

HOW TO MAKE MONEY USING INSTAGRAM

Without being Instagram famous.

Lauren Cooper • Rosemont Lane Design Studio

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QUICK SHOW OF HANDS

- Who sells a PRODUCT?
- Who sells a SERVICE?
- Who sells BOTH?
- Who has acquired a paying customer through Instagram?
- Who feels like they should be doing “more” on Instagram—but isn’t sure what that means?



WHAT WOULD “**SUCCESS**” ON INSTAGRAM ACTUALLY LOOK LIKE FOR YOU?

Followers? Engagement? Inquiries? Sales? Revenue?

Those are not necessarily the same thing.

WHY ME?

- Self-taught muralist + founder of Rosemont Lane
- 250+ murals painted for businesses across the US
- Clients ranging from local businesses to national brands
- A working artist—not an Instagram guru





You might have seen some of my work around town!

I'M NOT INSTAGRAM FAMOUS.

I'm not consistently mega-viral.

I don't post three times a day.

I'm an artist who learned how to **SELL** my art.

**Instagram has been at the center of almost my
entire sales + marketing ecosystem.**

\$320K+

Projected mural revenue this year.

YOU CAN MAKE MONEY USING INSTAGRAM.



Not necessarily
FROM Instagram,

but rather

USING Instagram to sell the
business you already have.

Let me explain...



STOP ASKING:

“How do I grow my Instagram?”

START ASKING: “How can Instagram grow my BUSINESS?”

DEFINE YOUR VERSION OF SUCCESS

- What do I sell?
- Who do I sell it to?
- What do I want Instagram to do for my business?
- What result would actually move the needle?
- What does my customer need to see before they buy?

Notice: I didn't ask how many followers you want.



DISCOVER YOUR ICP.

Ideal Customer Profile = the person who can actually
PAY *YOU* for the thing you're trying to sell.

MY EXAMPLE: TWO FOLLOWERS

FOLLOWER A

Loves murals

Comments on everything

Fellow artist

Has followed me for 4 years

FOLLOWER B

Marketing director

Never heard of me

Needs a \$15K mural

Lands on my profile today

WHO DOES MY INSTAGRAM NEED TO WORK FOR?

WHO IS YOUR “FOLLOWER B”?

- Who are they?
- What do they do?
- What problem do they have?
- What are they willing to pay for?
- What would make them trust **YOU**?



***** YOU WILL HAVE SPACE IN THE WORKBOOK TO ANSWER THESE QUESTIONS *****



YOUR INSTAGRAM HAS A JOB.

Website • Portfolio • Business Card • Networking Event • Salesperson
All working while you're doing something else.

(Hopefully doing more of what you love and why you are HERE!)

THIS IS HOW YOUR IG WORKS FOR YOU

WARMING UP A NEW VIEWER:

FIRST THEY FIND FIND YOU (POST, REEL, CAROUSEL, COLLAB, AD) →
UNDERSTAND YOU → TRUST YOU → WANT WHAT YOU'RE OFFERING

+ ***FINALLY*** → *TAKES ACTION*

500 VIEWS & ONE \$10K CLIENT

can be more valuable to your business than
500,000 views + zero clients.

