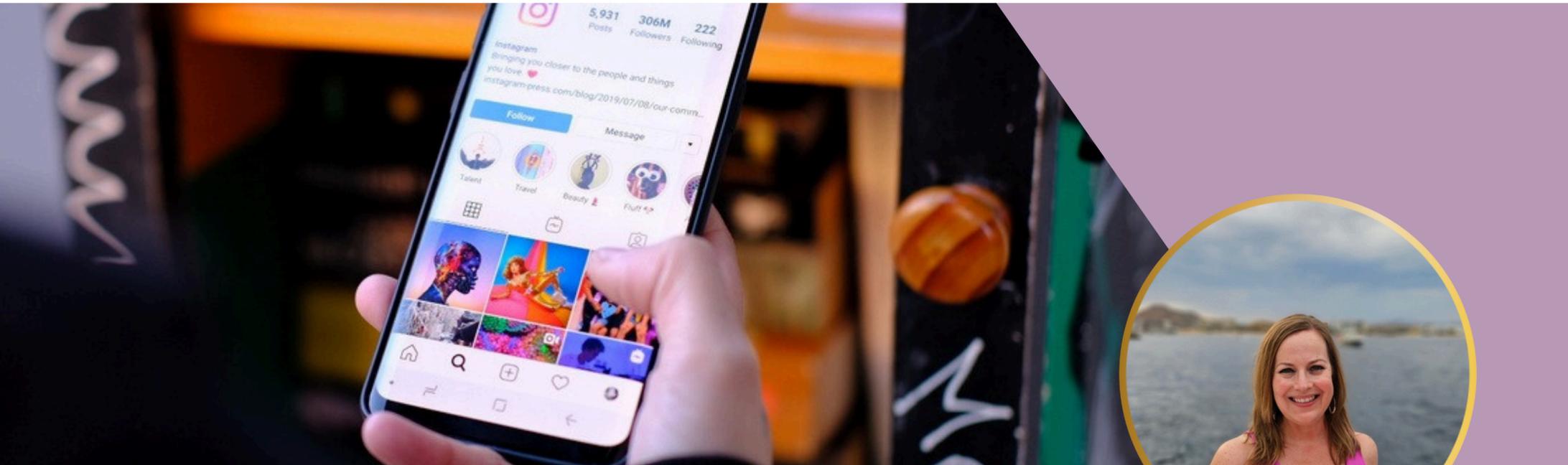




GURU TRAVEL

LUXURY IN EVERY JOURNEY



Dear New Guru Travel Advisors,

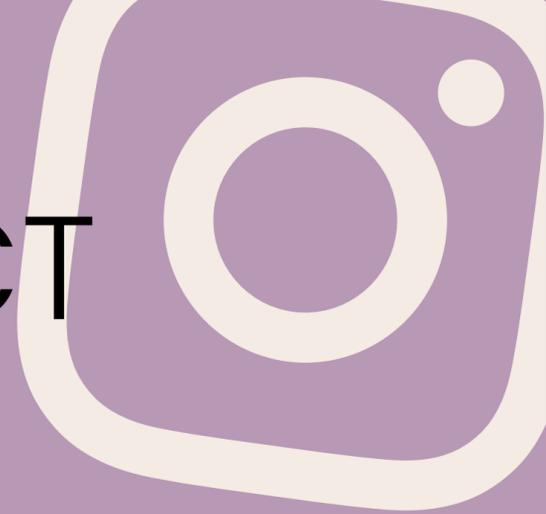
In today's world, Instagram isn't just a place for pretty pictures (though, trust us, we love those too). It's one of the most powerful tools for building your brand, connecting with travelers, and creating serious excitement around the vacations you can offer.

This eBook is your step-by-step guide to making Instagram work for you. We'll walk you through everything — from setting up your profile like a pro, to crafting posts that make people stop mid-scroll and say, "I need that trip!"

You don't need to be a tech wizard or a professional influencer. You just need a little creativity, a sprinkle of consistency, and the tips and tricks you'll find right here.

Ready to transform your Instagram into a magic wand that attracts dream clients? Let's dive in!

