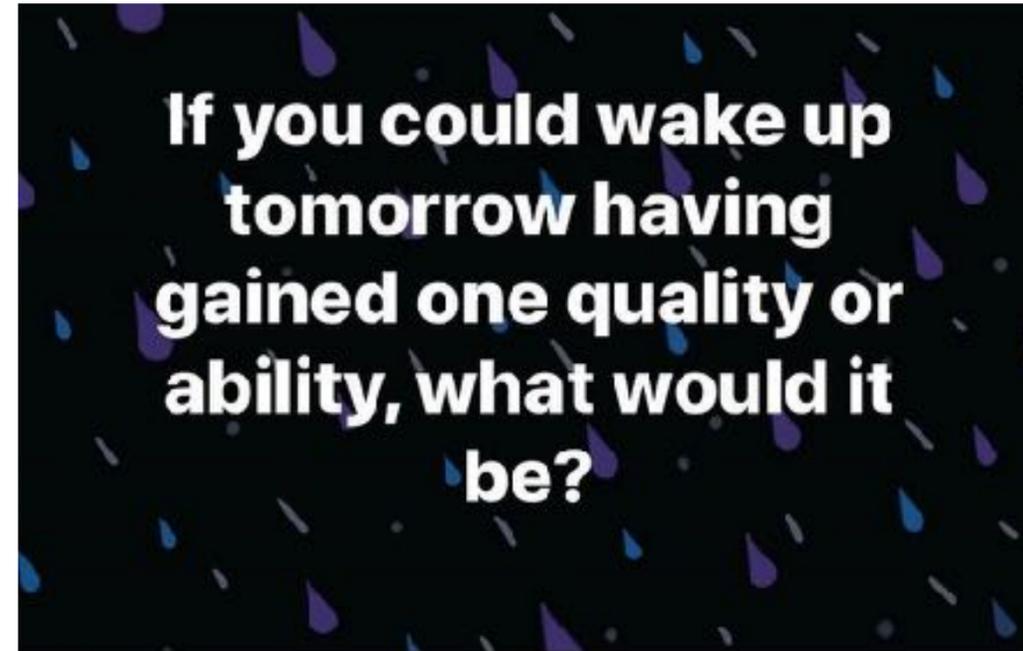


Please find below the types of posts to do on your Instagram Page. I have given examples for each type of post you can do. Remember you want to post in your group 5-7 times per week on average on Instagram.