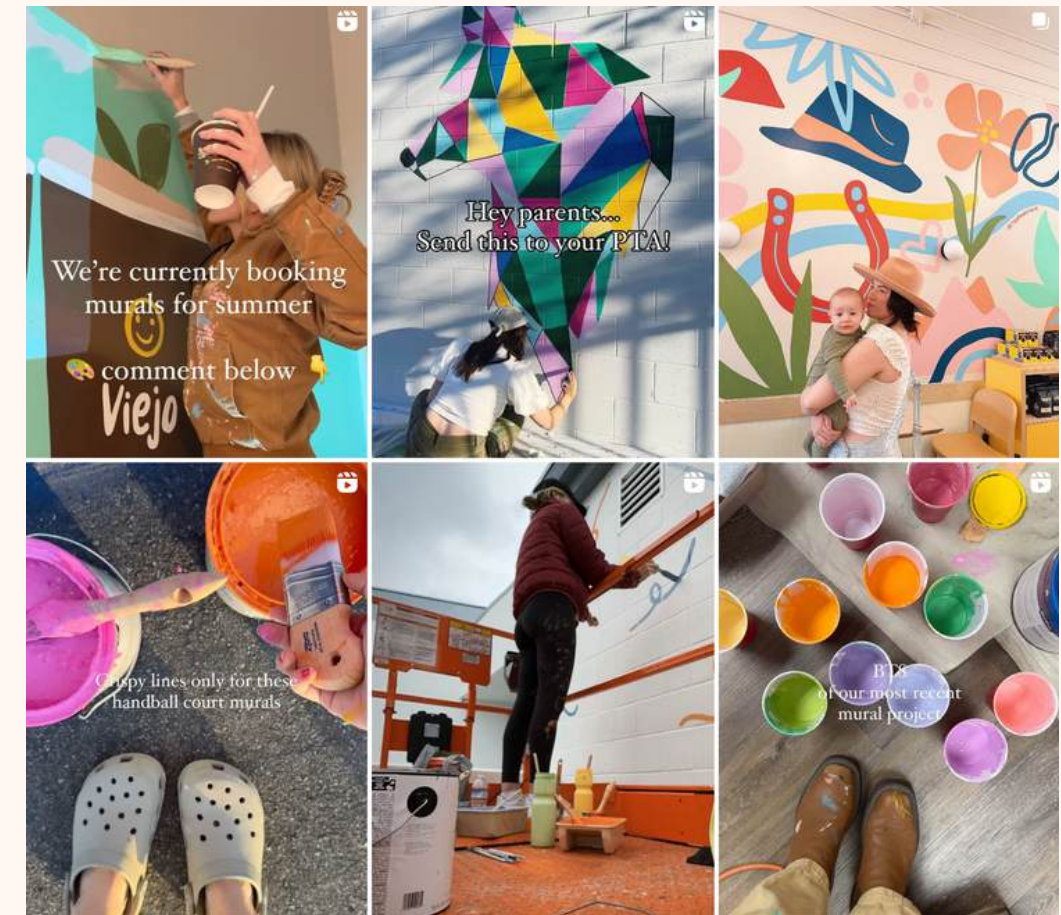
Virality $\neq$ profitability.

THIS IS WHY PEOPLE SAY CONSISTENCY OVER EVERYTHING.

KEEP SHOWING UP!

