

30 INSTAGRAM STORY IDEAS

- 1. About us** – Tell people about your business, who it is for and why they should hire you / buy from you.
- 2. Why you do what you do** – What inspired you to start your business?
- 3. Top tip** – Share one tip that will help your ideal customer.
- 4. Testimonials** – Share testimonials or reviews.
- 5. Follow Friday** – Pick 3 Instagrammers that will help your customers. Tag them and encourage a follow.
- 6. 5 Quotes about** – Share 5 quotes that you love and you think your followers will too.
- 7. Meet the staff** – Get a member of staff to share their name, job description and a fun fact. Accompany it with a photograph.
- 8. Confession** – Share a business mistake you made and how you fixed it.
- 9. Throwback Thursday** – Share something from your past, your business history or a historic moment.
- 10. How do you buy?** – How does a customer buy from you? Take them step by step through the process.
- 11. About you** – Create a graphic including a form that your readers can complete. Ask them to share it with you. (I've included one you can use if you don't want to create your own.)
- 12. What happens when you buy?** – After a customer gets in touch how do you put their query into action? Take them step by step through the process.
- 13. Product/service** – Describe one of the products or services that you offer.
- 14. Surprising fact about me/us** – This doesn't have to be related to business, it's often more interesting when it's not.
- 15. Product review** – Find a product that will be interesting to your readers and review it.
- 16. Challenge** – Challenge your readers to try something and ask them to share the results with you.
- 17. A day in the life** – What does your day look like? Choose an interesting one and share moments throughout the day.
- 18. How do you chill out?** – Show people how you relax.
- 19. Question** – Ask your followers a question. Get them to respond by messaging you or by clicking on a poll option.
- 20. What inspires you?** – Tell us not just what inspires you but how it makes you feel.
- 21. A person who inspires you** – Make sure you tag them if they are on Instagram.
- 22. A benefit of working with you** – What's in it for your customer? What problem do they have that you solve?
- 23. Top 5** – This could be anything, your top films, books, songs, blogs. You choose.
- 24. Book recommendations** – What books have you read that your followers will enjoy?
- 25. Fun facts** – What interesting facts and stats can you dig up about your industry?
- 26. How to** – A tutorial showing your viewers how to do something related to your business.
- 27. How you helped a customer** – Tell the story of one customer that you helped. Why did they need you and what process did you follow to help them?
- 28. How it's made** – How is your product made? Or, how does your service work? Give a behind the scenes look.
- 29. A day off** – What does a day off look like? Choose a good one, not just a day when you collapse on the couch.
- 30. Tour of your office** – Show people around your workspace, pick interesting objects or setups that could provoke discussion.