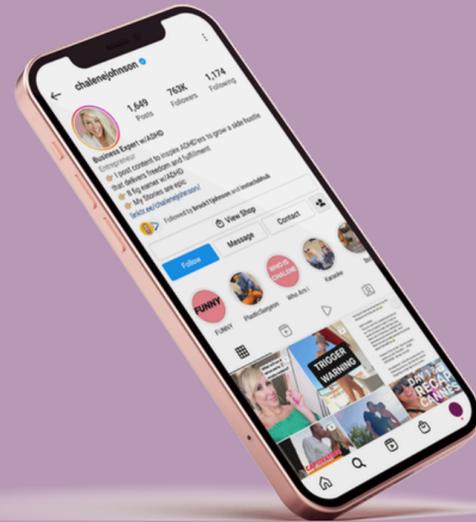
Kelly Ortiz, Your Guru Travel Guide



BUILD THE PERFECT INSTAGRAM BIO



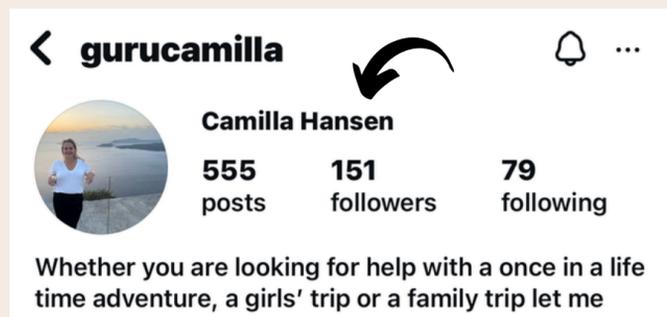
Your bio is like your business card on Instagram. It is the first thing that people see before they decide whether they want to press the follow button. If you want to maximize your Instagram growth, you should always make sure that your bio tells a stranger what you post about and why they should follow you.



1

Name line:
You can include 50 characters in that line.

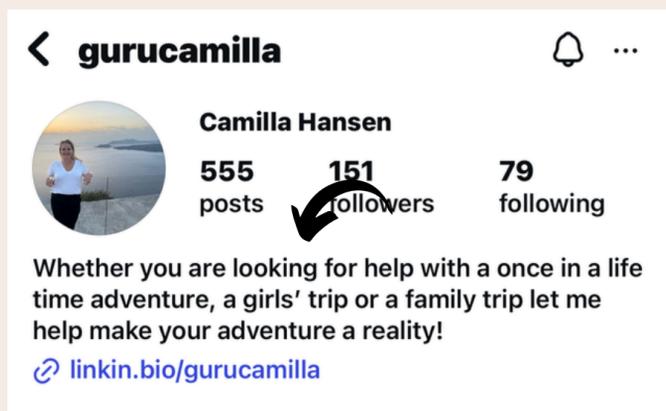
EXAMPLES:



2

Your first line should explain WHAT you post about and WHO your posts are for. This will help your viewers decide if your page is right for them! And remember, the more specific, the better.

EXAMPLES:



3 Including credibility in your bio is optional, but can really help to make you stand out in your field. Show your viewers WHY you are qualified to teach what you teach. Even if your experience seems insignificant to you, the right person will be totally impressed by your expertise.

EXAMPLES:

* 6+ years professional experience

◀ 250+ students worldwide

💪 30yrs+ Fitness Professional

4 Your Call to Action (CTA) tells your viewers what they should do next. What is in your link? How can they work with you? Tell them in the last line in your bio.