HOW INSTAGRAM HAS ACTUALLY MADE ME MONEY

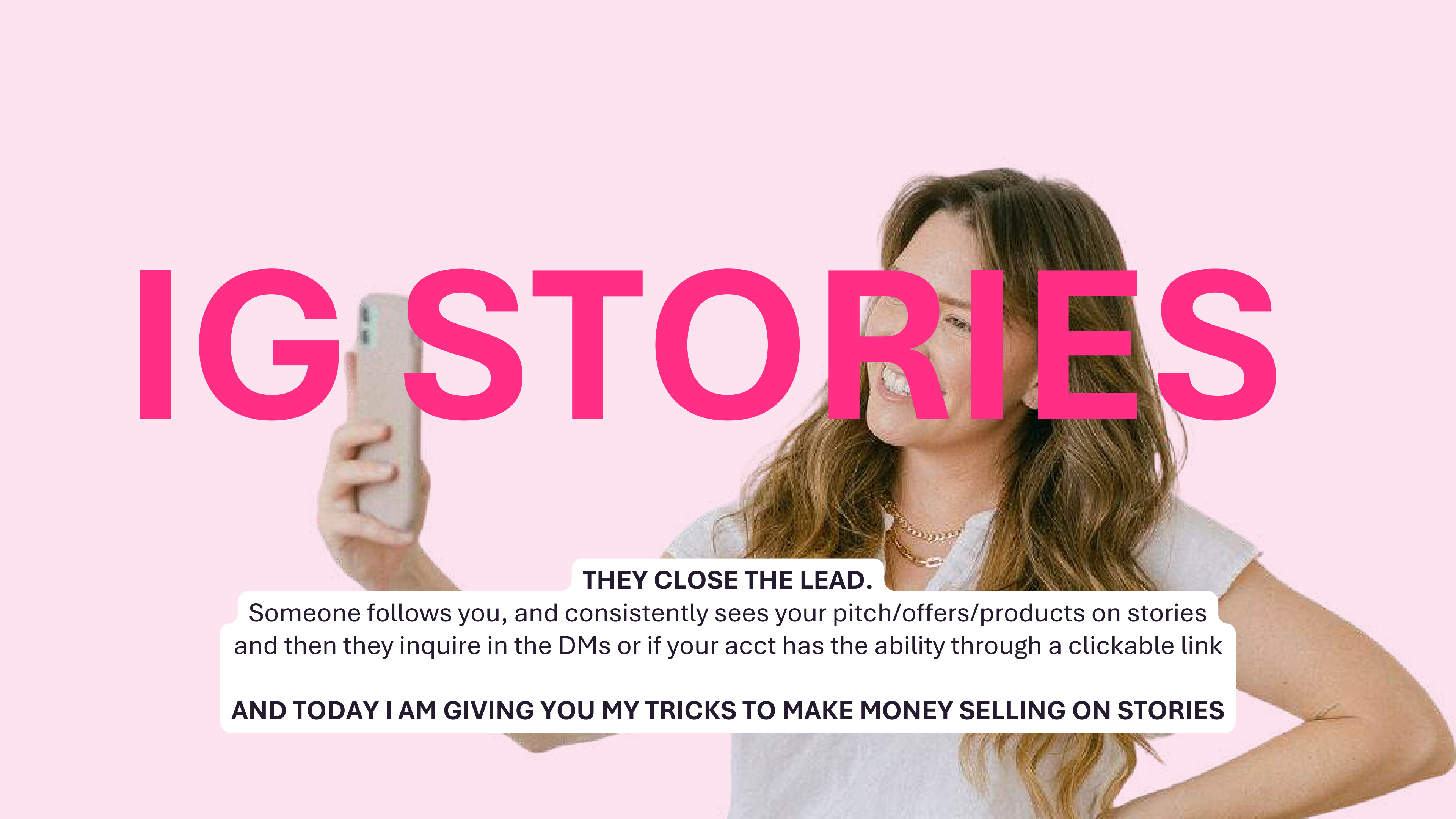
- POST → PROFILE → DM → CLIENT
- REFERRAL → INSTAGRAM → TRUST → CLIENT
- IN-PERSON CONNECTION → FOLLOW → CLIENT
- PAST CLIENT → SEES NEW WORK → HIRES AGAIN



OK SO... WHAT'S THE SECRET SAUCE???

What SPECIFICALLY creates revenue on IG...

IG STORIES



THEY CLOSE THE LEAD.

Someone follows you, and consistently sees your pitch/offers/products on stories and then they inquire in the DMs or if your acct has the ability through a clickable link

