

A woman wearing a white short-sleeved top, a wide-brimmed hat, and colorful floral-patterned pants stands in a doorway. The doorway is framed by a light blue door with gold trim. The wall behind her is painted in vertical stripes of light blue and light orange. The ground in front of the doorway is a light-colored concrete or stone.

Dean Street Society

DOUBLE YOUR  
INSTAGRAM FOLLOWING  
with @HilaryRushford

*What's your business dream? What if you could get in front of over 1 billion people, for free, while being creative and developing relationships with them that would make them want to become your customer or client?*

*Whether you presently have 100 or 10,000 followers — Instagram is the fastest, cheapest, most fun place I've found to grow a tribe of over 225K. And the secrets to Instagram carry over into all areas of your business.*

*Read on and let's talk about why Instagram remains the hottest most powerful platform for small businesses, and my unique recipe that's helped thousands of entrepreneurs start or scale their dream ...*

FIRST ... WHY INSTAGRAM?

## JUST THE FACTS, MA'AM

**INSTAGRAM KEEPS GROWING:** *In 2018 Instagram saw the fastest user growth rate in its history — instead of slowing down, it's actually growing faster these days.*

*Instagram is the platform to beat right now. People are there, the growth is there, the engagement is happening, and the creative and advertising tools are available to all.* [LOCOWISE]

**SOCIAL > EMAIL MARKETING:** *We now spend more time on social media than in our email inboxes.* [WALL STREET JOURNAL]

**INSTAGRAM > FACEBOOK:** *According to studies, people turn to Facebook for news and friends/family; posts tend to have a pretty opinionated bent, whether they're about politics or a recent ex. On Instagram it's easy to showcase a product/service in a way that doesn't feel forced and creates positive feelings around the brand; while users connect with friends/family, they're just as likely to use it for fashion cues, interior design inspiration, DIY project ideas.* [ADWEEK]

*In other words:*

- *People are more interested in brands on Instagram*
- *They're there seeking inspiration and new ideas*
- *In a more creative, less defensive place than amidst the drama of Fbk posts*

**INSTAGRAM > PINTEREST:** *Instagram has 4x more users than Pinterest, and 2x as many are on the app every day* [MEDIAKIX + PEW RESEARCH CENTER]

**INSTAGRAM > SNAPCHAT:** *Instagram has 2x more users than Snapchat. 50% are on IG Stories daily, where influencers see 30% more engagement.* [TECHCRUNCH]

**INSTAGRAM > EVERYTHING:** *Instagram is the overall engagement winner: Engagement with brands on Instagram is 10 times higher than Facebook, 54 times higher than Pinterest and 84 times higher than Twitter.* [TRACKMAVEN + SOCIAL PILOT]

## WHO IS THIS HILARY DAME?

*If we haven't met before, hello new friend!*

*I'm Hilary Rushford. Musical theatre dancer, turned fashion stylist. A few years into my business folks started asking how I was growing my Instagram following.*

*I'd gone from 5K to 10K in 5 months, so I created a little 1-hour class called "Double Your Instagram Following" to teach what I was doing. I talked for 3 hours [I had so much to share!] and pretty quickly folks started to report back that their followings, and more importantly their businesses, were growing too!*

*Instagram has opened more doors for me than any other platform, while creating my most intimate community and making me tens of thousands in revenue. [Note: Not from teaching Instagram, but meeting people who became students in my style course and the like.]*

*Nowadays, I'm proud to have crossed 225K followers on Instagram. But I'm more proud to say I have a profitable 7-figure business and can afford to have an incredible team because Profitable > Popular is what really matters.*

*Most of all though, I'm proud to have taken a four month sabbatical in my third year of business traveling around Europe. I love that I don't work nights or weekends. And that Beau [my gent] feels I have a super healthy work/life balance which means long stretches with my little niece and nephew. Ultimately, I believe in a life of less hustle and more grace.*

*Does that sound like something you're interested in? While making a living being creative, letting your passion pay your rent?*

