



## 170 Instagram Story Ideas

### Get To Know Me/My Business

1. Share how you started your business
2. In college I majored in \_\_\_\_\_.
3. My best piece of advice for people in (insert niche) is \_\_\_\_\_.
4. My favorite books are \_\_\_\_\_.
5. A piece of advice I would tell my younger self is \_\_\_\_\_.
6. \_\_\_\_\_ has been one of my most influential mentors because \_\_\_\_\_.
7. Share about your family
8. My dream life looks like \_\_\_\_\_.
9. Share a day in your life
10. Share your top posts to your stories
11. Share your funny hot take
12. Link your spotify playlist
13. Do a tour of your office space
14. My todo list today looks like this: \_\_\_\_\_.
15. Before I started my business vs. after

16. Share throwback photos of yourself and describe who you were in them vs. who you are now
17. My favorite quote is \_\_\_\_\_ because \_\_\_\_\_.
18. Why I use \_\_\_\_\_ (software/programs/apps)
19. Share how you create your product
20. Why my passion is \_\_\_\_\_ (insert business passions)
21. How I found my niche
22. Here's a sneak peek of what I've been working on...
23. \_\_\_\_\_ was one low point in my business, but here's what I did to overcome that.
24. Introduce your product/service
25. I help people who are struggling to/with \_\_\_\_\_
26. Introduce your team
27. My product/service is different than others because \_\_\_\_\_
28. Share client testimonials
29. To me, success is \_\_\_\_\_.
30. Share the view outside your window
31. Something I am most grateful for in my life is \_\_\_\_\_.
32. Something I would have done differently when starting my business is \_\_\_\_\_.
33. I hit a roadblock earlier when \_\_\_\_\_ but I overcame it by \_\_\_\_\_.
34. I do \_\_\_\_\_ to improve my mood when I'm feeling down.
35. I wanted to update you all on \_\_\_\_\_.

36. A song I have on repeat is \_\_\_\_\_.
37. One of my goals this year is \_\_\_\_\_.
38. My favorite childhood memory is \_\_\_\_\_.
39. I love shopping at \_\_\_\_\_.
40. My top seller has consistently been \_\_\_\_\_ and here's why I love it!
41. Today I'm celebrating my recent win \_\_\_\_\_.
42. When I'm not working on my biz, I like to \_\_\_\_\_ in my free time!
43. Something I've been struggling with recently in my biz is \_\_\_\_\_.
44. Never in my wildest dreams did I think I'd become a \_\_\_\_\_ biz owner! My favorite part about it is \_\_\_\_\_.
45. My favorite way to workout is \_\_\_\_\_.
46. Something that everybody loves but I can't stand is \_\_\_\_\_.
47. The weirdest dream I've ever had was \_\_\_\_\_.
48. The one thing I never leave the house without is my \_\_\_\_\_.
49. I think the hardest part about being a \_\_\_\_\_ biz owner is \_\_\_\_\_.
50. What is an assumption you have about me?
51. My all time favorite task to do in my biz is \_\_\_\_\_. I'm going to show you how I do it!

### **Let's Get Deep (Conversation Starters)**

1. My word for this year is \_\_\_\_\_ and why. What's your word?
2. \_\_\_\_\_ is something I use every single day in my business. What is something you use everyday?

3. \_\_\_\_\_ is what keeps me motivated to keep going when times are really hard.  
Where do you find your motivation?
4. My dream vacation spot is \_\_\_\_\_. Where do you dream of going someday?
5. When I am super stressed or tired, I do \_\_\_\_\_ to unwind. How do you relax after a long/hard day?
6. The one book that dramatically changed my life/perspective is \_\_\_\_\_. What is one book that has made the biggest impact on you?
7. My top business value is \_\_\_\_\_. What is your top biz value?
8. My mission in life is to \_\_\_\_\_ and here's why.
9. I received this DM from a client and it really spoke to me because \_\_\_\_\_ (share a screenshot of the DM)
10. How do you schedule your work day?
11. I measure success in my biz by \_\_\_\_\_. How do you measure success?
12. If I could only eat one meal for the rest of my life it would be \_\_\_\_\_. What is yours?
13. Happy Friday!!! I'm doing \_\_\_\_\_ this weekend! What about you?
14. What's your go to coffee order?
15. What did you think you were going to grow up to be when you were younger?
16. What's your most influential movie?
17. What was a moment you felt most fulfilled?
18. How long have you been doing your biz?
19. What are you thankful for today?
20. My hidden talent is \_\_\_\_\_. Share yours!

21. The scariest thing I've ever done in life is \_\_\_\_\_. What about you?
22. The best gift I've ever received was \_\_\_\_\_. What about you?
23. I've been using social media since \_\_\_\_\_ (insert year)! How long have you been on?
24. Guess how much time I spend on social media and share your time!
25. My favorite thing about social media is \_\_\_\_\_. What about you?
26. My best vacation ever was when I went to \_\_\_\_\_. Share your favorite vacation!
27. I've never been to \_\_\_\_\_ but I've always wanted to! What's your dream vacation location?
28. What are your weekend plans?
29. (question box) What's my hot take on \_\_\_\_? (they fill in the blank and you answer)
30. What's a problem you recently overcame? I just \_\_\_\_\_
31. What's a fun memory from your childhood that you'll never forget?
32. How has your childhood affected you and your business?
33. I've been working from home for \_\_\_\_\_ long now and I feel \_\_\_\_\_ about it. Who else has been working from home?
34. Some things on my gratitude list this week are \_\_\_\_\_. What are yours?
35. Some local businesses that I've been loving are @ + @ What are some of yours?
36. I was wondering, what is it that made you decide to follow me?