# 1 Sentence Question Posts: Examples

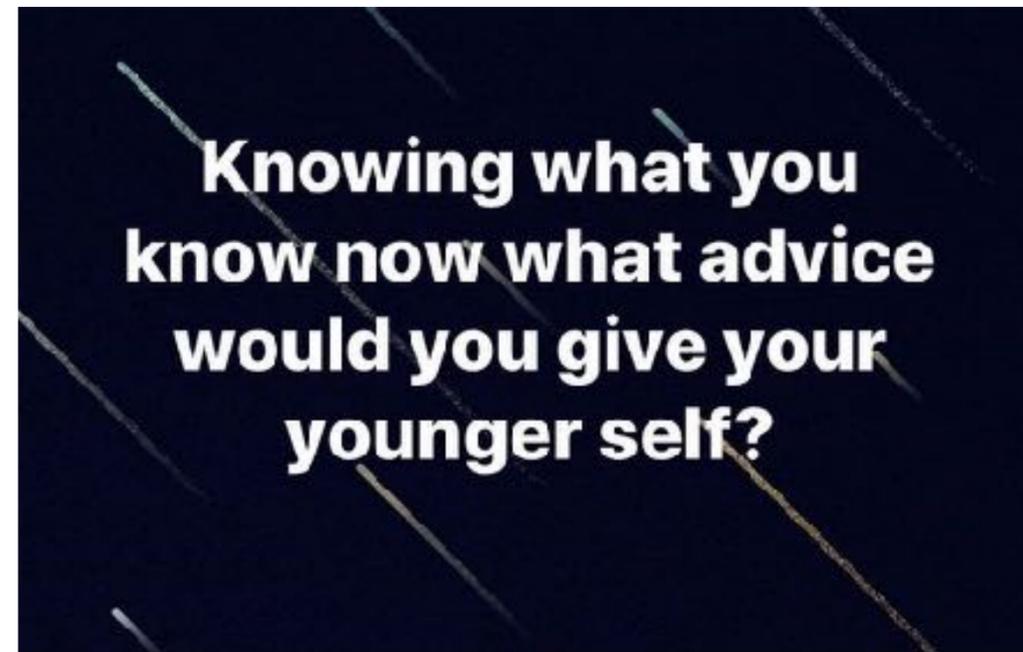


# 1 Sentence Question Posts: Examples



43

162 comments



# 1 Sentence Question Posts: Examples



415 767 comments



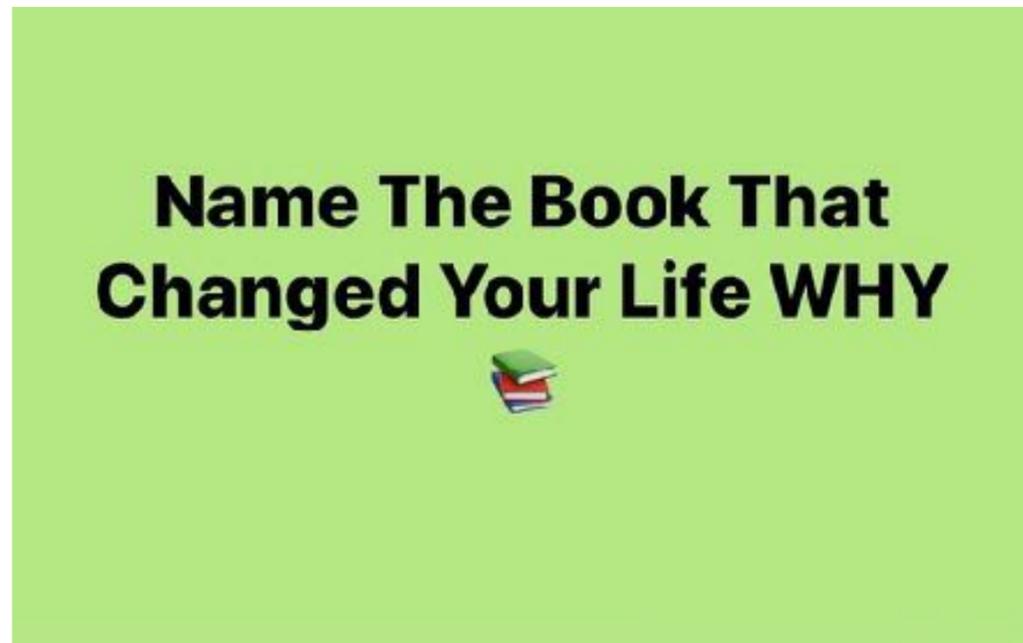
415 767 comments



