



The Social Media Checklist

Create a professional Instagram profile in 8 steps.

Use this checklist to create a profile that
caters to your dream customer.

Hey you!

My name is Ruth Sherrill, but I go by **Marketing By Ruth** online :) I am a multi-hyphenate entrepreneur, a digital marketing content creator, consultant, and coach. My specialty? **I help womxn business owners create engaging and empowering ideas to market, elevate and scale their business.**



In addition to starting my own marketing company I have worked with Fortune 500 companies, professional sports teams, and international organizations to assist in the development and implementation of marketing strategies. I hold a Bachelor of Arts degree in Strategic Communication and a Masters of Science degree in Sports Business with a focus in Marketing & Promotions from Temple University.

Ultimately, I help organizations enhance their presence online, and assist them in defining their place in the culture through insights, experiences and ideas that engage and empower. **I am here to guide you through my proven marketing steps by targeting your ideal audience and creating meaningful channels for the purpose of relationship building, generating profit, and connecting.**



CONSULTANT COACH CREATOR CEO SPEAKER



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How to Create a Professional and Polished Instagram Bio.

Use this checklist and the guide below to create an instagram profile that will take you from random followers to an audience filled with my ideal client.

PROFILE PICTURE

Use a logo or headshot that best represents your brand. Keep this consistent on other platforms.

USERNAME

make sure your username is searchable and relevant to your business.

USERNAME

make sure your username has keywords that are searchable and relevant to your business.

POST STORIES

Post stories daily. It shows you are present, available online and consistently showing up.

"I" STATEMENT

Grab attention by saying who you are, what you do, and who your audience is.

HIGHLIGHTS

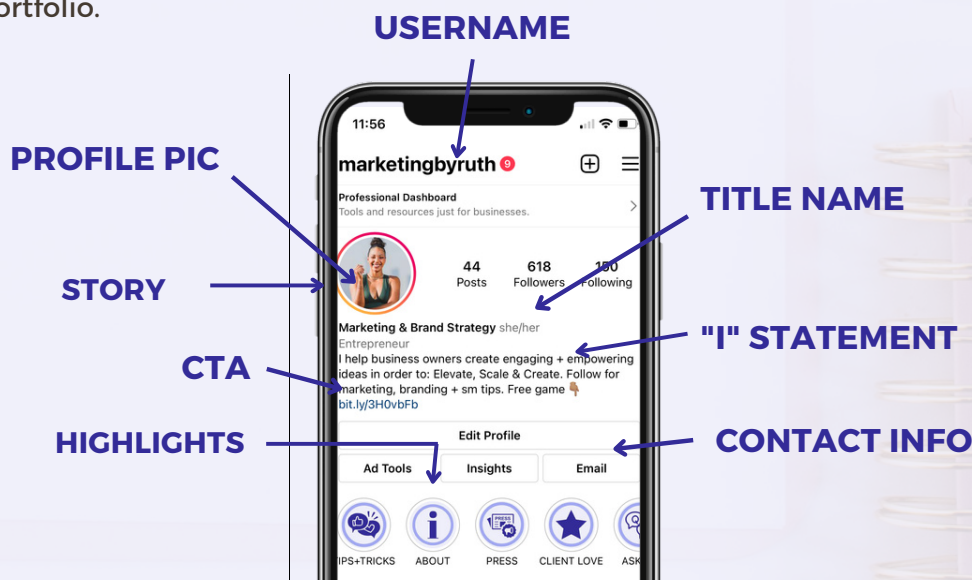
Use your highlight section as a placeholder for valuable information.

HAVE A CTA

Give your followers a destination you want them to follow for more info such as your website or portfolio.

CONTACT INFO

Include contact information by adding an email, phone number, or address button.





FREE Consultation Strategy Call

WANT TO GET ONE-ON-ONE HELP TO BUILD YOUR BRAND? APPLY TODAY FOR A FREE STRATEGY CALL, WHICH IS YOUR FIRST STEP ON THE JOURNEY TO WORK WITH ME.

If you're a service-based entrepreneur with and you're looking to scale your business and find your dream clientele, *this is for you*. Once you apply for the free strategy call, you will receive an email confirming whether you qualify for a free session.

Not everyone will qualify because I'm only interested in helping those I know I can help get results! If you do qualify, we will have a call to review your business and you will be able to walk away with a Marketing 101 strategy that you can use if you decide to work with me or not. On the call, if I decide that you're a good fit, I'll invite you to work with me in one of my ONE-ON-ONE coaching programs.

APPLY HERE



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THANK YOU



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