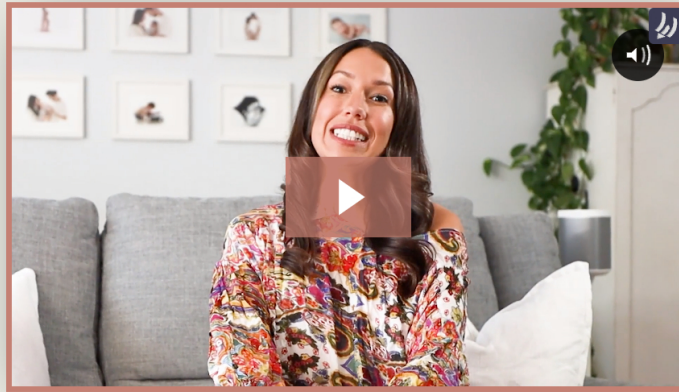




Grow your business on Instagram, one step at a time



The *Only Place* Designed To Help Mums In Business Make More Sales Through Instagram Education, Content Plans & Community.
(In just 15mins a day!)

[JOIN THE SOCIETY NOW](#)

Led By Instagram Expert & Business Mentor **Tracy Harris**



TRUSTED BY:
3625
Students



EDUCATING FOR OVER
20 years
Multi-Award Winning



GENERATED OVER
4M+ Revenue
Using Instagram As My Main Marketing Platform

FEATURED IN...

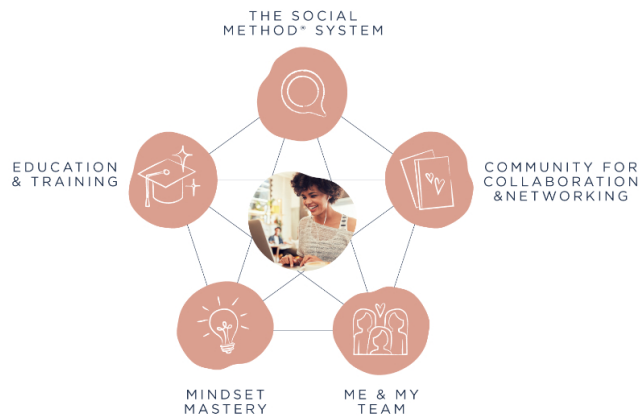


THE SOCIAL METHOD SOCIETY™

Australia's most transformative program for mums in business.

The SMS is a trusted space for all women, especially those who are building their business around their family life (and not the other way around) by recognising the unique challenges and limitations experienced by mothers who work from home.

HERE'S HOW IT WORKS



WHO THIS IS FOR...

Through this program I have mentored thousands of women with these kinds of businesses

✔ E-commerce ✔ Services ✔ Coaches ✔ Course & Memberships

The Social Method™ works!

ENROL NOW

WE MAKE MARKETING ON INSTAGRAM

easier...|



Completely changed how she was using Instagram and now has a profitable strategy, a multiple 6 figure business with diversified revenue streams. She retired her husband and they're growing the business together.

Casey Patch

@littlifelonglearners



Has crossed the \$500,000 in annual revenue milestone and is on track to building her million dollar business.

Nicoleta Stephens

@keepsakes_by_nicoleta



This photographer bought her family their first home after going full-time in her business only 7 months prior

Melissa Tousley

Melissa Tousley

@sarissamelissaphotography

DOES THIS SOUND LIKE YOU?

"I am a total noob with Instagram. I

"I need someone to teach me **how to use it** for my business!"

"My photos and images look so crap. How can I **get a consistent brand look and feel?**"

"Creating content takes me ages! I feel like a sh*t Mum for **always being on my phone.**"

"I admit it. I'm not **consistent.**"

"I'd like more leads and **more sales** please."

"I need a **marketing plan** to follow, or else I'm lost."

"I feel like I'm doing all the things and I get crickets! I post everyday, do Stories, use hashtags, and create Reels. I **must be doing something wrong** - but what?"

"I **suck at video** and I'm shy, so can I even grow on Instagram?"

"I have no idea who to **collaborate** with or how to start this process"

"I see people getting their stuff in front of **Influencers** but **how are they doing this** and do I have to do this too?"