415 767 comments



415 767 comments



415 767 comments

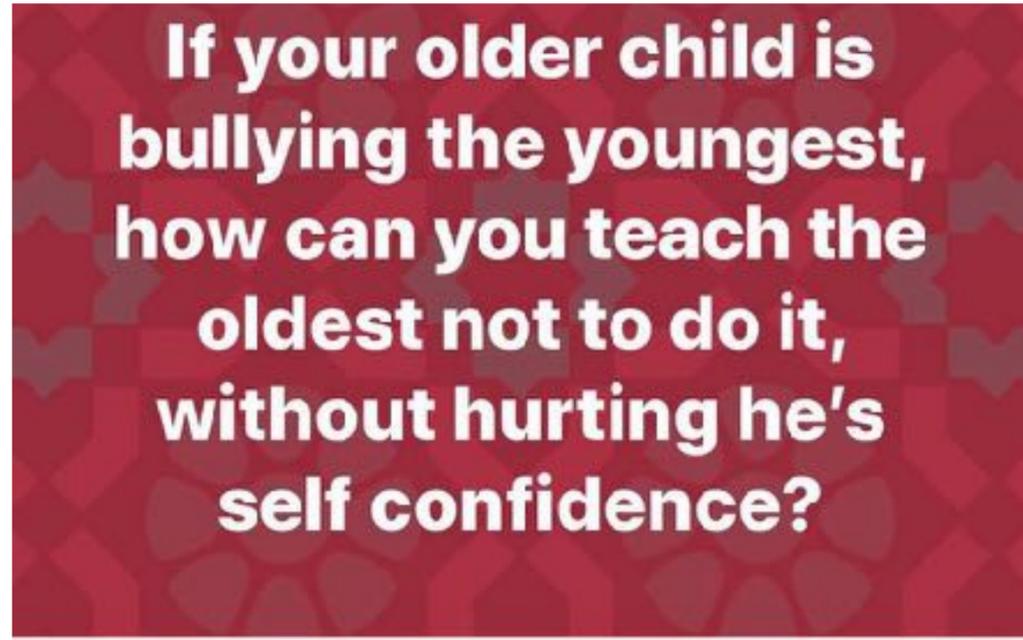


415 767 comments

# 1 Sentence Question Posts: Examples



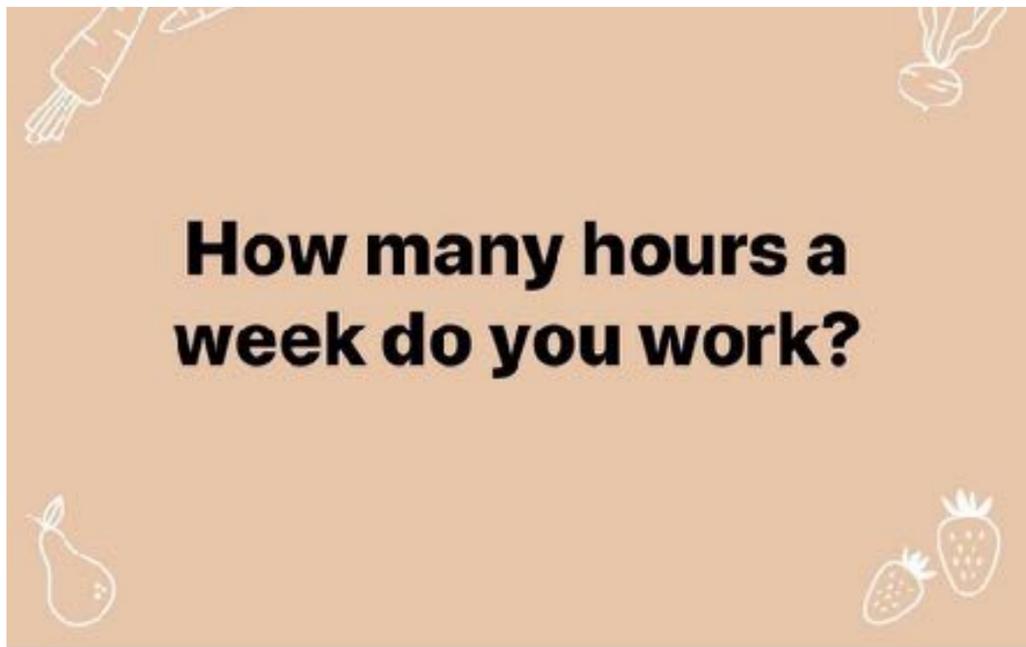
74 574 comments



49 409 comments



12 12 comments



1000 1000 comments

