

*The Membership*  
**SUGARCOATED**  
BY LISA

# Instagram Challenge

Welcome to **Day 1 of the 7-Day Instagram Challenge!**

Over the next week, I'll guide you through small, practical steps to help you grow your audience and confidence on Instagram. Each task is designed for busy cake business owners — realistic, effective, and quick to action.

Today, we're starting right at the beginning: **your Instagram bio and profile** — your online *shop window*.

Because most of us work from home, we don't have a physical display for our cakes, so this is where customers get their very first impression of your business. Let's make it sparkle.

## Your Day 1 Task: Bio & Profile Polish

### Profile Photo

Use either a clear, bright logo or a friendly headshot with a simple background. Avoid dark or cluttered images — think clean and professional.

### Name Line (the bold line under your handle)

Add a keyword and location so you're easy to find:

*Example:* Lisa | Custom Cakes Tipperary

### Bio

Write it like a mini pitch:

- What you make
- Who it's for
- Where you are
- How to order

*Example:*

Designer cakes & cupcakes for weddings + celebrations

Based in Tipperary | Collection & delivery available

👉 Enquire below to order your dream cake

### Link in Bio

Use Linktree or your website. Keep it simple and make sure it works.

Your top link should be your enquiry form, price guide, or menu.

### Contact Buttons

Add "Email" and "WhatsApp" so people can reach you easily.

## Optional Extras

- Add line breaks and small emojis to make your bio easy to scan.
- Pin your best cake photo and "How to Order" post at the top of your grid for instant credibility.

## Why This Matters

A clear, confident profile turns casual visitors into followers and enquiries.

If someone can tell who you are, what you offer, and where you're based within five seconds — you've nailed it.

## How to Set Up Linktree for Your Cake Business

Linktree is a free tool that lets you share **multiple links** (like your enquiry form, price list, website, and Facebook page) all from one simple link in your Instagram bio.

It's quick to set up and helps your followers easily find everything they need in one place.

### Step 1: Go to the Website

Visit [www.linktr.ee](http://www.linktr.ee)

Click "**Get Started for Free.**"

### Step 2: Create Your Account

- Sign up with your **email address, Instagram login, or Google account.**
- Choose a **username** — ideally, match it to your Instagram handle (for example: linktr.ee/sugarcoatedbylisa).

### Step 3: Choose a Plan

You can start with the **free plan** — it's perfect for most small businesses.

Paid plans offer extra features like analytics and branding options, but you don't need those yet.

## Step 4: Add Your Links

Once your dashboard opens, click **“Add New Link.”**

You’ll see two boxes:

- **Title:** what you want it to say (e.g. “Order Your Cake,” “See Price Guide,” “Visit My Website,” “Book a Tasting”)
- **URL:** paste the actual link (for example, your enquiry form, Facebook page, or Google review link)

Keep it simple — three to five links is ideal.

### Example setup:

1. Order Your Cake (link to enquiry form)
2. View Price Guide
3. Cake Gallery
4. Join Sugarcoated Cake School
5. Follow on Facebook

## Step 5: Customise Your Look

Click **“Appearance”** in the sidebar.

Here you can:

- Choose a **background colour or image**
- Add your **profile photo and bio line**
- Match your colours to your brand (e.g. pinks and pastels for Sugarcoated-style consistency)

## Step 6: Add Your Link to Instagram

Copy your unique Linktree URL (you’ll find it at the top of your dashboard).

Go to Instagram → Edit Profile → Paste it in the **“Website”** field.

Now, anyone who clicks your bio link will see all your important links in one place.

## Day 2 of the 7-Day Instagram Challenge!

Yesterday, you gave your Instagram bio a little refresh — your shop window is now clear, inviting, and ready for new customers to find you. Today, we’re taking that one step further by adding what I like to call your **“mini portfolio”** — your **Highlights** and **Pinned Posts**.

These are the first things people see when they land on your page. They help visitors understand exactly what you do and why they should follow or enquire — *without needing to scroll*.

## Your Day 2 Task: Create Highlights and Pin Your Top Posts

### Pin 3 Posts to the Top of Your Grid

Pinned posts stay at the very top of your profile — perfect for your key content.

Here's what I recommend pinning:

1. **Your Best Cake Photo**  
A post that represents your current style and quality.
2. **How to Order / Menu / Price Info**  
Make it clear and helpful — you can even design a simple Canva graphic.
3. **Customer Review or Testimonial Cake**  
Social proof works wonders for building trust.