AND TODAY I AM GIVING YOU MY TRICKS TO MAKE MONEY SELLING ON STORIES

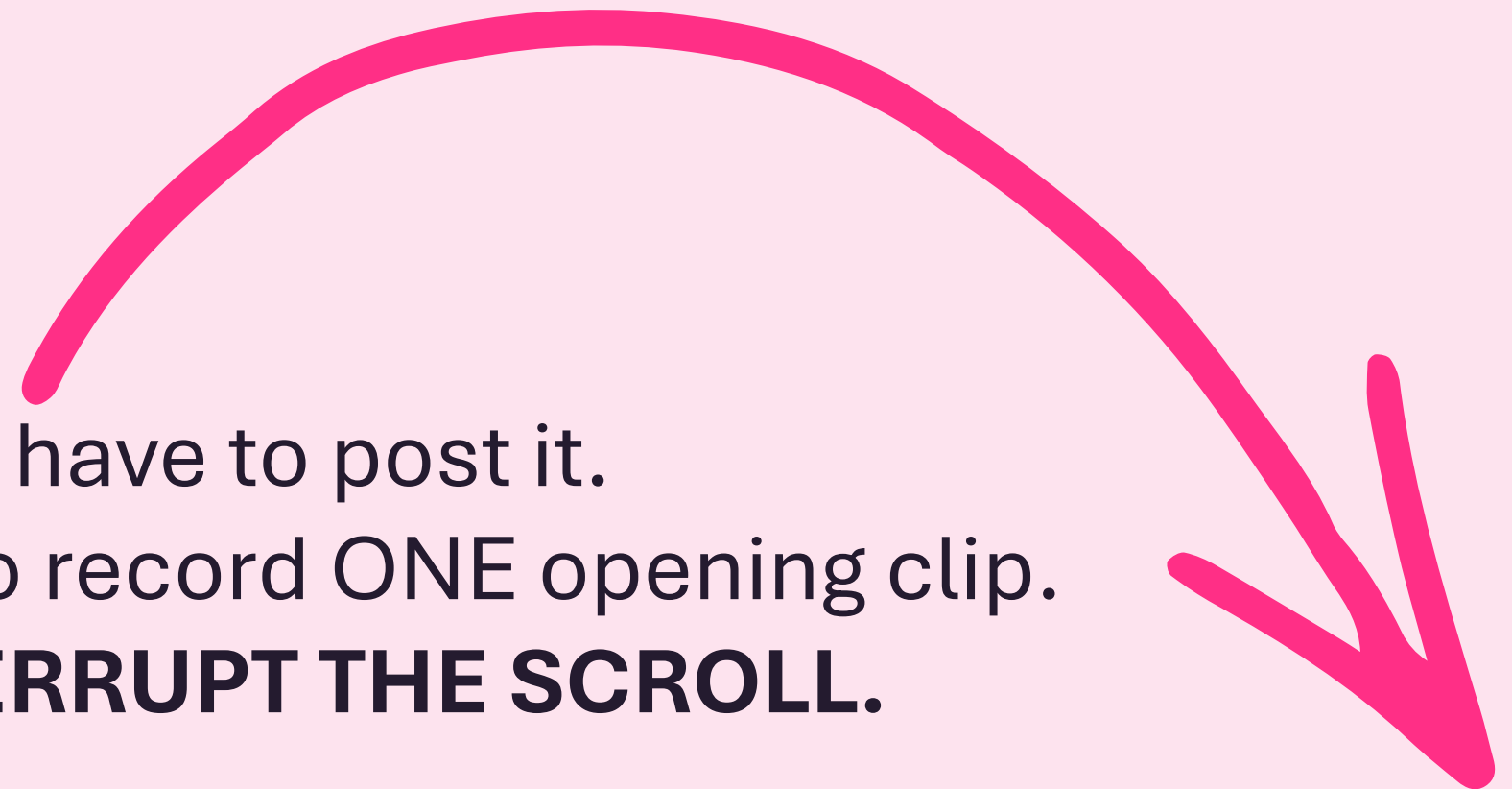
OKAY. PHONES OUT.



Open your camera.
Yes, right now.

WE'RE TALKING TO CAMERA.

You do NOT have to post it.
You have 30 seconds to record ONE opening clip.
Your only job: **INTERRUPT THE SCROLL.**



STEAL ONE OF THESE

- “I am at ____ and I wanted to show you ____...”
- “Here’s what our most recent client said about ____...”
- “If you’re thinking about hiring a ____, listen to this...”
- “I made a mistake today...”
- “Want to see what \$____ gets you?”
- “Here’s what I’m working on today...”

3... 2... 1... RECORD.



**SOME OF YOU LOOKED LIKE YOU'D RATHER BE GETTING A
TOOTH PULLED...**

**LET'S RESET WITH MY 5 SECONDS BEFORE YOU STORY
METHOD AND THEN TRY AGAIN...**

***WHAT YOU'RE SELLING IS VALUABLE
CONFIDENCE IS CONTAGIOUS
NOW BREATHE IN, AND WHEN YOU BREATHE OUT SMILE***

READY, SET, RECORD

A woman with long brown hair, wearing a white long-sleeved button-down shirt and patterned pants, is holding a yellow smartphone with both hands. She is looking down at the phone. The background is a bright, out-of-focus indoor setting.

Now let's turn it into something that can actually sell.

Here are 4 Story formulas you can steal.

STORY FORMULA #1 THE “GET TO KNOW ME” SOFT SELL HOOK



YOUR STORY



CONNECTION



WHAT YOU DO



SOFT OFFER

EXAMPLE:

“I'm not sure I've ever told you how I started doing this...”