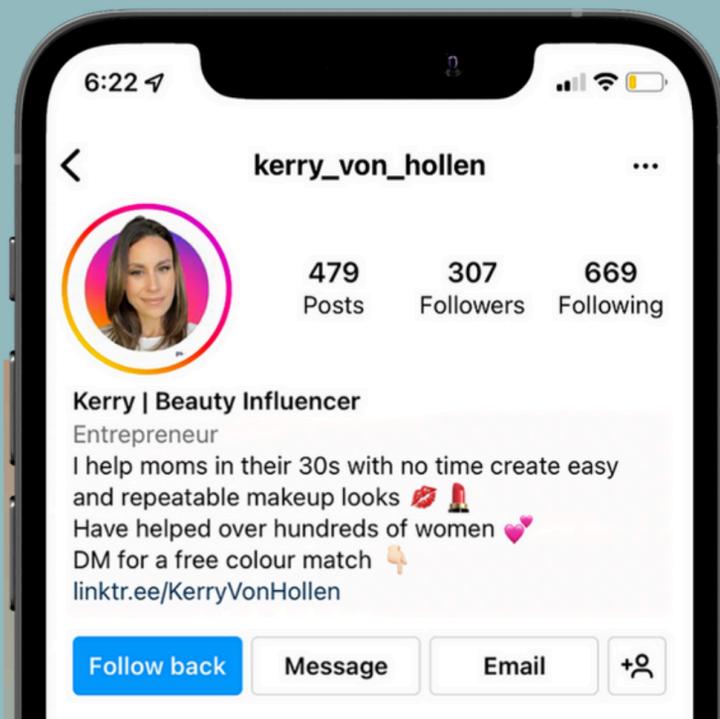
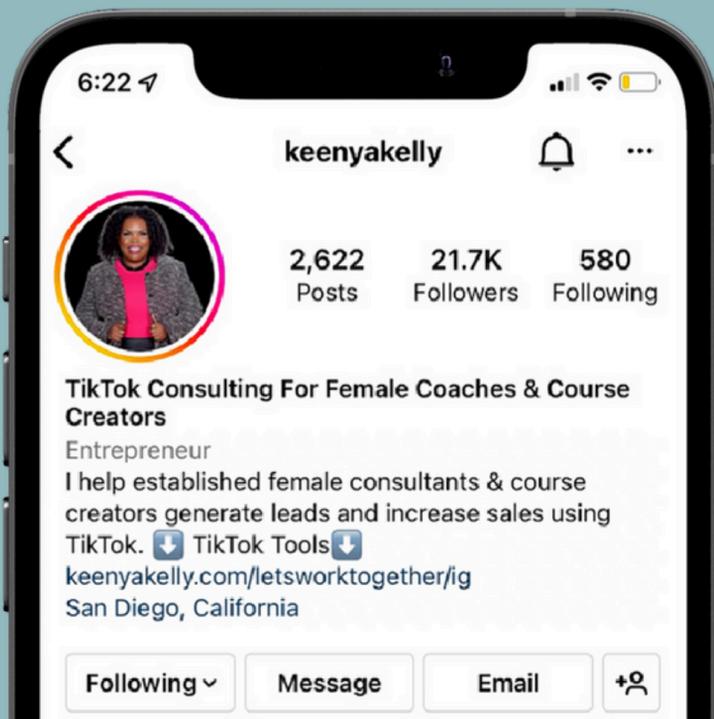
EXAMPLES:

BOOK FREE STRATEGY CALL ↓

📌 Apply for 1-1 Coaching

📌 Merch Store and Personalized Videos 📌

GREAT INSTAGRAM BIO EXAMPLES:





BUILD YOUR INSTAGRAM BIO:

NAME LINE:

WHAT KEYWORDS DO PEOPLE TYPICALLY SEARCH IN YOUR NICHE?

OPENING LINE:

WHO DO YOU HELP? (BE SPECIFIC)

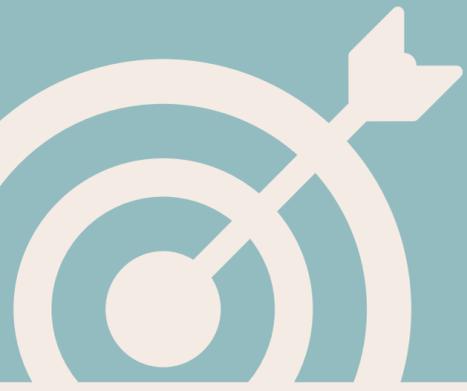
WHAT DO YOU POST ABOUT? (BE SPECIFIC)

CREDIBILITY:

WHAT EXPERIENCE DO YOU HAVE IN YOUR FIELD?

CALL TO ACTION (LAST LINE):

WHAT WILL SOMEONE FIND IN THE LINK IN YOUR BIO?



HOW TO GAIN TARGETED FOLLOWERS



1 WHO IS YOUR IDEAL FOLLOWER?

Age: _____

Goals: _____

Gender: _____

Profession: _____

Challenges: _____

Location: _____

2 WHAT DO THEY LIKE?

- _____
- _____
- _____

WHAT DO THEY DISLIKE?

- _____
- _____
- _____

WHAT DO THEY KNOW?

- _____
- _____
- _____

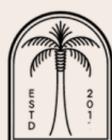
WHAT DO THEY NOT KNOW?

- _____
- _____
- _____

3 WHAT QUESTIONS ARE THEY ASKING?

- _____
- _____
- _____

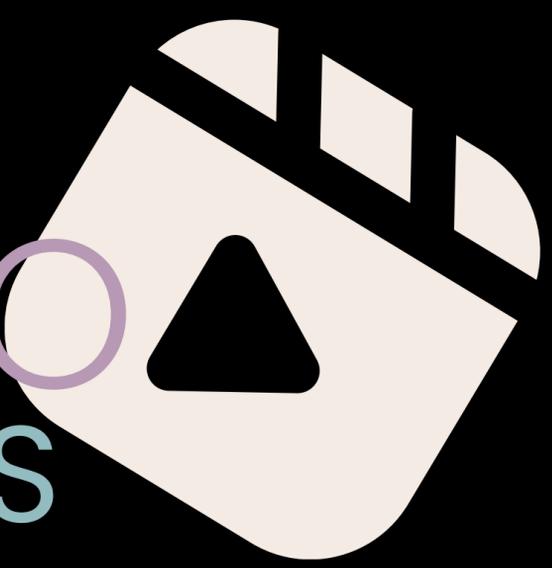
Keep your ideal follower's interests, language, knowledge, goals, and challenges in mind whenever posting!