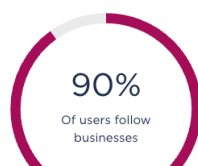
"I have **no idea what content** my audience wants to see from me."

"I don't have anything original to share. My **niche is saturated.**"

"Am I **posting too much or not enough?**"

YOU'RE NOT THE ONLY ONE.

RIGHT NOW, YOU HAVE AN AMAZING OPPORTUNITY...



Instagram is the fastest-growing social media platform, and **90% of Instagram users** follow a business.

That's awesome for women like you and I, who are growing our businesses from home between school bells and nap times - and



between school bells and nap times - and there has never been a better time to invest in growth online.

IN FACT, IF RECENT WORLD EVENTS HAVE TAUGHT US ANYTHING, IT'S THAT HAVING AN ONLINE PRESENCE FOR YOUR BUSINESS IS A MUST.

Building a successful business is a game-changer for mums who are looking for **more freedom, flexibility, stability, and financial abundance**. A thriving business allows you to create your own schedule, work from anywhere in the world, and have the time and resources to pursue your passions and dreams. You can finally **say goodbye to the 9-to-5 grind and hello to a life of purpose and fulfilment**.

My members are taking to travelling the country while still running their business from their laptops. Many retiring their husbands! **But the biggest wins and are in the little things that become possible...** You can attend school events, sports games, and family gatherings without worrying about taking time off work. You can finally have the **financial stability and security you've been dreaming of**, and have the freedom to invest in your future and your family's future.

Building a successful business can be challenging, but the rewards are immeasurable. It's not just about making money, it's about **creating a life that you love, doing work that you're passionate about**, and making a difference in the world. So if you're a mum with a dream and a vision, don't let anything hold you back from growing your audience and consistently selling your offers. With the right knowledge, skills, and mindset, you can create a life of freedom, flexibility, stability, and financial abundance that you and your family deserve.



and the best bit!

You don't need a marketing degree or tech skills to do any of this yourself, and you most certainly don't need to hire a social media manager or Virtual Assistant and pay hundreds or thousands a month.

Everything I'm going to show you is based on a proven framework and skills that you can learn - the same ones I help women with every single day.

All you need is a few skills, some easy frameworks and a coach (that's me) to remind you that you can do this!

ENROL NOW

Tracy helped me with what to say in my Stories - **Sandra**

My reel hit 80k plus views - **Angela**

I am finally seeing success, growth and sales. I have made almost the same amount of sales in the last month as I did in the last year and seeing the bank account grow is a bit of a bonus too. Thank you Tracy Harris. - **Paije**

I launched my business last night using the Social Method and it was a huge success! I almost tripled my revenue goal. - **Amanda**

My video has 2,400 views, over 100 likes and 50 comments! Amazing change in engagement. Thanks Tracy! - **Bree**



I just launched my new business IG page 5 days ago, and have passed the 100 follower mark! - **Peggan**

I just launched a new product with a giveaway and I have gained 100 followers and had over 600 entries so far! I've been blown away by the response, especially after my last giveaway back in April only received 5 entries all from people I knew. - **Jessica**

I realised I was using the wrong hashtags and my content was being buried So Thank you Tracy Harris, I can see more engagement coming my way! - **Carolina**

I thought I'd just check my stats from July (when I joined SMS) compared to this time last year. - **Amanda O**

Sales are up 94%

Conversion rate is 2.27% - up 11%

Average order value - up 38%

Return customer rate - 34.25% - up 17%

Total orders - up 38%



I OWE SO MUCH TO THIS PROGRAM!

I started with not much of an idea of how to use Insta and now I have the courage and **confidence** to create and post and how to start using it effectively in a business. I even started practicing making reels, and it was so easy thanks to your awesome tutorials! I've been a Primary Teacher for years and have been thinking of breaking out for some time and following my heart and starting a biz. Your story of also being a teacher and leaving to create your successful business, is such an inspiration to me!!

Love being a part of your community!"

Kate Read

hi there!
I'm Tracy.

YOUR NEW INSTAGRAM MARKETING COACH!



Over the past 9 years, I've taught thousands of women and small



family businesses how to grow their profits by using Instagram powerfully and intentionally.