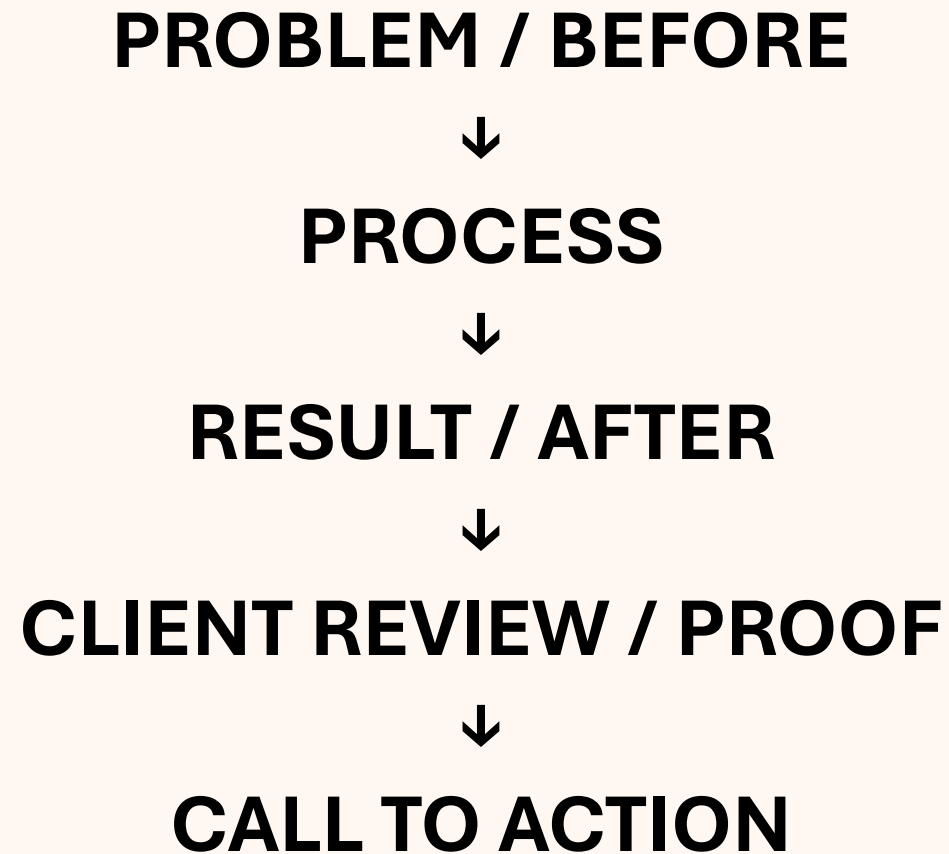
→ Tell the story

→ Show yourself/work

→ Connect it to what you do now

→ FACE TO CAMERA PROMPT: “Anyway, somehow this is my job now 😂 I'm booking spring commissions. DM me if you've been thinking about one.”

STORY FORMULA #2 **THE PROOF** Perfect for products OR services.



EXAMPLE:

“This wall was completely blank when we arrived...”

- Behind the scenes
- Finished mural
- Client's reaction/DM

→ “Want me to transform your space? DM ‘MURAL’ and I'll send you details.”

LET THE RESULT + CUSTOMER SELL FOR YOU.

STORY FORMULA #3 COME WITH ME.

TALK TO CAMERA



REAL LIFE



BEHIND THE SCENES



TALK TO CAMERA AGAIN



RESULT

“Come paint a mural with me today...”

Coffee. Car ride. Studio. Mess. Mistake. Funny moment. Process. Finished work.

PEOPLE BUY FROM PEOPLE.

I've had people hire me who felt like they knew me before we'd ever met. They've watched me work, heard me talk, seen how I handle problems and gotten to know my personality.

I'm not starting at zero trust when they inquire.

HOT TIP:

BECAUSE I KNOW YOU'RE WONDERING HOW MUCH DO YOU SHARE ABOUT
YOUR PERSONAL LIFE VS WORK...

PERSONAL ≠ PRIVATE YOU GET TO CHOOSE THE BOUNDARY.

You don't have to share your:

Family - Relationship - Home - Kids - Private life
IF YOU DON'T WANT TO

BUT YOU MUST

Share your:

Personality - Professional Opinions - Process - Humor - Expertise - Mistakes - Creative
decisions
and the Day-to-day work

YOUR GOAL IS TO LET THEM KNOW THE PERSON BEHIND THE PRODUCT.

GO BACK TO YOUR ICP... you know your client best so if it resonates POST IT!

STORY FORMULA #4 **THE HARD SELL**. Talk directly to your ICP.

THEIR PROBLEM



HOW IT FEELS / WHY IT MATTERS



YOUR SOLUTION



PROOF



THE OFFER



ONE CLEAR ACTION

EXAMPLE:

“If you own a restaurant with a giant blank wall that feels like an afterthought, this is for you...”