**Keep It Light! (Fun Questions to Increase Engagement)**

1. What shows are you bingeing?
2. What'd you have for breakfast?
3. What's at the top of your to-do list?
4. What piece of advice would you tell your younger self?
5. What's your top goal for the year?
6. What's your favorite quote?
7. What's your best piece of life advice?
8. How's you get into your career?
9. What would you bring onto a deserted island?
10. What time zone are you in?
11. What's your favorite holiday?
12. Guess my next launch?
13. What's your favorite movie?
14. Guess my age!
15. Guess where I'm from!
16. Guess my biggest fear!
17. Guess my biggest pet peeve!
18. Guess my favorite food!
19. Guess my celebrity crush!
20. Guess my spirit animal!
21. Do you think I have any tattoos?
22. Guess what instrument I play!
23. Guess my favorite song/band!

24. Guess the next photo I'm going to post!
25. Guess how long I spend planning my feed!
26. Guess my next adventure!
27. Guess my favorite beach!
28. Guess where I was born!
29. Guess how many siblings I have!
30. Guess my favorite ice cream flavor!
31. Guess my birthday!
32. Guess my favorite country!
33. If you could have dinner with a celebrity who would it be?
34. Are you a cat or dog person?
35. Mac or PC?
36. Canva or PicMonkey?
37. Instagram or Facebook?
38. Summer or winter?
39. Coffee or tea?
40. Dress up or comfy clothes?
41. Stay in or go out?
42. This is my favorite mug! What's your?

### **How Did You Live Without Me?! (Your Best Biz Tips and Tricks)**

1. One software that I cannot live without is \_\_\_\_\_ and here's why....
2. My # Youtube channel for biz learning is \_\_\_\_\_
3. My top 5 tips for new business owners are...

4. The #1 mistake for new business owners to avoid is...
5. The worst thing you can do for your business is...
6. My top 3 tips for setting work/life boundaries are...
7. My favorite business book are...
8. I took a course from @ and it helped me so much with \_\_\_\_\_ in my business
9. I use @ for all my \_\_\_\_\_ (graphic design, writing, etc.) needs. He/she is the best!
10. I couldn't live without the help of these apps (\_\_\_\_\_) in my business! What are your favorite apps?
11. My business changed after I implemented this one simple tactic
12. How to structure your work day to maximize efficiency
13. I used to struggle so much with \_\_\_\_\_ but after implementing this \_\_\_\_\_ (solution), my life has been 10x better!
14. Top 3 Amazon products I can't live without (biz related)
15. I have been loving \_\_\_\_\_ Facebook group (preferably in your niche) So many helpful resources!
16. If I could go back 5 years, I would tell myself \_\_\_\_\_... (biz related)
17. @ this person has helped me get to where I am today!! She/He does \_\_\_\_\_.
18. These are my thoughts on \_\_\_\_\_ (trends, opinions in your niche).
19. My favorite affirmation is \_\_\_\_\_ because it helps me \_\_\_\_\_.
20. My business grew a ton when I stopped \_\_\_\_\_.



21. The mindset that limited me the most was when I thought \_\_\_\_\_ (limiting belief).
22. I outsourced this one thing in my biz and it had \_\_\_\_\_ effect for the better!
23. I recently hired help doing \_\_\_\_\_ and its grown my business a ton!
24. When I started structuring my day like this: \_\_\_\_\_ I saw my business become way more organized!
25. \_\_\_\_\_ podcast (in your niche) has helped me learn \_\_\_\_\_. Highly recommend @ (tag podcast!)
26. My biggest pain point when starting my biz was \_\_\_\_\_.
27. I invested in \_\_\_\_\_ for my business and it had \_\_\_\_\_ effect!
28. Here's a weird tip that helped me with (XYZ in your niche) \_\_\_\_
29. \_\_\_ App helps me a ton with XYZ
30. I'm really finding XYZ social media platforms to be super inspiring right now!

### **Make All The Money!! (Lead Gen Ideas)**

1. Why I love working with \_\_\_\_\_ (insert ideal clients)
2. Today I am celebrating \_\_\_\_\_ (client success).
3. If you could ask me anything about (insert niche), what would it be
4. I created this awesome \_\_\_\_\_ (insert resources) to help \_\_\_\_\_ (insert ideal client) achieve \_\_\_\_\_. Reply to get access!
5. Have you been struggling to \_\_\_\_\_? I think I have something that can help you! DM for access
6. New product/service teaser
7. What's one thing that could dramatically change your biz for the better?

8. Wanna know how \_\_\_ (client) got \_\_\_ result(s)? DM me the word "\_\_\_" to find out
9. 5130 - I'm looking for 5 \_\_\_ \_\_\_(adjective) (ideal client) who want to \_\_\_ (result, i.e. 'lose weight' 'get clients') in the next \_\_\_ (timeline, i.e. 30 days)
10. Do an IG live walking through the benefits of one of your products/services
11. Do a Q+A