I've cracked the code and put it all into a plan that works, and now it's time to **let ME help you**. I created the Social Method® marketing framework so that you don't have to stress or guess your way through marketing your business on Instagram.

Life is precious - and if you're spending far too much time creating content, thinking about followers and wondering how to turn those followers into customers, it's time to **stop fumbling your way through the dark and get the help you deserve**.

Understanding how to attract more of your ideal customers on Instagram is a **SKILL**.

Knowing how to create high-quality content that connects and converts into sales is a **SKILL**.

Knowing how to engage your followers is a **SKILL** - and they're all necessary if you want to have long-term success and reap the financial rewards of being on Instagram for your business.

I share this with you because having these skills has allowed me to go from a burnt-out ex-primary teacher with zero Instagram knowledge or followers to a 7-figure online business owner with over 45K beautiful followers on Instagram.

In fact, after only 12 months of applying my framework, I went from 0 to 13K followers and 6 figures in revenue.

you might be thinking...

“Yeah Trace, sounds great, but Instagram looks so damn time-consuming”.



Having A Quality Audience on Instagram is an Asset and *Essential to Your Business Growth*

- Instagram is one of the **most popular and effective social media platforms** for businesses to connect with potential customers and grow their brand.
- Having a **loyal and engaged following** on Instagram can help you build a strong brand presence and establish yourself as an authority in your industry.
- A quality Instagram audience can help you increase brand awareness, reach new customers, and ultimately **drive more sales and growth** for your business.
- With Instagram's powerful targeting and advertising capabilities, having a quality audience on the platform can help you run **more effective and targeted ads**, which can lead to more conversions and sales.
- Instagram is a visual platform, which means that having a quality audience can help you **showcase your products or services in a visually appealing and engaging way**, which can lead to more interest and sales.
- A quality Instagram audience can help you **grow your email list** and have bigger launches by promoting your products or services to a targeted and engaged audience.



presence for themselves - not one that just sees them stuck on an Instagram treadmill chasing vanity metrics of likes and followers.

JUST IMAGINE BEING ABLE TO SAY...

“My audience is growing consistently with ideal customers.”

“I know my audience so well and selling doesn't feel icky anymore.”

“I'm getting more eyeballs on my website.”

“People DM me and ask me about my products.”

“OMG. I just made 5 figures from my launch.”

“People (not bots or spammers) engage with my content.”

“I just had 100 people sign up to my email list from an Instagram Story”.

YOU CAN DO IT ALL WITHOUT THE EXPENSE OF PAYING FOR ADS, A SOCIAL MEDIA MANAGER OR A VIRTUAL ASSISTANT.

The best person to **build a connection with your audience** is YOU - and as a busy business owner, you need a framework that allows you to do this efficiently and confidently.

introducing



THE INSTAGRAM SCHOOL FOR WOMEN AND MOTHERS IN BUSINESS WHO WANT TO SAVE TIME AND MAKE MORE SALES

Here, you'll learn everything you need to know in order to grow an audience of buyers and create quality content that connects and converts Instagram followers into customers. Plus, it's online so you can pop in and out around nap times and school bells or whenever it suits you!

Best of all, you'll get unlimited access to the Social Method Society® content as soon as you join for as long as your membership is active, without any time pressure!



Identify, attract and connect with your **ideal customers** on Instagram.



Never be stuck for content ideas again. You'll become a **confident content creator** for your business.



Save time with **prompts that work** and actually **grow your business revenue** (not just your popularity). Take them and use as is or use them to inspire your own variation.



Write better captions. This is the stuff no one taught you in school, because social media didn't exist. But you need to know **how to write captions for Instagram.** It's not a talent. It's a skill and I can teach it to you.



Finally understand how to move followers through the stages of **Awareness, Consideration, Purchase, and Advocacy** (meaning they tell their friends about you)!



Be **consistent** with your effort and presence (and this doesn't even mean daily!) on Instagram. A trusted brand is a consistent brand.



Become **better at selling** without looking desperate. Selling should feel like serving - light and natural - and when you know how to create the right blend of connection and sales content, it will.



