Making your own business Instagram can be as easy or hard as you make it to be. Instagram has made making an account so easy and accessible to everyone that the actual process of activating an account may only take 5 minutes. However, once you have created it there may be a few things you want to think about a little harder. You need to pick a username that will draw attention and make viewers remember who you are and what you are selling or offering. This may take you some time, but do not rush the process. This also applies to your profile picture; it NEEDS to be memorable. Once you have created your profile look it is time to add content. When you post a picture, you want to make sure it is very high quality and matches the look of all the pictures you post, (the feed). When a viewer scrolls along your page you want to make sure it looks good enough for them to want to stay and scroll a bit. Making your captions descriptive of the product your selling is also a huge help to sell things faster. The less questions the customers have to ask the more likely they are to buy. Lastly, once you have some of your content posted you want to start to follow some people that could be your key demographic. For example, if you are selling rings you might find some people in your area that post pictures where they are usually wearing rings! Just like that you’re on your way to success.