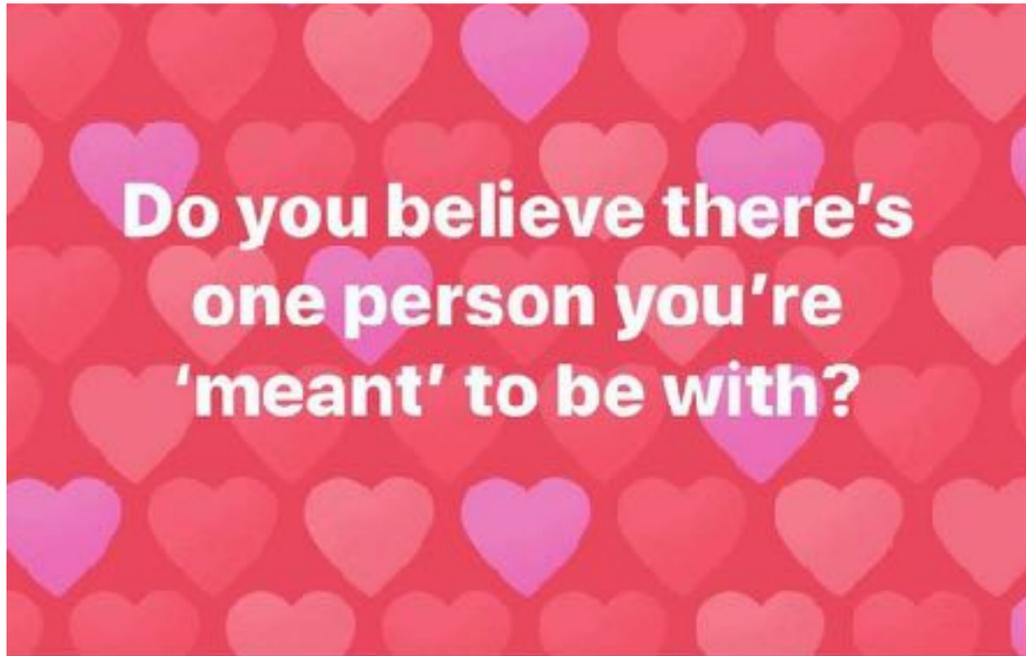


1000 1000 comments



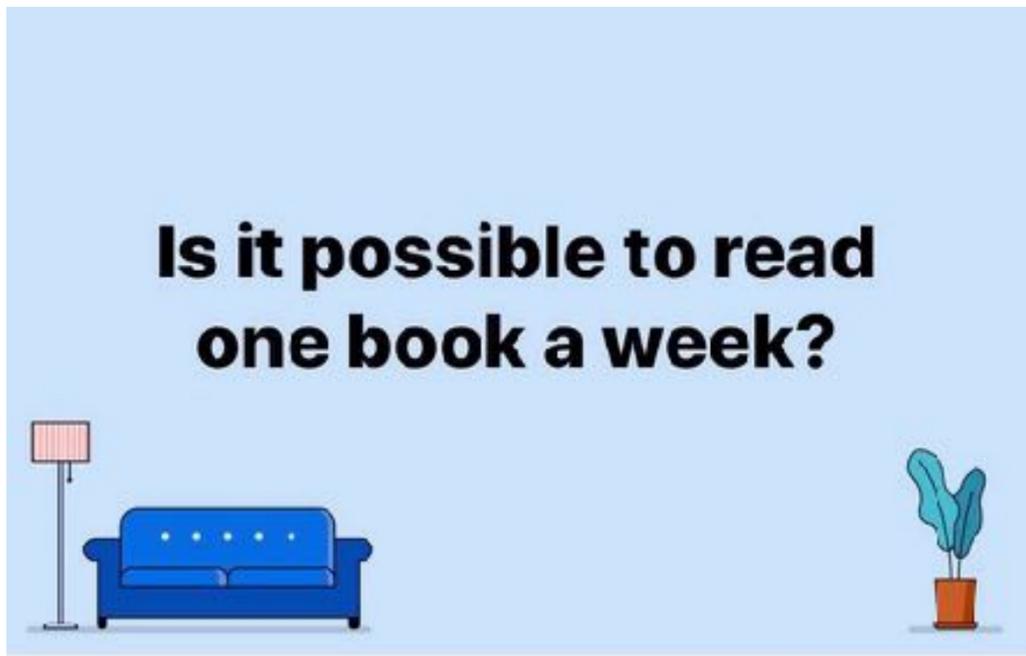
1000 1000 comments

# 1 Sentence Question Posts: Examples



25

111 comments



# Value Added Posts- Example 1

I believe the true test of a man can be found in...

