
Story Aesthetics

FUNCTIONAL MEDIA

3 Aesthetics

→ Video

→ Photo

→ Text

Important to have a mix of all 3.

VIDEO

Don't shy away from this one. You must get on the video and talk.

- Builds connection
- Gives you authority
- Ditch perfection. It's okay if you're not perfect. It shows that you're human, that you're relatable.
- Over time it gets easier
- Challenge: stop course right now and hop on and share one.



Video Tips

- Use the hands free button.
- Stand in front of a window / ring light
- If you feel more confident using filters / effects - go for it!
- I recommend always doing a short “text” on it to give an overview so if ppl can’t listen, they can get the cliff note version.

Photo

Most common

- Remember to still add text or a video after explaining
 - answer the who / what / how / why if applicable. Gives more context and meaning

Text

Remember to answer the who / what / how / why if applicable. Gives more context and meaning

Includes both: IG native “text” function + storyboards

Text Tips

- Stick to one font
- If possible, stick to your brand color (fonts, background)
- For the text background, I like to use this secret hack to make sure it's always on brand.
 - ◆ Go to canva.com
 - ◆ Create a blank story card templates with your brand colors
 - ◆ Download and save to a folder on your phone.

Storyboards

- What they are
- When to use them
 - ◆ Use value posts you already wrote
 - ◆ To sell
- How often to use them
- Make these in Canva (templates)
- Schedule or send the photos to your phone to schedule



To Recap

Video

Photo

Text