*If so, you're in the right place, m'dear.*

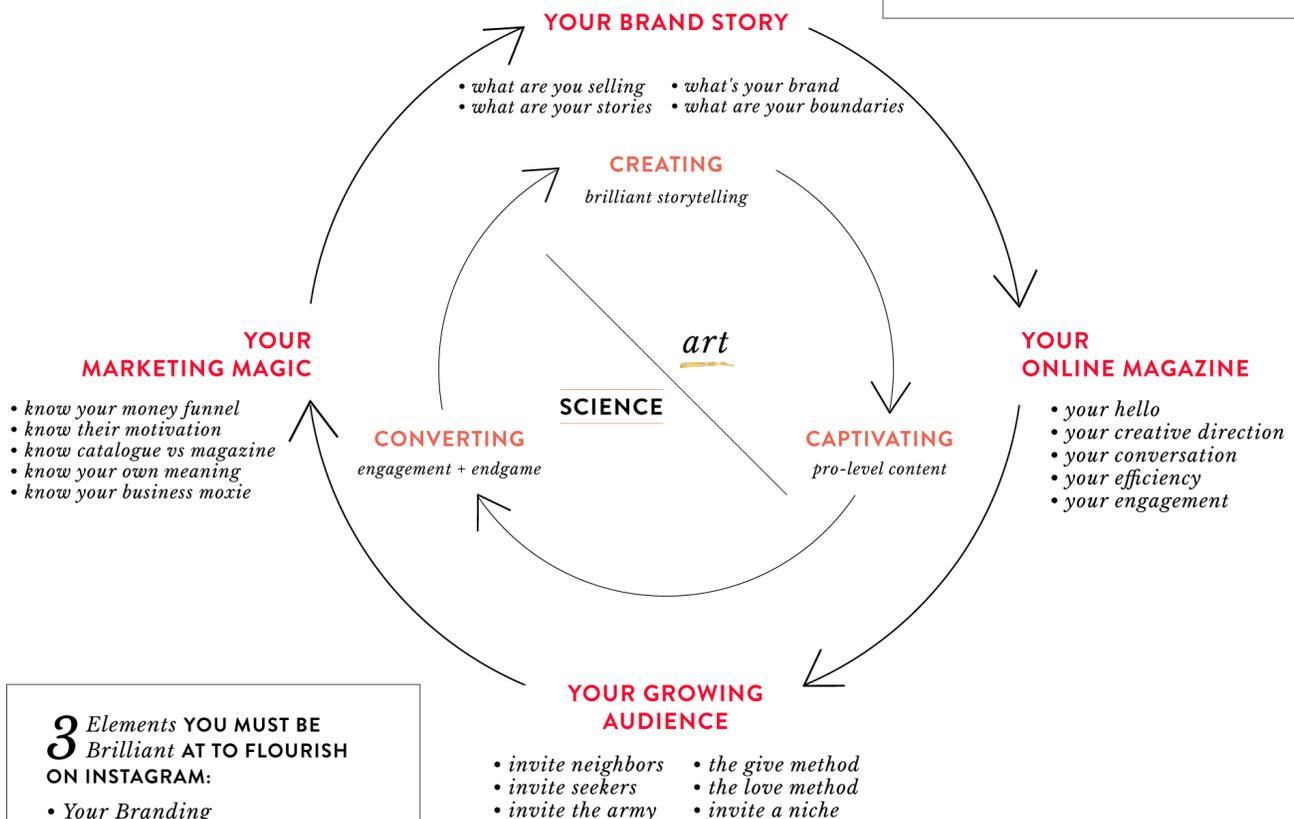
*Let me give you an overview of my entire strategy on Instagram [which also carries over into the rest of your business!] ...*

# MY ESSENTIAL MAP to GROW YOUR FOLLOWING & REVENUE WITH INSTAGRAM

**YOUR Rinse + Repeat Recipe  
FOR ROCKING INSTAGRAM:**

- Tell a compelling story
- Show us what it looks like
- Invite us to your party
- Send us on with a gift [hint: your product or service]

[I'll share five secrets to doing this + getting your loop started during the live class!]



**3 Elements YOU MUST BE  
Brilliant AT TO FLOURISH  
ON INSTAGRAM:**

- Your Branding
- Your Marketing
- Your Product

[I'll explain how to touch on all three during Double Your Instagram Following]

**NEXT STEP ▶**

Join us for Double Your Instagram Following to learn more...

