Instagram Profit Plan
Checklist

Kay Renee

✅ **Instagram Profit Plan Checklist**
How to Turn Your Posts into Passive Sales with Instagram + Automation
Use this checklist to map out your simple but smart strategy to sell digital or printable products on autopilot using Reels, Stories, and ManyChat no cold DMs or launches required.

🚀 **Ready to Make Sales While You Sip Your Coffee?**
If you've been posting on Instagram, hoping your content magically turns into sales… but it's just not happening this checklist is your turning point.
Inside, you'll find the exact steps I used to turn a quiet Instagram account into a steady stream of printable product sales (without launches, cold DMs, or constant posting).

You don't need more followers. You need a plan that works on autopilot and it starts here.   Every day you wait is a day you could be making money from your digital products. Let's change that.

These steps even work if you don't want to show your face faceless funnels are one of the simplest ways my students start selling

✨ Follow this checklist, take fast action, and turn your scroll into sold.

🟣 **Step 0: Instagram Bio That Sells**
Before anything else, let's make sure your bio is doing the heavy lifting:
- [ ] • My username and name field help people immediately know what I offer
- [ ] • My bio clearly says what I do and who I help
- [ ] • I include a CTA (like "👇 Grab your freebie" or "DM 'SOLD' for details")
- [ ] • My profile pic is clear, friendly, and recognizable
- [ ] • My link (or DM automation) leads to a relevant offer or funnel
  💡 Your IG bio is your mini billboard make it sell for you.
  💡 Step 1: Get Clear on What You're Selling
- [ ] • I've picked ONE product to promote (low-ticket works best!)
- [ ] • My offer solves a specific, obvious problem
- [ ] • I can explain the outcome of my product in 1–2 sentences

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🎯 Step 2: Create Strategic Content

- ☐ • I post 2–3 Reels weekly focused on problem > solution
- ☐ • I show the product in action inside my Stories
- ☐ • I drop casual call to action like:
  - ○ "DM 'START' to get the link"
  - ○ "Want this? It's in my bio!"
- ☐ • My feed balances value, storytelling, and offers

✅💬 Step 3: Set Up DM Automation

- ☐ • I've created a keyword in ManyChat (e.g., MAGIC, START, BUNDLE)
- ☐ • The automation sends a friendly message, link, and reminder
- ☐ • I've tested it to make sure it flows naturally

✨ Even while you sleep, your DMs are working for you.

💰 Step 4: Use Highlights to Sell for You

- ☐ • I have Highlights for:
  - ○ Product demos or mockups
  - ○ Reviews or behind the scenes
  - ○ "How to buy" walkthrough
- ☐ • My Highlight covers are on brand and inviting

📈 Step 5: Track & Improve

- ☐ • I review which content drives the most DM keywords
- ☐ • I monitor sales and link clicks
- ☐ • I adjust what's not working and double down on what is

🧠 **BONUS: Mindset Matters**

☐ • I show up, even if the algorithm feels quiet

☐ • I believe in the value of my offer

☐ • I trust the process: small offers = big results over time 💸

💡 **Faceless Selling Power Tip (Optional but Profitable!)**

Want to make digital product sales without showing your face?

Most of my students do it totally faceless and their results speak for themselves.

✓ Use B-roll, carousels, and Canva quote posts

✓ Add voiceovers or text instead of your face

✓ Include a DM keyword like "SECRET" to automate sales

✓ Let your content work without burnout or visibility pressure

💬 The best part?

This works even if you're shy, busy, or not ready to be "on" every day. Scroll to Sold™ shows you how.

If you follow the steps in this checklist even just 30 minutes a day you can turn your Instagram into a digital product sales machine that works without showing your face, launching, or spending all day online.

My students have used this exact system to:

✓ Make their first sale in 7 days or less

✓ Start earning while their kids nap, before work, or after bedtime

✓ Replace part-time income without ever going live

✓ Hit $1K–$5K months using faceless content + simple DMs

✓ Build passive funnels that sell while they sleep, shop, or scroll

This isn't about going viral or being an influencer.

It's about finally having a repeatable plan that makes you money even when life is messy and time is short.

💡 If you're still waiting to "feel ready," just know this:

Every day you wait... is a sale you could've made.

Katy Renee

💌 **Want a shortcut?**
You don't have to figure this all out on your own.
Scroll to Sold™ shows you how to automate your digital product sales using simple Instagram content and DM strategies no launches, no burnout.

🎯 If you loved this checklist, you'll love what's inside Scroll to Sold™ .

Learn more + enroll here → Scroll to Sold™

💡 **Faceless Selling Power Tip (Optional but Profitable!)**
Want to make digital product sales without showing your face?

Most of my students do it totally faceless and their results speak for themselves.
✔️ Use B-roll, carousels, and Canva quote posts
✔️ Add voiceovers or text instead of your face
✔️ Include a DM keyword like "SCROLL" to automate sales
✔️ Let your content work without burnout or visibility pressure

💬 **The best part?**
This works even if you're shy, busy, or not ready to be "on" every day. Scroll to Sold™ shows you how. You don't even have to show your face. Faceless funnels are one of the simplest ways my students start selling. If you want the full system, that's exactly what we cover inside Scroll to Sold™

Ready to automate your IG sales? 👉 **Click here to join Scroll to Sold™**

Scroll to Sold™