- ☀️ How he responds to adversity.
- ☀️ His ability to honor his word (to himself and others)
- ☀️ His willingness to play at his edge (will he risk it all to have it all)

From this place he can be of service to the world.

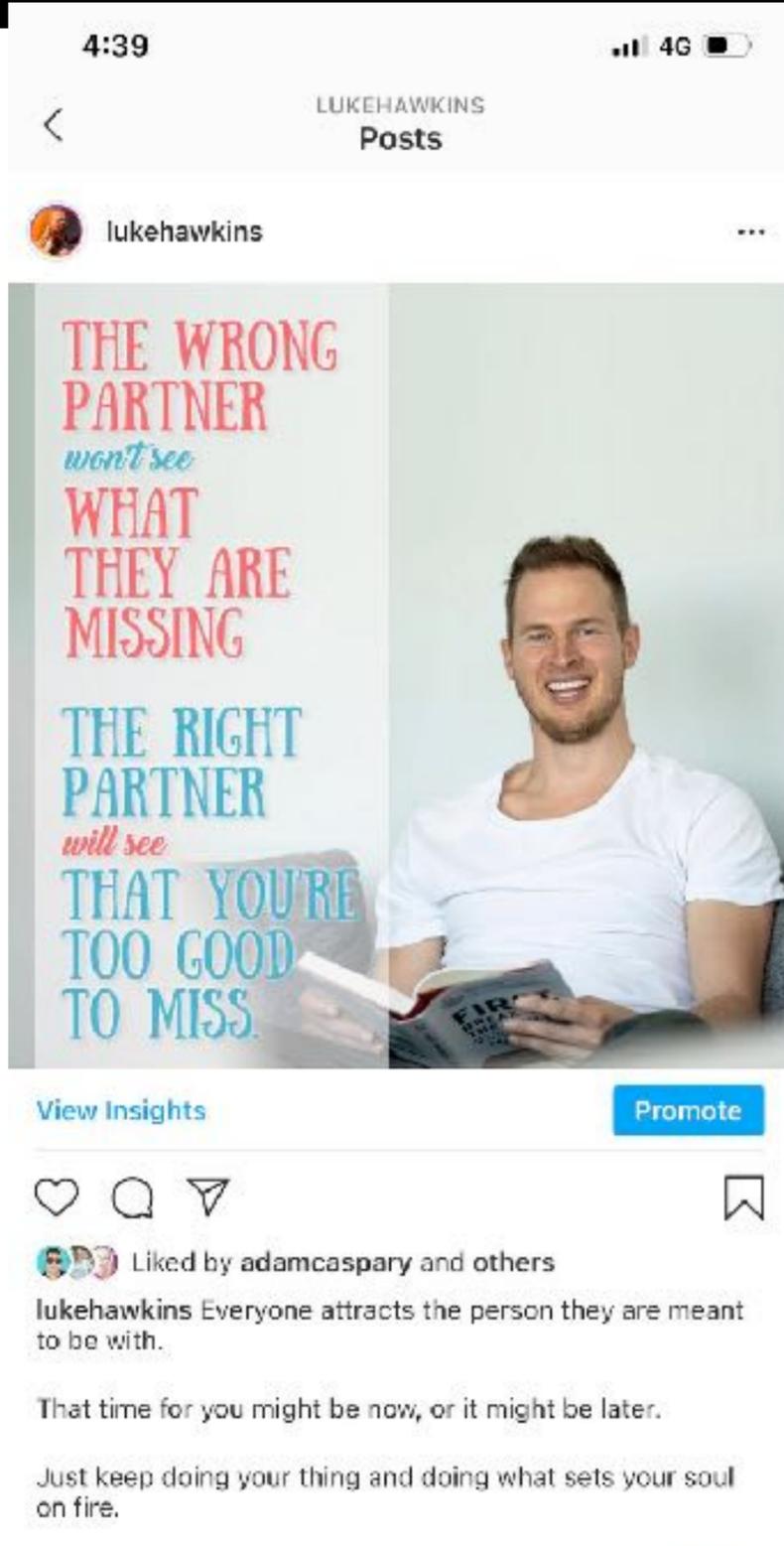
Love and light,  
Luke



and 55 others 8 comments

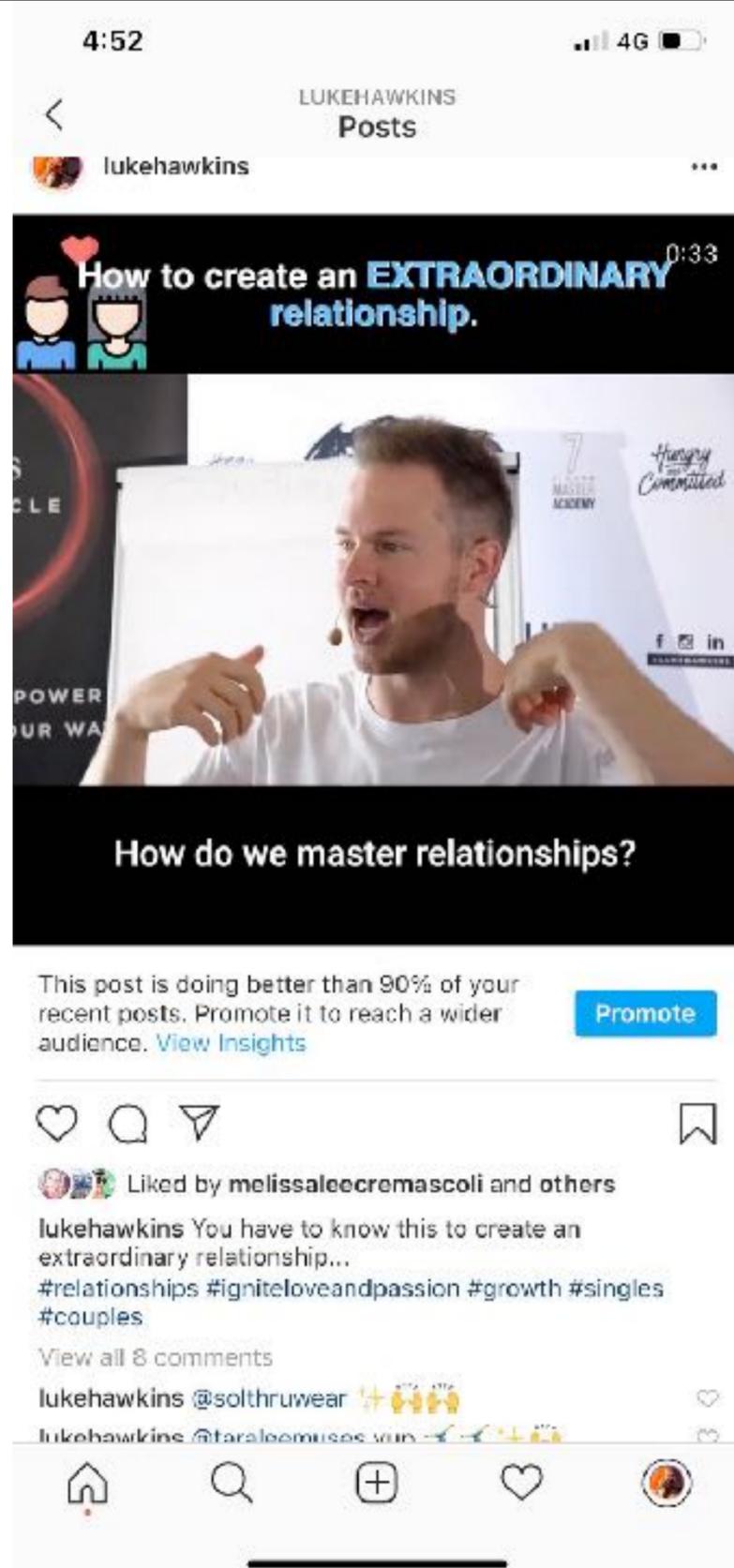
**Value added posts** - These posts can be longer or shorter. I generally recommend to take nice looking shots or professional photos once per month so you can put quotes on there with a caption and make it look professional. Really helps with your brand and helps with engagement.