GURU TRAVEL

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5 SELF-INTRO SCRIPTS FOR REELS



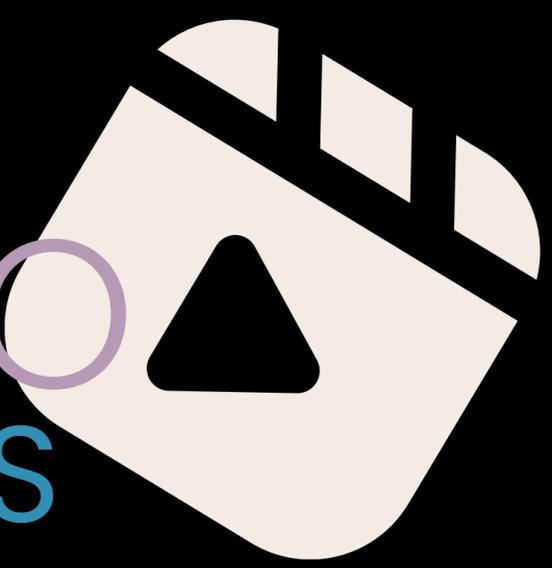
1: Business Owner Introduction Script

Hook: "Did you know that [Interesting Fact related to your business]? I'm [Your Name], and here's a glimpse into my journey! Hi, I'm [Your Name], the founder of [Your Business Name]. I started [Your Business Name] because [Brief Reason for Starting Business]. What sets us apart is [Unique Selling Point of Your Business]. I love [Aspect of Your Business or Industry], and my mission is to [Your Business Mission]. A fun fact about me is [Interesting Personal Fact]. Follow along for more insights into [Industry/Business Type] and drop a comment with your biggest question about [Relevant Topic]!"

2: Business Owner Story-Telling Script

"This one decision/moment changed everything for my business. Let me tell you about it. I'm [Your Name], and I run [Your Business Name]. There was a time when [Describe a Challenge or Turning Point]. That's when [Describe the Decision or Action You Took]. Because of that, [Describe the Positive Outcome]. This journey taught me [Lesson Learned or Insight Gained]. If you're on a similar path, hit that follow button for more stories and tips on [Relevant Business Topic]!"

5 SELF-INTRO SCRIPTS FOR REELS



3

Business Owner Behind-The-Scenes Script

"Ever wondered what a day in the life of a [Your Business Type] owner looks like? Let's dive in! Good morning! I'm [Your Name], and today, I'm taking you behind the scenes at [Your Business Name]. First thing in the morning, I usually [Morning Routine in Business]. One thing I always make time for is [Daily Business Task]. A big part of my day is [Key Business Activity]. I end my day by [Evening Routine in Business]. Want more behind-the-scenes content? Follow me and let me know what part of my business day you want to see next!"

4

Content Creator Introduction Script

"In a world full of [Your Niche] content, here's why mine is different. Hi, I'm [Your Name]! I create content about [Your Content Niche]. My journey started when [Brief Story about Starting as a Content Creator]. What I love most about this is [What You Love About Your Niche]. A unique aspect of my content is [Unique Aspect of Your Content]. Something personal about me is [Fun Personal Fact]. Join my community for unique insights and stories on [Your Content Niche]! Don't forget to like and comment with your favorite type of content!"

5

Business Brand Introduction Script

"Welcome to a brand that's more than just a product. This is [Your Business Name]! Hi, I'm [Your Name], the heart behind [Your Business Name]. Our brand stands for [Core Values of Your Brand]. We started with [Origin Story of the Brand]. Our most popular products/services are [Popular Products/Services]. We're proud to be different because [What Makes Your Brand Unique]. Follow us for the latest updates, and share this video with someone who'd love [Type of Products/Services]. Let's grow together!"



GURU TRAVEL
LUXURY IN EVERY JOURNEY



CTA'S

FOR ENGAGING REELS

→ LIKE THIS POST IF YOU FOUND IT VALUABLE!