### How to pin:

Go to the post → Tap the three dots in the top right corner → Select *"Pin to your profile."*

### Create (or Update) Your Instagram Highlights

Highlights live right under your bio and act like a mini website menu. They're perfect for saving your best Stories so they're always visible.

Start with these 4–5 folders:

- **Weddings** – showcase your elegant or tiered designs
- **Birthdays** – show off your fun or themed cakes
- **Reviews** – screenshots of kind words and thank-you messages
- **Menu / Flavours** – let people browse your options
- **How to Order** – make it simple to enquire

You can create a new Highlight directly from your Stories:

1. Go to your profile
2. Tap the "+" sign under your bio
3. Choose "New Highlight"
4. Select Stories to include
5. Add a short, clear title

**Pro Tip:** Create matching covers in Canva to keep your page looking neat and cohesive (pastel icons or short words work perfectly).

### Why This Matters

Your pinned posts and highlights instantly tell visitors that you're organised, professional, and trustworthy.

Think of it as your shop's *front display* — a quick glimpse that makes people want to look further.

When someone lands on your profile and sees exactly what you do, who it's for, and how to order, they're far more likely to follow — or even enquire right there and then.

**Day 3 email** for the 7-Day Instagram Challenge.

This one is all about creating the *core content foundation* — three simple posts that do the heavy lifting for visibility, connection, and sales. It keeps your warm, practical, encouraging tone, with just enough structure to make members feel guided and supported.

## Subject line options

1. Day 3: Your 3 core posts — a week of content made simple
2. Day 3 of your Instagram Challenge — create posts that connect
3. Let's build your content engine (it's easier than you think)

## Preview text options

- Today we're creating three simple posts that show your work, your process, and how to order — no overthinking required.
- One short session, three powerful posts — ready to boost your reach and confidence.
- It's time to plan a week's worth of content that feels easy and authentic.

## Email body

Hi [First Name],

Welcome to **Day 3 of the 7-Day Instagram Challenge!**

By now your profile is polished, your highlights look professional, and you're ready for the fun part — sharing your cakes in a way that attracts the right people *and* feels manageable.

Today, we're creating your **three core posts**.

These will become the backbone of your weekly content. You can reuse this same rhythm every week and never feel stuck for ideas again.

## Your Day 3 Task: Create 3 Core Posts

Each one serves a different purpose — to **showcase**, **connect**, and **convert**.

### The Showcase Post — Your Cake on Display

This is where you shine a light on one of your favourite cakes.

Pick a photo that represents your current style or the type of orders you'd love more of.

## Caption prompt:

- Hook: “Still thinking about this [style/flavour] [occasion] cake.”
- Story: What inspired it or what you loved most about making it.
- Call-to-action (CTA): “Planning a [occasion]? DM ‘CAKE’ for the menu.”

**Tip:** End with an emoji or short question to invite comments — for example, “What colour would you choose?”

## The Behind-the-Scenes Reel

People love seeing how the magic happens.

Film short clips of 3–5 steps in the process (stacking, smoothing, piping, finishing).

Keep it natural — no need for fancy editing.

**On-screen text:** “From batter to beauty in 20 seconds.”

**Caption:** “A little peek behind the scenes of this week’s orders. Follow for more cake-making moments.”

**Tip:** Add calm or trending music and keep it under 25 seconds.

## The Promotional Post — Invite Action

This is how you let people know when and how to order.

Create a simple photo or Canva graphic with your availability or menu.

## Caption prompt:

“Now booking for [Month]. Lead time: [X weeks]. Tap link in bio or DM to check your date.”

**Tip:** Repeat this every week or two with updated dates — consistency builds trust.

## Why These 3 Work Together

- **Showcase Post:** Builds desire
- **Behind-the-Scenes Reel:** Builds connection
- **Promotional Post:** Builds sales

With these three, you’re covering the full customer journey — awareness, trust, and action — in just a few posts.

## Day 4 of your Instagram Challenge!

You’ve built a strong foundation — your bio and profile are looking sharp, your highlights show your best work, and your content is coming together beautifully.

Now, it’s time to get those gorgeous cakes *seen* by more people — especially the ones most likely to order from you.

Today we're focusing on **Local Discovery** — how to attract real, local followers without spending a cent on ads.