# Value Added Posts- Example 2



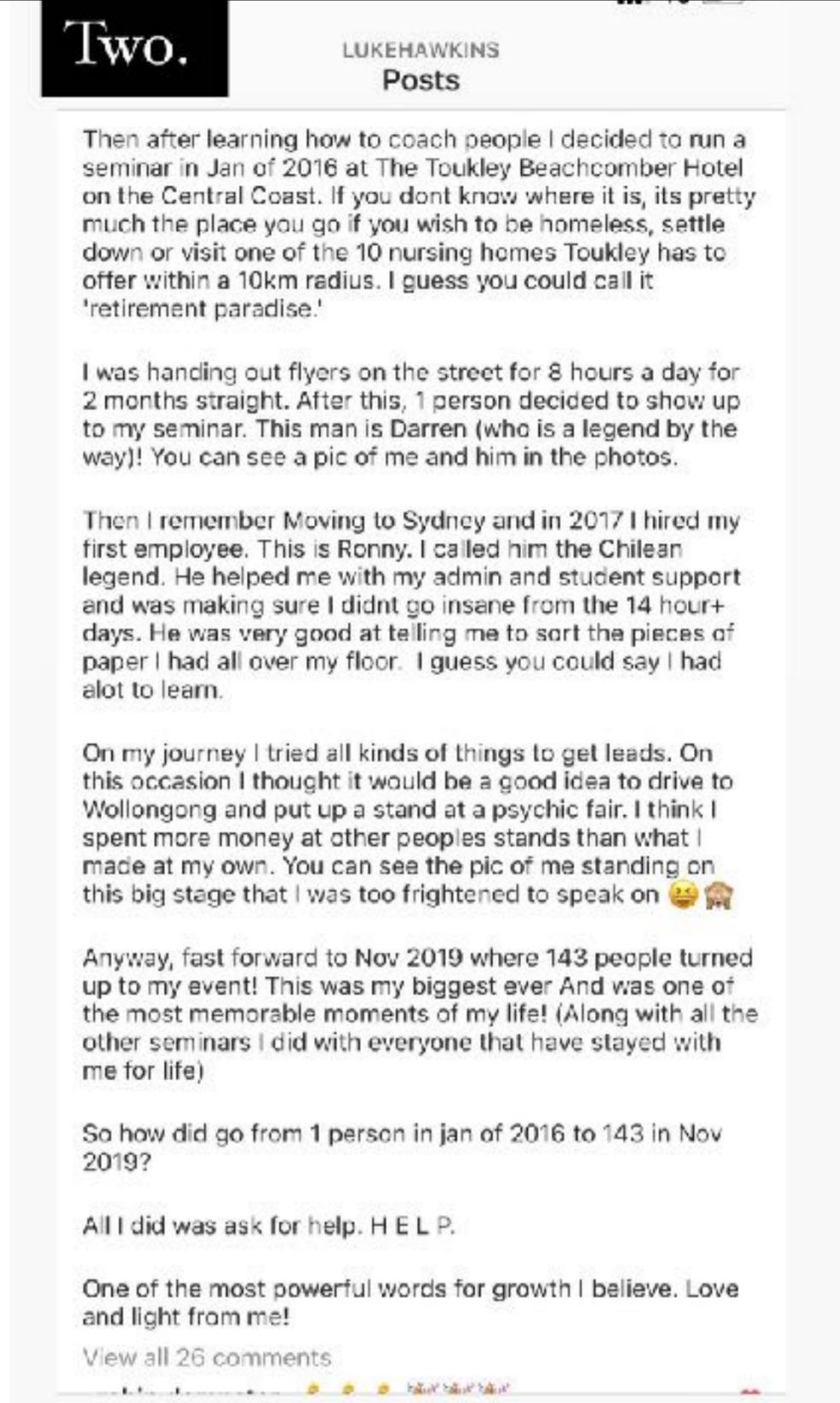
**Value added posts** - A great quote helps that resonates with people. Professional looking text on the photo helps too.

# Value Added Posts- Example 3



**Value added posts (video)** - We love to mix up our content with pictures vs video. So we record our seminars and chop up bite size pieces of video content and place a headline and subtitles down the bottom and include a caption as well. Videos of you speaking position you even more of an authority.

