

DEFINE YOUR INSTAGRAM NICHE



How are you going to bring value to your targeted audience? What type of content do they want to see?

Summarize Your Niche.....

Pick three primary categories you will post about (example me: coffee, motherhood, documenting everyday life)

1.

2.

3.

Before you post each piece of content think:

- **Does this photo align with my niche?**
- **Is it on brand?**
- **Does it bring value to your followers? (remember, this could be entertainment , inspiration, education, storytelling).**