## Your Day 4 Task: The Local Discovery Sprint

This simple routine helps you build visibility, community, and credibility in your area. It's about *connection over clicks*.

### Find Local Hashtags and Locations

Go to Instagram's search bar and type in:

- Your town or county name (e.g. #Clonmel, #TipperaryBusiness)
- Local event or wedding hashtags (e.g. #MunsterWeddings, #TipperaryMums)
- "Places" — search cafés, hotels, venues near you

Spend a few minutes exploring who's posting there.

### Engage With 20 Local Accounts

Find 20 posts that catch your eye — from people, local businesses, or potential customers. Leave *genuine* comments — something real and kind, not "nice pic!"

Use these simple scripts:

- "Your flowers are stunning — they'd look perfect next to a modern wedding cake."
- "Love this colour palette! Saving for cake inspo."
- "Such a gorgeous setup — what a beautiful event."

A handful of genuine comments each day builds local awareness faster than you think.

### Follow 10 Local Businesses

Focus on people whose audiences overlap with yours — think florists, event planners, photographers, kids' party suppliers, restaurants, or cafés.

When you follow them, like a few of their posts and leave a thoughtful comment. You'll start to appear in their notifications — and on their followers' feeds too.

### Bonus: Send 1–2 Friendly DMs

If you see a business you'd love to connect with, send a short, warm message:

"Hi [Name], I'm [Your Name] — I make custom cakes here in [Town]. I love your work and just wanted to say hi! I'd love to stay connected — your photos are beautiful."

No selling – just friendly networking.

## Why This Matters

Instagram’s algorithm rewards connection. The more genuine engagement you give, the more visibility your account gets in return.

And for cake businesses, local discovery is everything – because those likes and follows can easily turn into real enquiries.

## Day 5 of your Instagram Challenge!

You’ve been doing brilliantly so far – your profile’s polished, your content is flowing, and you’ve started connecting with your local community.

Now, let’s make sure that when people are searching for cakes like yours, *your page actually shows up*.

Today’s focus is on **discoverability** – using hashtags, geotags, and a few simple keywords to help your ideal customers find you easily on Instagram.

## Your Day 5 Task: Be Discoverable

### Create 3 Hashtag Sets

You’ll want 12–15 hashtags per set that you can rotate between posts. Keep them relevant and specific – not just #cake.

#### Set 1 – Local Hashtags

Help people nearby find you.

Example:

#TipperaryBaker #ClonmelCakes #MunsterWeddings #IrelandCakeDesign

#### Set 2 – Niche Hashtags

Describe what you do or your style.

Example:

#ButtercreamCakes #WeddingCakeDesign #KidsBirthdayCake #CupcakeDecorating

#### Set 3 – Descriptive Hashtags

Focus on what’s in the photo or theme.

Example:

#PinkFloralCake #TwoTierCake #LemonDrizzleCake #ElegantCakes


**Pro tip:** Save these sets in your phone’s Notes app so you can quickly copy and paste when posting.

## Always Add a Location Tag

Every post and reel should include a **geotag** (your town, county, or venue).

This tells Instagram exactly where your business is based and boosts your visibility in local search results.

Example:

 *Tagged location: Clonmel, Tipperary*

It's simple but powerful — especially for home-based bakers who rely on local customers.

## Use Keywords in Your Name and Captions

Instagram now works like a search engine, so using natural keywords helps you show up when people search for cakes in your area.

**Update your name line** (the bold line under your handle):

*Lisa | Custom Cakes Tipperary*

And when writing captions, naturally include what you do and where you are:

“A recent wedding cake created here in Tipperary — elegant, soft colours with sugar florals.”

This small detail helps Instagram understand your content and connect you with people searching for what you offer.

## Add Alt Text for Accessibility (Optional Extra)

When you upload a post, click **Advanced Settings** → **Write Alt Text** and describe your image briefly:

“Two-tier buttercream wedding cake with fresh roses in blush pink.”

It helps with SEO and accessibility — and tells Instagram what's in the image.

## Why This Matters

These are the little, behind-the-scenes tweaks that tell Instagram,

“Hey, this is what I do, and this is where I am.”

The more clearly the platform understands that, the more it will show your posts to local people searching for cakes.

It's not about tricking the algorithm — it's about *helping it help you*.

## Day 6 of the 7-Day Instagram Challenge!

You've been doing so well — your page is now easy to find, your content looks beautiful, and your local visibility is growing.