→ Explain the missed opportunity

→ Show what you create

→ Show finished project/client reaction



“I have two mural openings. DM ‘WALL’ and I’ll send you pricing + next steps.”

DON'T MAKE PEOPLE GUESS WHAT YOU WANT THEM TO DO.

MAKE SHOWING UP EASY. **BUILD YOUR STORY TOOLKIT.**

STEP 1: Create on canva

20 - 30 branded backgrounds

Your logo / PNG

Brand colors

Favorite fonts

Work/product cutouts

Client testimonials

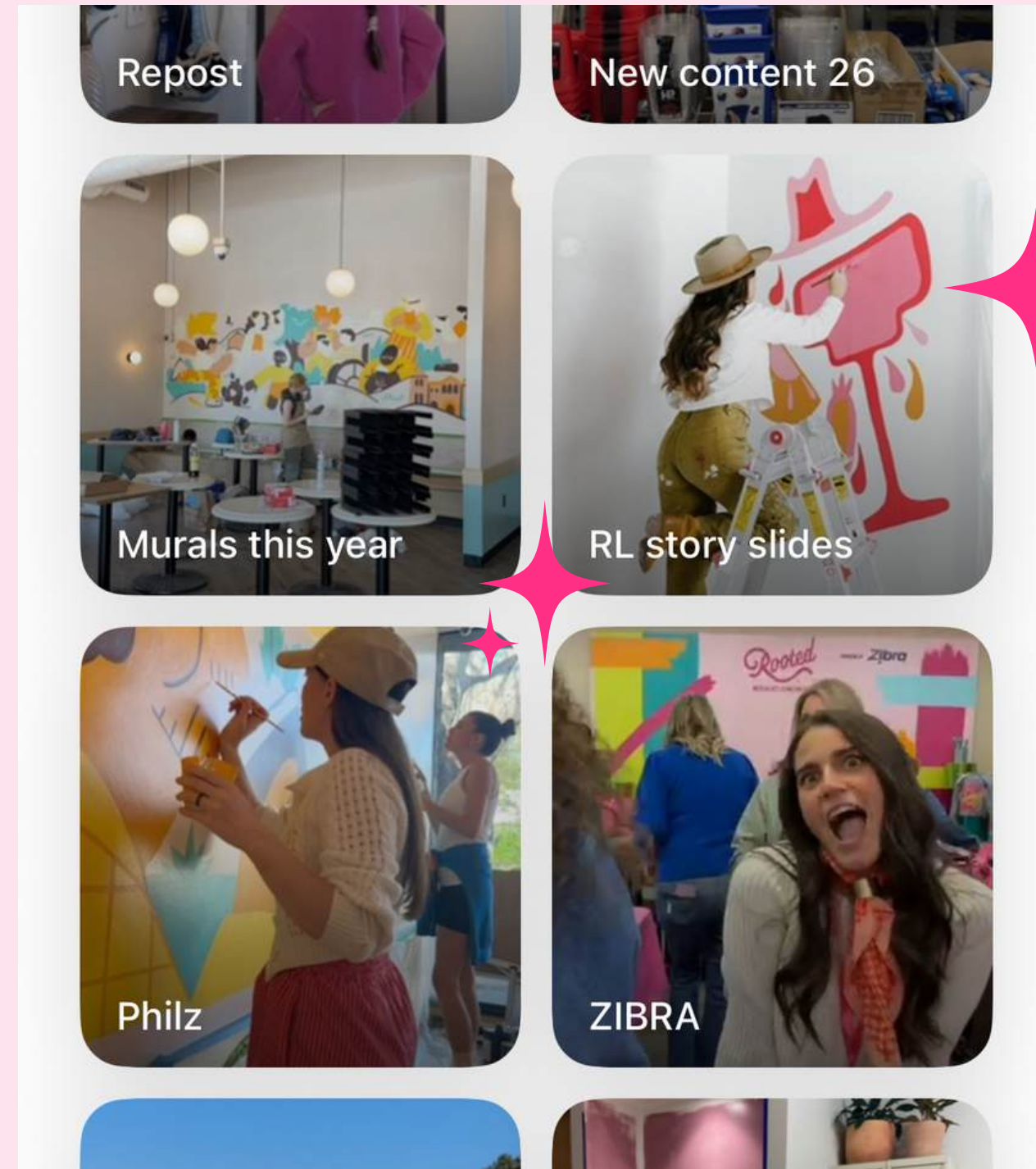
FAQ slides

Professional photos

CTA / “Book Me” slides

STEP 2: save those (as story size) and put them in an album on your phone name that album...

