



STARTUP GUIDE FOR INSTAGRAM PERSONAL BRAND

Business Title:

Business Name:

Business Manager(s):

Business Contact No.:

Business Location

Business Email:

INDUSTRY & NICHE

Niche:

Industry:

Product:

Startup Summary:

BUSINESS MODEL FOR A PERSONAL BRAND

	ChatGPT +	INSTAGRAM =	PASSIVE INCOME
VISUAL			
STEP	Create Info-graphics to Post₁	Use Growth Mechanisms₂	Monetize your Business₃
COSTS	\$0.00	\$0.00	

STARTUP BUDGET

DESCRIPTION	COST (ZMW)
Smart Phone / Laptop	\$0.00 - \$200
Internet Bundles / WiFi	\$0.00 - \$10.00
Niche/ Subject of Interest on Demand	
Step One Costs:	Create Info-graphics to post
ChatGPT Account to Create Content	\$0.00
Canva Account to Design Infographics	\$0.00
Step Two Costs:	Use growth mechanisms
Create Instagram Account	\$0.00
Post your Infographics, Photos at Work	\$0.00
Use These Growth Mechanisms	\$0.00 - \$30.00
Step Three Costs:	Monetize your Business
Sell a Course	\$0.00
Promote Affiliate Products	\$0.00
Sell E-books / PDF Guides	\$0.00
Promote People's Businesses at a fee	\$0.00
Offer Consulting Services	\$0.00
Sell Tickets to Live Webinars	\$0.00
Sell Merchandise (T-Shirts)	\$0.00
Sell Advertising Services	\$0.00
Sell your Skills	\$0.00
TOTAL COSTS	

LINKS TO ROLE MODELS

1. [miss kabaghe](#): She's a Zambian lady with over 130k followers on Instagram. Her niche is financial literacy and investments; she posts financial and investment tips and insights using info-graphics. Learn from her how an info-graphic looks like, how to setup your profile, or get post ideas.

BUSINESS ESTABLISHMENT PATTERNS

PRODUCTS		SERVICES		PRICING	
Types A. Info-graphics B. Videos B. Books & E-books C. PDF Guides D. Merchandise E. Online courses F. Education Apps G. Templates	Properties 1. Precise 2. Long 3. Short – Vertical 4. Actionable 5. Practical 6. Easy 7. Personalized 8. Accessible 9. Engaging	Types A. Consulting & Coaching B. Counseling C. SMMA Service D. SEO Services F. Workshops G. Live Events H. Custom Info-graphic Creation	Properties 1. Personalized 2. Actionable 3. Empathetic 4. Evidence-based 5. Engaging 6. Professional	Types A. Economic B. Premium C. Penetration D. Demand E. Cost-Plus F. Competitive	Properties 1. Profitable 2. Negotiable 3. Mobile Money Payment Methods 4. Cash 5. Installments 6. Credit 7. Money Back Guarantee 8. Decoy Effect
PROMOTIONS		PEOPLE		PLACE	
Types A. Discounts B. Giveaways C. Free Service D. Bundles E. Flash Sales F. Loyalties G. BOGO Deals	Properties 1. Limited Time 2. Limited Stock 3. Limited Spaces 4. Anchor Bias 5. Target Audience 6. Goal Oriented 7. Advertisements	Types A. Content Creator B. Target Audience C. Partners D. Sponsors E. Advertisers	Properties 1. Interest 2. Supportive 3. Collaborative 4. Professional 5. Communication 3. Credible 4. Active	Types A. Workplace B. Social Media C. YouTube D. Website E. Etsy.com F. Amazon Self-Publishing	Properties 1. High Traffic 2. Easily Accessible 3. Inviting 4. Branded 5. Resonant

COMPETITIVE ANALYSIS

5Ps		
Products		
Services		
Pricing		
Promotion		
People		
Place		

Next Steps To Learn More...



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@SiderBusiness

Emmanuel Aka

God Blesses those who start 🖋️