## READY TO DOUBLE YOUR OWN INSTAGRAM FOLLOWING?

*Below is a workbook to guide you through my live masterclass. Print this off or have it open on your computer to take notes when you join us on the call.*

*For each of the five lessons I'll cover you'll see a place to take notes on:*

- *The top level secret pro users know.*
- *The golden ticket or main nugget to take away.*
- *Plus an action step to make happen that same day on your account.*

*with grace & gumption,  
Hilary*

*P.S. Be sure to show up 10 minutes early for the #DeanStDanceBreak! Yes, I really do start all my classes with a dance party.*

*Plus, I always stick around to answer as many Q's as I can about Instagram or business after the class so take advantage of this free coaching session!*

*See you at the workshop ...*

## PRO SECRET #1 OF 5

### THE PURPOSE OF YOUR INSTAGRAM:

is to connect with + then convert,  
your ideal clients + customers

It tells the story of your brand, brings them along  
on a journey, giving them along the way  
what they can get more of from your products or services

*Pro Secret #1: Your Instagram profile* \_\_\_\_\_

*Golden Ticket: Unclear about* \_\_\_\_\_ =  
*efforts on Instagram fall flat.*

*Make it Happen:* \_\_\_\_\_

*Insights & Ideas:* \_\_\_\_\_

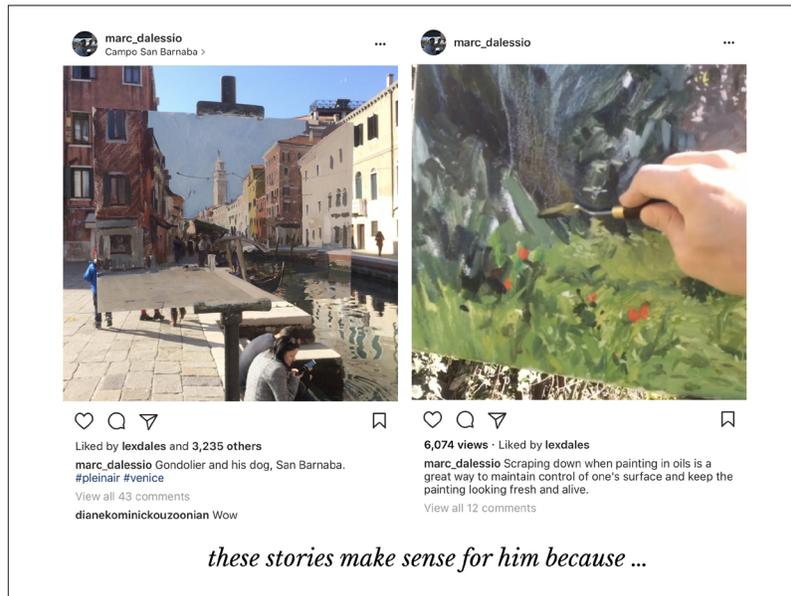
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PRO SECRET #2 OF 5



Pro Secret #2: Become a \_\_\_\_\_

Golden Ticket: \_\_\_\_\_ that connects,  
compels + converts your customers.

Make it Happen: \_\_\_\_\_

Musings: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

PRO SECRET #3 OF 5

MY PHILOSOPHY ON INSTAGRAM: IS SCIENCE + ART  
*a strategy without both in equal measure — falls flat*

RECIPE: GREAT FIRST CLIENT DATE ON INSTAGRAM



Pro Secret #3: Offer us some \_\_\_\_\_

Golden Ticket: \_\_\_\_\_ to get  
us in so you can serve us more goodness.

