

## **Part 1: Starting up on instagram**

Before starting up your Instagram, you need to know what it is you are selling. Sometimes I find when you start with too many ventures it can blur your vision and confuse your audience, so find your speciality and know what you do. If *you* don't, others won't!

### **Knowing your pricing**

Know your pricing: this can be tricky when starting out as you don't want to be too pricey and risk turning people away, but you don't want to be too cheap and not earn enough profit. Here are some tips to help you get to grips with pricing:

- Do your market research: find out what others in your industry are pricing and use that as a guide to help you
- Always review your stock and add everything up: don't forget the cost of what it ALL works out to. For example, for me with my balloons I use helium, ribbon weights etc. as add ons alongside the product, so this all needs to be calculated so you're not left out of pocket.
- Finally, knowing what audience you want to promote your work to will also help with this, as there is a wide variety of people out there who will pay all different prices for the best work, which leads me to my next point nicely:

### **Knowing your audience**

Knowing who to target your products to is so important. This might not be something you will know straight away - it might be something you learn as you go along. But without knowing this information, you don't know who you are talking to - it's like talking to your boyfriend about makeup when they have no clue! So understanding your audience in the early stages will help you out loads.

### **Researching work in your industry**

So this is a big one. Everyone has someone they are inspired by - they might use their work to guide them along to help them progress and to motivate them, I know I do. But never copy their ideas, only take people's work to use for inspo and create your own spin on it. This will show your own creativity, which will then help with your brand image. You have to have your own own style to stand out.

So when you have your name and logo ready and have understood your business more yourself before sharing to the world, you are ready to launcccch! 🚀

### **Creating your bio**

In your bio, you need to have the key things that people will look for when visiting your page. Mention what you sell/offer, where you're based and how to order. Instagram now offers a lot of features including your email, phone number and website information which all sits underneath the bio so you don't need to put them in here. This is useful as they can take up a lot of characters, and you want to tell people more about what you do for them to take the next step of ordering.

### **Imagery**

Once you have your page set up, it's time to make it pretty! Your images are key for selling your services. Make sure you have a clean background and your lighting is good enough to

show off your work. Being consistent with your content is also a big thing for keeping your page nice and busy. This also helps with your engagement, which I will touch on more in part 2.

Instagram has helped me secure a full time business doing what I love. I have learnt the power of growth and how to build up on not only followers, but my business too. I am willing to share my knowledge with anyone who is interested in learning more and would love to help you build your dream like I'm doing with mine.

Supporting another person's success won't ever dampen yours!

Love

Jade, Party Starters x