Create an Instagram brand presence that you're proud of! Instead of cringing at your own profile, you'll love your **consistent brand look and feel** (and most importantly, so will your audience).



Get Instagram working for you - not the other way around.



Know what to say and how to say it on video.



Nurture relationships with business friends and kind **collaboration partners.** No more awkward cold-pitching DMs or paying for inauthentic collaborations or shoutouts!



ready?

Sign up and get started today

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VALUE**

TWO MONTHS
FREE

Annual Recurring Payment

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(Approx. \$480 USD)

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FASTER THAN EVER BEFORE -
LET'S DO THIS!**

ENROL NOW

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**THE SOCIETY IS WAITING FOR
YOU - LET'S GET STARTED!**

ENROL NOW

Look at what becomes possible...

Here are just a handful of member wins...



This Canberra mama is spending less time in her business than ever, but making more money than ever, and paying herself more than ever

Rosie Gaul

@rostecakescanberra



She reached her ultimate goal of being able to quit her 9-5 job, has an office of her own and business that is growing year-on-year

Soraya Rifi

@mybecadum



She retired her husband from his toxic job.

"Before SMS I was stuck in a negative mindset. I would justify my lack of growth, lack of sales, like of income with being too busy parenting. Instead of thinking of my children as the excuse for not achieving I think of them as the reason to succeed."

Marleigh Sayers

@mali_designs_au



This New Zealand Mum of two has turned her food blog into a thriving multiple 6 figure digital business. Went from just a few thousand followers and not knowing how to use Instagram to having over 75,000 Instagram followers, a best selling book and an audience of raving fans.

Vanya Insull

@vj_cooks



Built a multiple 6 figure business. Retired her husband. Lives and loves her life by design

Juliana Ong

@storiesofplay



Opened her first boutique after years of being online only.

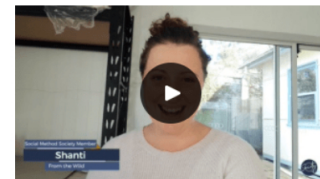
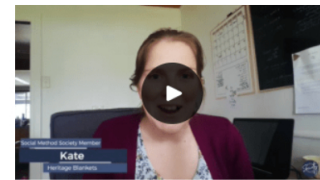
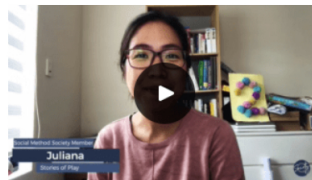
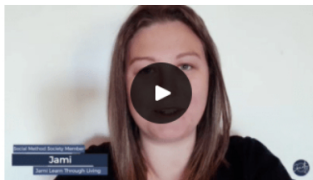
I grew not only as a business but as a person who was starting to realise it's ok as a women can have dreams and can chase them.

Petrea George

@birdieandlace



Watch and listen to what our members have to say about their experience inside the Social Method Society...



So... what's inside?

All this will be yours to access immediately - along with ALL of the past, present, and future trainings - for as long as you are a Member.



Get your highlighter ready as you tick off the daily actions and what your profile grow!



Unlimited access and completely self-paced so there's no falling behind



Audio learning options



Advanced video-search feature - so you can find the exact section of a video you're looking for and not have to watch the whole thing!



Advanced Trainings with Guest Experts. I only bring in 'the best'!



Bonus Growth Challenges to keep you moving forward





Monthly Q&As with Tracy so you no longer have to procrastinate or stay stuck



Easy fill-in-the-blank copy templates (we're all about saving you time)



Fun PDFs, handouts, resources



Expect to grow faster, make friends with good humans and grow together



I'm a busy mama, so I need learning to be accessible. Yeah?



ready?

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THIS IS YOUR TIME TO GROW FASTER THAN EVER BEFORE - LET'S DO THIS!

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THE SOCIETY IS WAITING FOR YOU - LET'S GET STARTED!

ENROL NOW





"I DECIDED THIS TIME LAST YEAR TO FOLLOW MY DREAM OF OPENING A NICHE ONLINE YARN STORE, AFTER REDISCOVERING MY LOVE FOR YARN AND CROCHET WHEN MY HUSBAND WAS DIAGNOSED WITH A RARE AND TERMINAL CANCER IN 2016.

