

How to  
ensure

**"VICTORY"**

on  
Instagram



I call it the  
**VICTREE**  
method



1. **V**alue
2. **I**nspire
3. **C**onnect
4. **T**ransform
5. **R**ecognise
6. **E**ntertain
7. **E**ducate



# Value



Think of VALUE as your  
overarching umbrella



Then under your VALUE umbrella, your post has to do one of the following...

## **INSPIRE**

How can you inspire your audience? What struggles are they going through? How can you inspire them to move past these struggles?

## **CONNECT**

Connect authentically with your audience. Stories is a good place to connect with them on a deeper level.



# TRANSFORMATION

Are you offering a transformation?  
This could be implied though your imagery (wear this jewellery and you'll be effortlessly chic) or more explicit, "join my program and you will feel xyz"

# RECOGNISE

Recognise where your audience is at.  
"I know what it feels like to xyz... I've been there"



# ENTERTAIN

Posts and Reels that entertain are highly sharable and are usually super relatable to your niche. Lip Syncing reels can be a good place to start for inspo on this front.

# EDUCATE

Content that teaches your audience something and establishes you as the authority.

- Tutorial
- Myth busting
- 5 things you didnt know about...
- Why its important to...



# TO RECAP...

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