Here is what mine looks like:



Don't make story posts time consuming, work smarter not harder

HOT TIP:

Be consistent with IG story fonts, colors, gifs you use so your story slides... especially “TALKING TO CAMERA” ... are recognizable

DON'T KNOW CANVA?

*CONSIDER IT YOUR NEW FAVE IG TOOL, AND IF YOU ARE ALLERGIC TO
LEARNING NEW SYSTEMS LIKE THIS THEN REACH OUT
I AM HAPPY TO HELP!*

HOW OFTEN IS IT OKAY TO SELL ON INSTAGRAM STORIES?

SHOUT IT OUT!

Once a month?

Once a week?

3x a week?

Only when you're launching?

EVERY. SINGLE. DAY.

SELLING ≠ “BUY MY THING.”

Selling can be:

Behind the scenes • Client result • FAQ • Testimonial
• Process • Story • Education • Personality •
Availability • Offer



**ATTENTION → PROFILE → TRUST → OFFER →
CONVERSATION → SALE → RELATIONSHIP**

That's the sales system.

DON'T FORGET THE OFFER PART

- “I’m booking...”
- “Commissions are open...”
- “DM me...”
- “Here’s how this works...”
- “Here’s what it costs...”
- “Here’s how to get started...”

People can’t buy something you never offer them.

5 WAYS TO CLOSE THE LEAD

Your last Story should tell them EXACTLY what to do next.

1. DM ME *“Want more info? DM me and I’ll send you my 1-minute inquiry form.”*

2. BOOK A CALL *“Ready to get started? Click here to book a discovery call.”*

3. COME BUY IT *“Want one? They’re available at our shop today. We open at 10am.
Come see us!”*

4. CLICK + BUY / SIGN UP *“Registration is open! Tap here to save your spot.” “Shop the
collection here ↓”*

5. USE A TRIGGER WORD *“DM me **LOVE** and I’ll automatically send you the link.”*

HOT TIP: Use ManyChat to automate trigger words that send your product, inquiry form,
signup page, waitlist, etc.

MAKE SURE THE ACTION IS THERE — NOT ONE CLICK AWAY. AVOID “LINK IN BIO.”



THE SALE ISN'T THE END.

CLIENT → RELATIONSHIP → REPEAT CLIENT → REFERRAL

Your best next client might already know you.

INSTAGRAM ISN'T THE BUSINESS. IT'S A **TOOL**.

Instagram has carried almost my entire sales ecosystem.
Now I'm exploring email, additional funnels, intentional outreach +
deeper client relationships.

Build a business, not just an account.

BUT PLEASE LEAVE YOUR HOUSE.

ONCE YOU'RE COMFY ON IG - THAT DOESN'T MEAN THE
CONNECTIONS IRL STOP

Network. Pitch yourself. Tell people what you do. Follow up.
Maintain client relationships.

Instagram should support relationships not replace them.

YOUR CHALLENGE THIS WEEK

- FIX ONE THING on your profile. HOT TIP email me before December 7th and I will audit and rewrite your bio for FREE!
- TALK TO CAMERA once.
- MAKE ONE CLEAR OFFER.



Q

&

A

I WANT YOUR IG TO BE YOUR NEW BFF

EMAIL ME FOR A 1:1 in November

What do you sell? Who do you sell it to? What's not working? Let's troubleshoot it together.

FREE 30 MINUTE SESSION SUBJECT LINE *SCBFA*

Rosemont Lane Design Studio



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HOW TO MAKE MONEY USING INSTAGRAM *Workbook*

Lauren Cooper • Rosemont Lane Design Studio



WHAT WOULD “**SUCCESS**” ON INSTAGRAM ACTUALLY LOOK LIKE FOR YOU?

Followers? Engagement? Inquiries? Sales? Revenue?

Take 2 minutes to write this down.