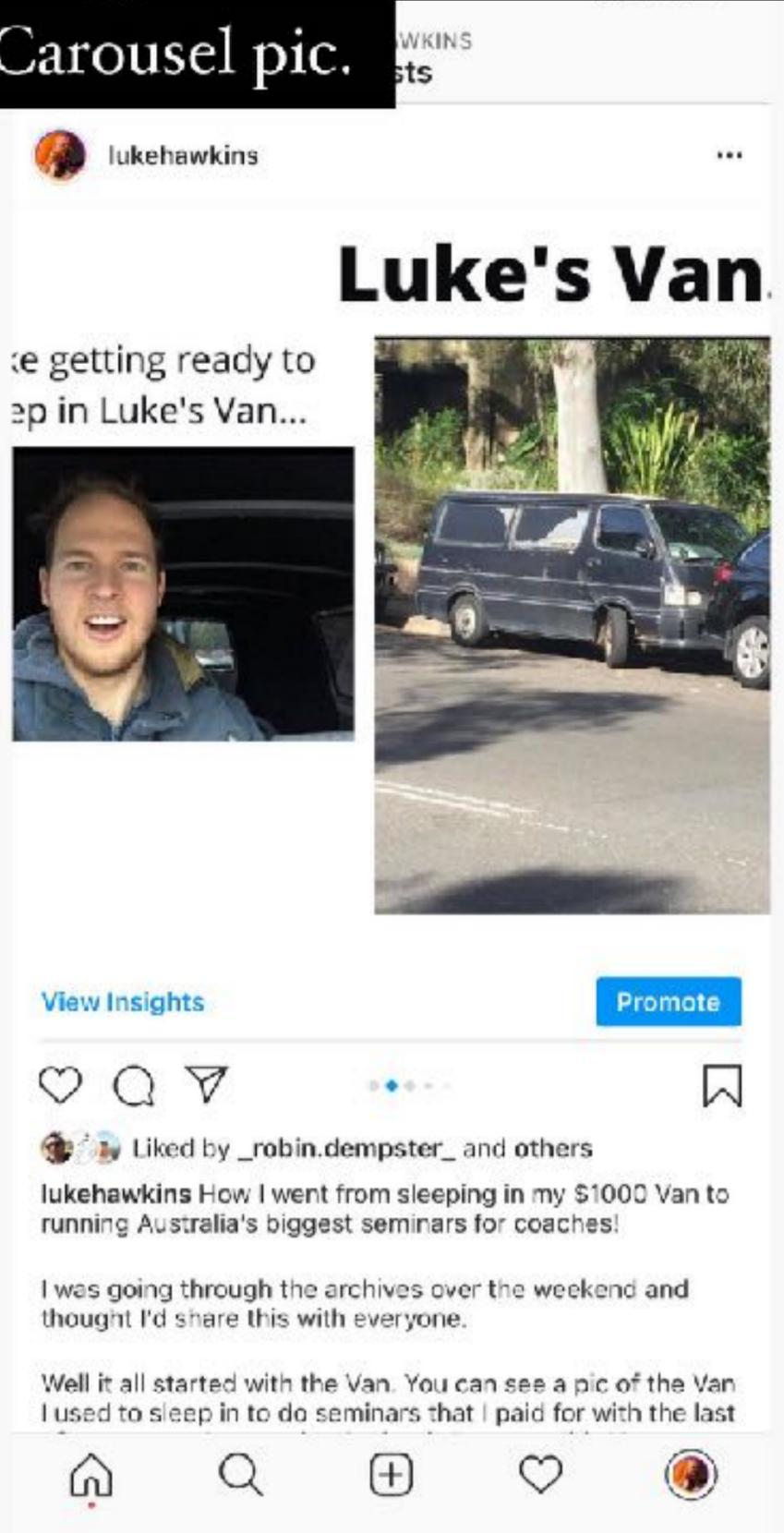
# Relatability Story Posts - Example



Relatability Story Posts - These posts you can share an old facebook memory and write a caption about it. Or just tell a before and after story with a before and after picture is ideal. If you follow a similar structure for the copy you can achieve similar

# Relatability Story Posts - Example

Carousel pic.



4:40

4G

Carousel pic.



Relatability Story Posts - People love photos to see evidence of the journey.

# Relatability Story Posts- Example



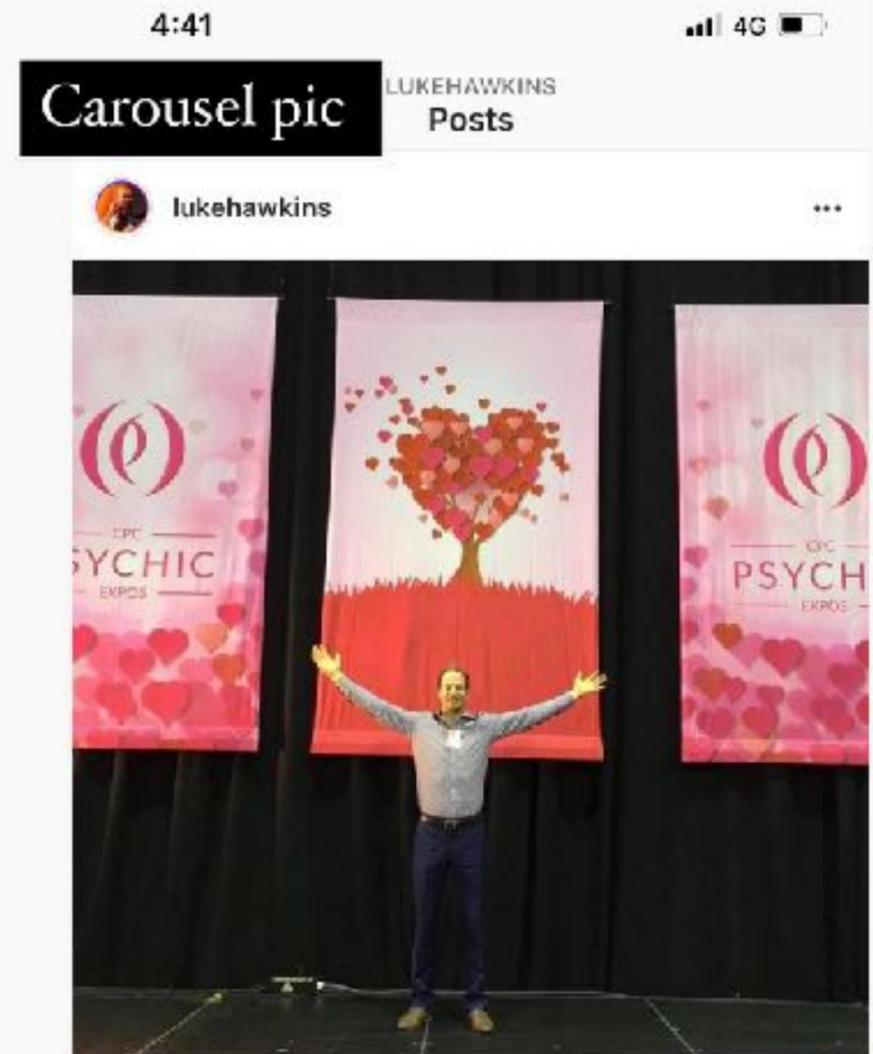
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**lukehawkins** How I went from sleeping in my \$1000 Van to running Australia's biggest seminars for coaches!

I was going through the archives over the weekend and thought I'd share this with everyone.