Make it Happen: \_\_\_\_\_

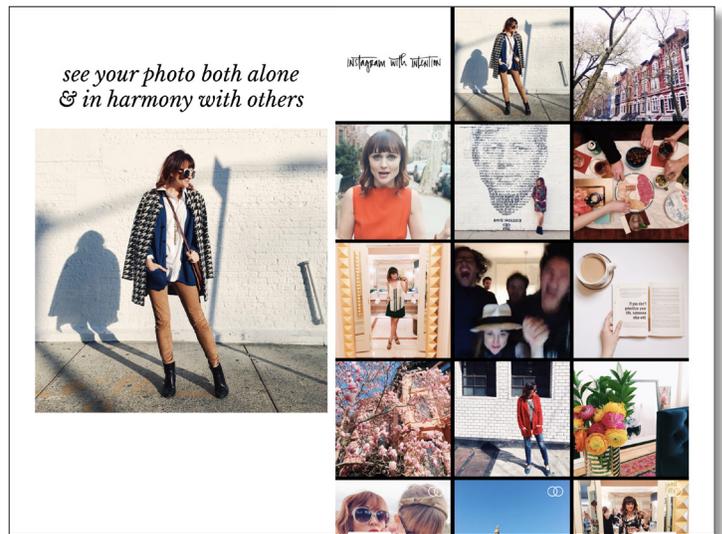
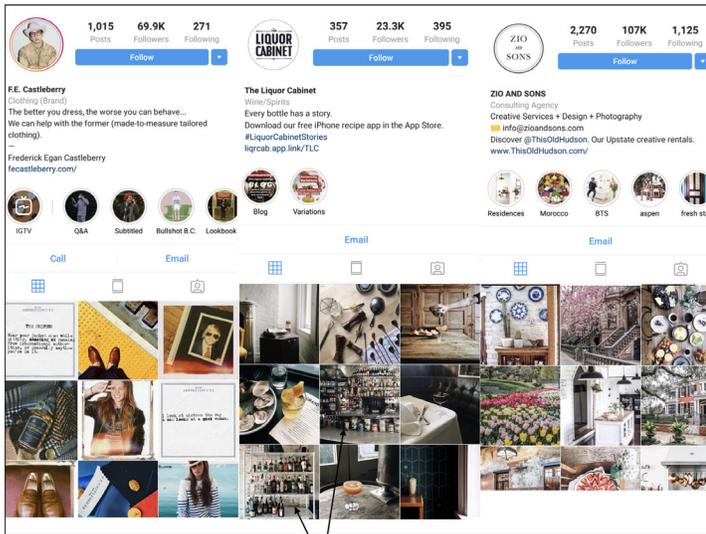
Insights & Ideas: \_\_\_\_\_

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PRO SECRET #4 OF 5



Pro Secret #4: Your profile is a \_\_\_\_\_ in your \_\_\_\_\_

Golden Ticket: This simple step of using Instagram with intention, \_\_\_\_\_

\_\_\_\_\_ you already have.

Make it Happen: \_\_\_\_\_

Musings: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

PRO SECRET #5

style

community

brooklyn/travel

ent./girlboss

little joys

**DEAN STREET SOCIETY IS THAT:**  
**personal stylist and entrepreneur mentor**  
**inspired by travel, community and little joys**

That describes myself, the Dean St bettys and dappers,  
 what people learn from me and experience in my courses

What are you & your brand about?

Pro Secret #5: A truly effective feed isn't just pretty, \_\_\_\_\_

\_\_\_\_\_

Golden Ticket: \_\_\_\_\_

\_\_\_\_\_ & ends with how you can help.

Make it Happen: \_\_\_\_\_

Insights & Ideas: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



**TIMELESS > TRENDY**

- My strategy is not an overnight plan of buying fake followers. That would not have helped grow my revenue 500%
- Real community that really converts takes time, but it builds a solid business foundation that in the end makes you more money with less time.
- I'm working way less. Making way more. Instagram is one of the big reasons.

AN INDIVIDUAL ON INSTAGRAM WANTS ART.  
You'll succeed on Instagram if you'll give them that.

WHAT THEY DON'T KNOW THEY WANT, IS WHAT YOU'RE SELLING.  
You'll succeed in business,  
if you'll use the savvy science of marketing to guide them down a path.  
[Plus the savvy science to grow a following.]

BECAUSE GROWTH ON  
INSTAGRAM MEANS  
GROWING YOUR REVENUE,  
INFLUENCE &  
FREEDOM



**WHAT'S NEXT?**  
*hint: don't waste another day on  
Instagram until you know you're  
using it with intention and a true  
strategy for success!*

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*Here's to making this the year your business soars to the next level, love!  
Come share your story with me @HilaryRushford anytime! Can't wait to hear ...*