SHARE THIS TO YOUR STORY IF YOU CAN RELATE!

SAVE THIS POST IF YOU LEARNED SOMETHING!

COMMENT BELOW IF YOU AGREE/DISAGREE!

SEND THIS POST TO A FRIEND WHO NEEDS IT!

SHARE THIS POST TO HELP SPREAD THE NEWS!

TAG A FRIEND WHO COULD USE THIS!

COMMENT "YES" IF YOU'LL GIVE THIS A TRY!

FOLLOW FOR MORE CONTENT LIKE THIS! ←



CHECKLIST

FOR PUBLISHING INSTAGRAM REELS



1



Edit the video clips for your Reel



2



Add music, audio, or a talking script



3



Add text onto your Reel



4



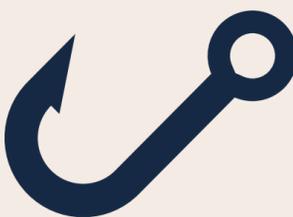
Create closed captions (talking videos)



5



Write a caption that hooks us in



6



Turn ON/OFF the “Share to Feed” button





CHECKLIST

FOR PUBLISHING INSTAGRAM REELS



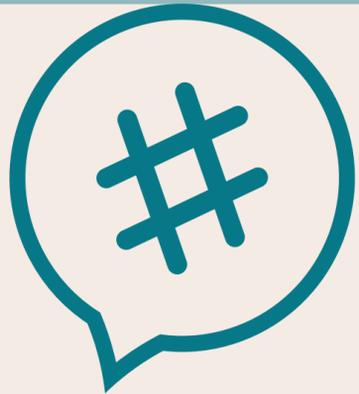
7 Tag any relevant accounts or add collaborators



8 Tag relevant products



9 Add topics, hashtags, keywords



10 Add a location (for local businesses)



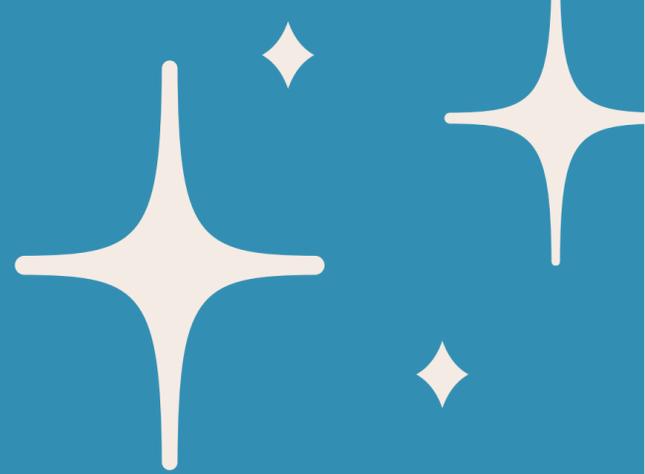
11 Select or create an eye-catching cover photo



12 Save to draft or post your Reel!



10 MINUTE INSTAGRAM MAKEOVER



UPDATE YOUR PROFILE PICTURE



MAKE SURE YOUR USERNAME
REFLECTS YOU

brock11johnson



ADD KEYWORDS
TO YOUR NAME

Sarah Gavilla | Reels & IG Tips | Social Media
Manager & Coach



USE YOUR BIO TO TELL
US WHAT YOU POST

📱 I help entrepreneurs increase sales by building
their community on Instagram
👤 Sharing IG tips, hacks, & updates!

5

ADD A CTA ABOVE YOUR LINK



6

CHECK THAT YOUR CTA REFLECTS LINK



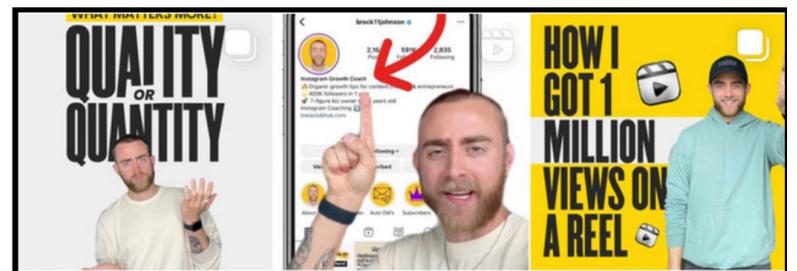
7

CHECK THAT HIGHLIGHTS ARE NICHE-RELATED



8

CHECK THAT POSTS ARE NICHE-RELATED



9

MAKE SURE REEL COVERS INCLUDE TEXT