This photo was taken at our 'vow renewal' which we did in Aug 2017 when we were told that all treatment had failed & he only had a few months left. It was an amazing celebration with everyone we loved (we eloped in Fiji in 2012) and it was such a beautiful day that I'm so blessed we got to have. Greg died 21/12/17, at only 33 years old. Because of him, his illness and then his death - my whole life changed. I value it so much more now as it's so short. So I decided I didn't want to ever work for anyone else again - and do what I love, because who I love was taken away from me so early.

So now I'm learning everything about business, social media, getting out there when I suffered severe PTSD after he died...But my business, the community, wonderful support (like this group) my two beautiful kids, and now a wonderful and very supporting fiancé, have brought me back to life. I knew absolutely nothing about using Insta for business before joining the Social Method Society®, and have been so grateful for this program and everyone's advice. "

Carla Lennox



stages unboxed!

THERE ARE 6 CLEAR STAGES TO 6 FIGURES

Here's what you'll be able to learn and do:

STAGE
01

SET YOUR INSTAGRAM BRAND FOUNDATIONS FOR ATTRACTING YOUR IDEAL CUSTOMERS AND STANDING OUT

In this stage you'll learn how to:

- 1. Confidently identify your niche
- 2. Create an Instagram bio that attracts your ideal customer
- 3. Clarify your main marketing message (your 'why')
- 4. Create your brand voice for writing captions and a visual look for your brand that is consistent

STAGE
02

CREATE AND PUBLISH THOUGHTFUL CONTENT ON INSTAGRAM THAT CONNECTS YOUR BRAND WITH YOUR AUDIENCE

In this stage you'll learn:

- 1. How to identify **3 key content pillars** for your brand
- 2. How to write better captions that connect you as the business owner, with your audience (don't worry, we have fill-in-blank templates to help you!)
- 3. How to take your own high quality photographs on your own, with your phone (no Instagram husband or photographer needed)
- 4. How to get your audience engaging with your content



STAGE

STAGE 03

BEGIN CREATING CONTENT WITH SOME OF INSTAGRAM'S VIDEO FEATURES

In this stage you'll learn:

- 1. How to create your 7-day Instagram Stories Content Plan
- 2. What Instagram Highlights should be on your profile and how to create them
- 3. How to get started with the basics of Instagram Reels
- 4. How hashtags can grow your audience for free
- 5. How to analyse your Instagram Insights so you can unlock your own unique Instagram strategy that sets you apart from your competitors



STAGE 04

LEVERAGE INSTAGRAM SO THAT IT WORKS FOR YOU AND NOT THE OTHER WAY AROUND

Getting your Instagram audience onto your mailing list is essential for online business growth, so in this stage, we'll go a little deeper into video-based content and begin expanding your audience with strategic collaborations. In this stage you'll learn:

- 1. List-building and sales-boosting IG Stories Strategies
- 2. How to nurture and sell with IGTV
- 3. How to plan your Instagram Lives so that you show up confidently (and without rambling)
- 4. How to start collaborating on Instagram and which types of collaborations suit your business goals



STAGE 05

ADVANCED INSTAGRAM SALES AND MARKETING METHODS

In this stage you'll learn:

- 1. How to confidently use DMs (Direct Messages) to build relationships, nurture followers and sell without being salesy
- 2. How to increase sales on auto-pilot (and sell without being present on Instagram)
- 3. How to do a website 'health-check', so that it's easy and natural for people to buy when they come from Instagram to your website



STAGE 06

CAPITALISING ON YOUR BEAUTIFUL INSTAGRAM FOLLOWING

By now, Instagram is one of your main traffic sources for your business, and you are getting more email subscribers and seeing consistent sales. In this stage you'll learn:

- 1. How to use Instagram ads, Influencers and brand reps to scale
- 2. Create your own annual content plan
- 3. How to debrief after each product launch - this is a critical part of your business strategy



is the secret process all successful online businesses know how to do that allows them to scale

- 1. How to set clear 90 day goals that keep you growing without burning out



PLUS



PLUS GUEST EXPERT MASTERCLASSES (\$2000+ VALUE)