5 MINUTE IG SELF - AUDIT RATE YOURSELF 1-5

- Can someone tell what I sell?
- Am I showing the work I want MORE of?
- Does my account build trust?
- Do people see ME?
- Do I make clear offers?
- Is it easy to buy / inquire?

HOT TIP - make sure the majority of your content is talking to your CUSTOMERS and not to peers!

Can a stranger answer these questions from your profile?

THE 5-SECOND TEST

- WHAT do you do?
- WHO is it for?
- WHERE do you work / sell?
- WHY should they trust you?
- HOW do they hire or buy from you?

10 MINUTE TASK: WHO IS YOUR ICP?

- Who are they?
- What do they do?
- What problem do they have?
- What are they willing to pay for?
- What would make them trust **YOU**?

Note you can have a few different ICPs

This depends on what you are selling. Some people also call this an AVATAR.

A woman with long brown hair, wearing a white long-sleeved button-down shirt and olive green cargo pants, is holding a yellow smartphone with both hands. She is looking down at the phone. The background is a bright, out-of-focus indoor setting. Overlaid on the image is the text "4 Story formulas you can steal TODAY" in a bold, pink, italicized font.

4 Story formulas you can steal TODAY

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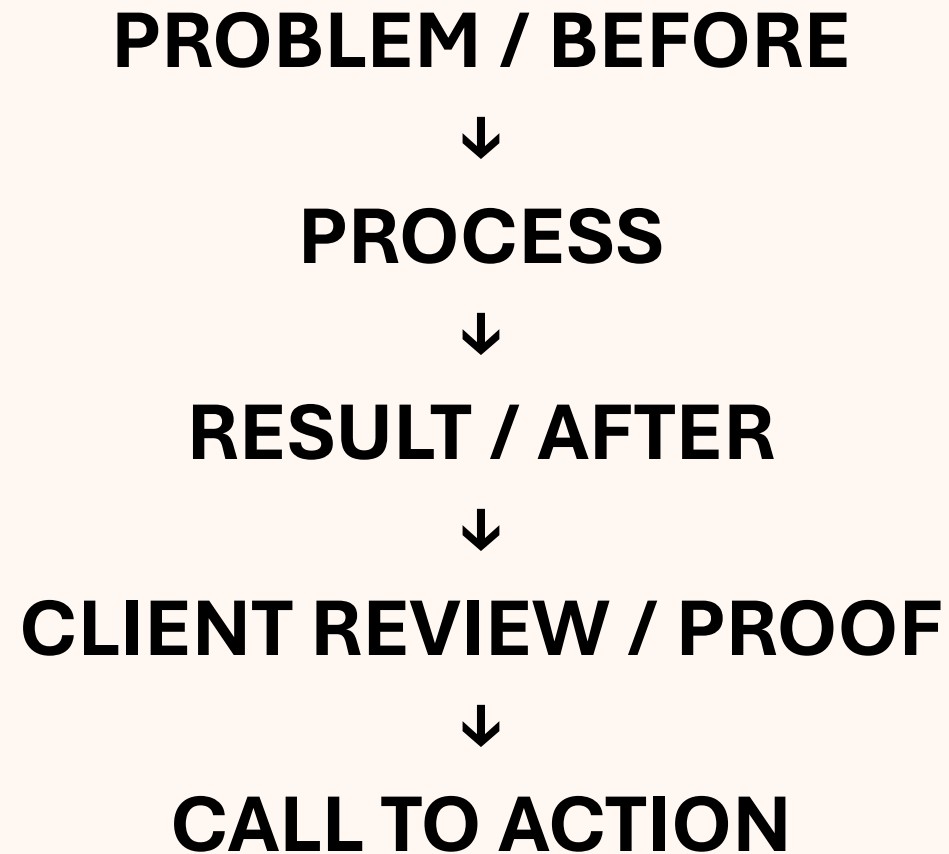
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WRITE 2-3 SCRIPTS FOR YOUR GET TO KNOW ME STORY:

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- FIX ONE THING on your profile. HOT TIP email me before December 7th and I will audit and rewrite your bio for FREE!
- CREATE BRANDED SLIDES + SAVE TO A NEW FOLDER CALLED “STORY SLIDES”
- TALK TO CAMERA once.
- MAKE ONE CLEAR OFFER.

**MAKE SURE TO DM ME AND SHARE YOUR
STORIES WITH ME!**

@ROSEMONTLANE