Well it all started with the Van. You can see a pic of the Van I used to sleep in to do seminars that I paid for with the last



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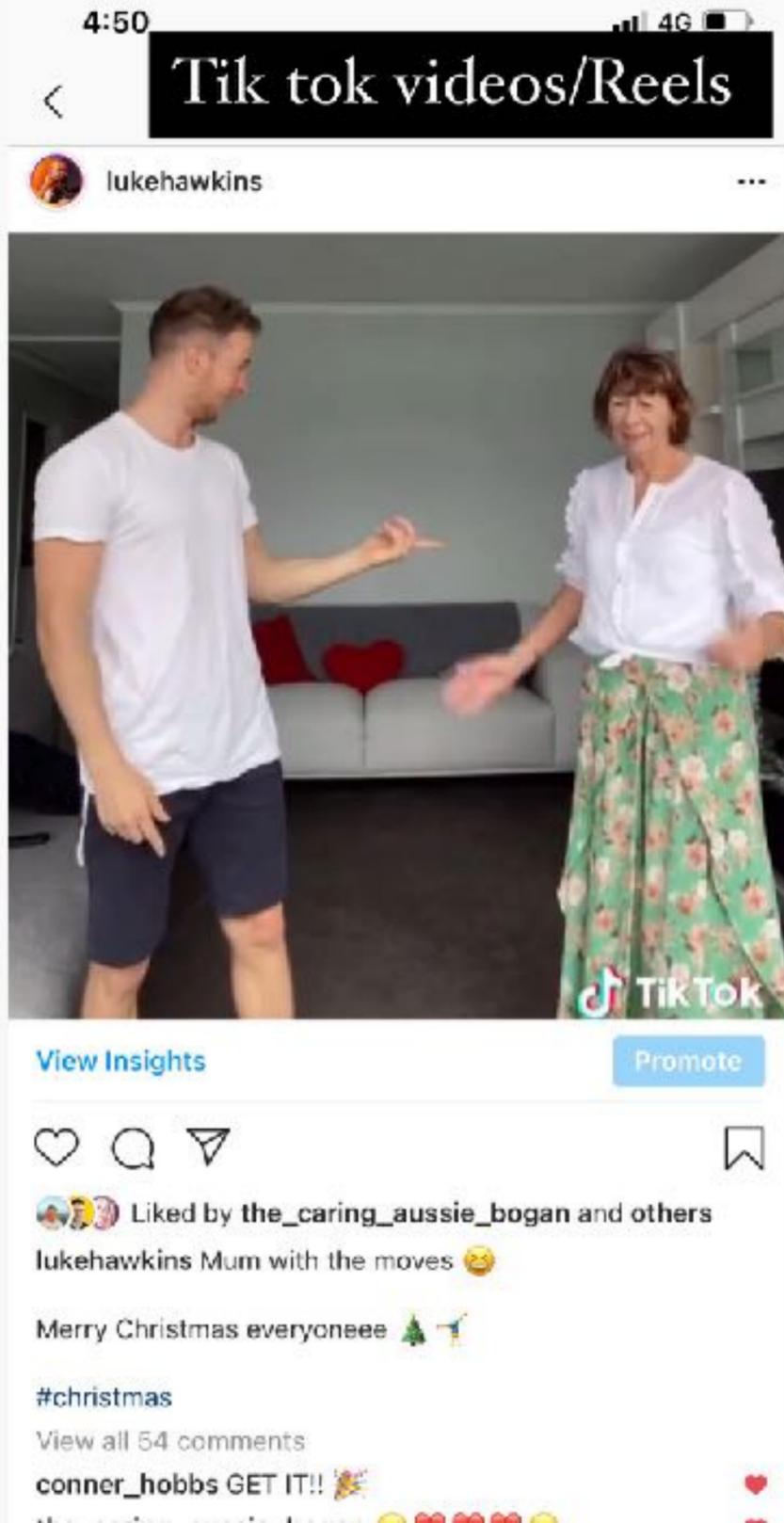
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**Tik Tok videos/reels** - I like to be creative and create tik Tok videos/reels and upload them on insta. I aim to make them funny or inspiring or motivational. I have had a lot of engagement with funny ones, e.g. showing my family. This one of me and my mum dancing Christmas Day did well. Notice the caption is short and sparks curiosity.

# Celebration posts- Example



**Celebration posts** - I like to be creative with celebration posts that are designed to get attention. This one I dressed up as a whoopee cushion and uploaded it as a 'boomerang', it got quite a few comments. This makes people associate fun with your event when you do this! I just wouldn't upload this one to other people's facebook groups though as it likely won't meet their community guidelines as it appears 'salesy.'

# Social Proof/ Testimonial Posts- Example

*Is it possible to build a business at home in your favourite Pájamas? 😊*

Well these guys do!

Massive shout out to these 2 guys who just finished 7 figure academy and are kicking ass already!

@██████████ who already made \$2k in a day just from one of the 30+ business marketing strategies we taught!

@██████████ who has already signed up 2 people to his coaching course!

I've had Coaches come in at \$0 and walk out and buy new Pajamas like these 😊

Can't wait till our Next one September 11-13!!

#7figureacademy #coaches #results



**Social Proof/Testimonial Posts** - These posts you can dress up as something funny to get attention or it can be a normal photo. I also like to include screen shots of what they said when I can. Testimonial posts obviously cant be put in other people's Facebook groups so just be careful of that. I Noticed these dont do as well on Insta as they do on Facebook but you can mix it up and use them.