Now it's time for the magic step: turning those new eyes on your page into real enquiries.

Today's focus is on **social proof** and **calls to action** — the gentle nudges that help followers feel ready to book or message you.

## Your Day 6 Task: Build Trust and Invite Action

### Share a Testimonial Post

Choose a short message from a happy customer — even a quick “thank you” text or comment works.

#### How to post it:

- Take a screenshot of the message (crop out personal details).
- Pair it with a photo of the cake you made.
- Write a short caption:
- “Loved creating this [occasion] cake for [name]. Their feedback made my week: *‘The cake was a showstopper and tasted even better!’*”
- Booking now for [month] — DM to check your date.”

**Why it works:** Social proof builds instant trust. It shows people that others have already chosen (and loved) your work.

### Add Clear Calls to Action

Don't be afraid to tell people exactly what to do next — most of them are just waiting for an invitation.

Try these easy CTAs at the end of your captions:

- “DM ‘CAKE’ to check your date.”
- “Tap the link in bio to see my menu.”
- “Tag someone who'd love this design.”
- “Save this for cake inspo later.”

The more specific you are, the better your audience responds.

### Use Instagram Stories for Mini Engagement

Stories are a relaxed way to connect daily.

Share one cake photo or short clip and add a **poll or question sticker** to spark interaction.

#### Ideas:

- “Which flavour would you pick? 🍋 Lemon / 🍫 Chocolate”

- “Would you like a cutting guide download? Yes please / Send it my way”
- “Guess how long this cake took from start to finish?”

Those little taps build familiarity – and when people message, you’re already halfway to a booking.

### **Bonus Step: Ask for Client Photos**

If a customer tagged you or sent a photo of their cake in action, kindly ask if you can share it.

#### **Message template:**

“Hi [Name], I hope you had a lovely day! Your cake looked amazing in your photos – would it be okay if I shared one on my page and tagged you? No pressure at all!”

People love seeing their celebration featured, and it subtly shows potential customers how much joy your cakes bring.

### **Why This Matters**

Most people need to see a few gentle reminders before they take action.

Showing happy customers and inviting conversation helps remove hesitation and builds trust – without ever feeling salesy.

Think of it as **showing, not selling**.

### **Day 7 of the Instagram Challenge – well done!**

Over the past week, you’ve polished your profile, pinned your best posts, planned your content, reached new local audiences, learned how to be discovered, and started building trust through testimonials and stories.

Now it’s time to bring everything together into one simple routine you can repeat every month – your **Mini Instagram Campaign**.

## **Your Day 7 Task: Run a Mini Campaign + Track Your Results**

### **Post a Simple “Date Check” Campaign**

This is one of the easiest ways to prompt enquiries – no hard selling, just clear communication.

#### **What to do:**

- Create a photo or Canva graphic that says:  
“Now booking for [Month]. Limited weekend slots available — DM ‘DATE’ to check availability.”
- Post it on your **feed** and share to your **stories**.
- Add a **Countdown Sticker** in stories for urgency (e.g., “Taking orders until [date]”).

### **Why it works:**

It reminds your followers that they can book with you *now*, not “someday.” Even if they don’t message immediately, it plants the seed.

### **Invite Warm Contacts to Follow**

There’s no shame in reminding people you exist — especially past customers or friends who’ve supported your cakes offline.

Send 2–3 quick, friendly messages like:

“Hi [Name], I’ve been sharing my new cake designs and availability updates on Instagram. I’d love you to follow along here: @[handle]. Thanks so much for the support!”

You’ll often gain loyal, engaged followers who already love your work.

### **Track Your Progress**

Let’s make your growth *visible*. Take a few minutes to note:

- Followers at the start and end of the challenge
- Profile visits
- Website or bio link clicks
- DMs or enquiries received
- Top post by reach
- Top post by saves

It’s so motivating to see real numbers and know your effort is paying off.

And remember — growth isn’t always about followers. Sometimes the real wins are confidence, clarity, and consistency.

### **Say Thank You (and Celebrate Yourself!)**

Post a short story or reel thanking your followers for their support — maybe even show your workspace, your cakes, or you smiling in your kitchen.

It helps your audience feel part of your journey, and it reminds you how much progress you’ve made in just one week.

### **Why This Matters**

When you follow this small campaign rhythm once a month, you keep your page active, visible, and customer-focused — without needing constant posting.

It builds momentum and turns social media into something that *works for you*, not something that drains you.

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