- 1. Wholesale with Sarah Cross (immediate access)
- 1. Creating an ecommerce growth plan with Susan Bradley (immediate access)
- 1. Recurring revenue through Memberships and Subscriptions with Stu McLaren (immediate access)
- 1. Money Mindset with Dominique Mullally (immediate access)
- 1. Facebook Groups with Rachel Miller (immediate access)



PLUS



PLUS MONTHLY CONTENT STRATEGY CALENDARS

You'll receive a new Content Strategy Calendar on the first of each month. It includes **daily prompts and actions** that will have you showing up with strategy, personality, and ease. This Calendar alone will help you get organised and plan your Instagram strategy in 1-2 hours a month OR just use it as is! We've literally done all the strategic thinking and creative thinking for you with our prompts, so you can get a **consistent marketing advantage** every single month. Take it, action it and watch the growth!!



PLUS



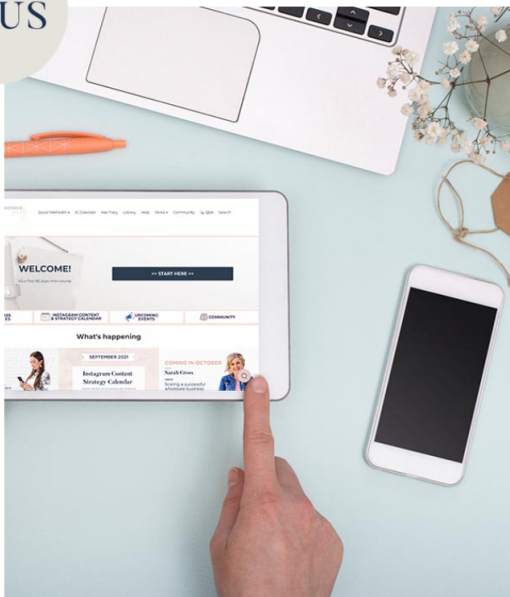


PLUS A MONTHLY Q&A WITH ME OR GUEST COACHES

These take place on the fourth Wednesday of each month at 1pm (Sydney time). You have the opportunity to pre-submit your questions and they'll be answered live. We then **bundle up the replay and pop it into your Member's Area** so that you can **tune in when it suits you** (we understand that not everyone can make things live). Our Members say that this monthly call gives them **the answers they need to get unstuck and keep moving forward**. They always re-boost your motivation too! We all need coaching! And this is yours, but without the \$600 per hour price tag. **Plus, even if you don't have a question yourself, you'll learn from the questions being asked by your SMS peers.** It's awesome!



PLUS



PLUS MEMBER'S ONLY ACCESS TO OUR MEMBER'S AREA

As a business owner, you need a circle around you that **uplifts, encourages, has your best interest at heart, can offer wise business advice** (sorry well-meaning family and friends but you just don't get it) and be there to celebrate every milestone and win with you (**big or tiny!**). Our community is centred around the **value of women helping women** and collaboration. It's beautiful! Never underestimate how fast you can grow an aligned audience by getting in front of other people's audiences through intentional, strategic collaborations. This group is where the **women are finding one another and putting out those collab calls**. This group is also where referral-based business takes place, wholesale relationships are found, podcast guests are connecting with podcasters and MORE! This group is so **powerful and supportive**, it's worth the Membership on it's own.



BONUS
Annual Members only

FOLLOWER TO CUSTOMER

DM SCRIPTS THAT SELL

VALUED AT \$97

FROM FOLLOWER TO CUSTOMER - DM SCRIPTS THAT SELL

VALUED AT \$97

Did you know that DMs convert into sales faster than content?

The thing is, no one wants to be spammy and sales-y. No matter what your business is, you need to be treating the DMs as a customer service tool that feels **genuine, personal and social**. If you've ever struggled with what to say in DMs, or maybe sales just isn't something you like (even though you're a business owner), I'm sharing my list of **high-converting DM scripts that naturally spark conversation**, have followers become leads and result in more clients and customers for you.

Get the scripts that have helped me make \$17





sales all the way up to \$20,000 sales.

And they don't just work for me.

I've shared these with e-commerce clients, coaches, membership owners and course creators and they've helped them capture hundreds of email subscribers and customers authentically.

Get DM Scripts That Sell for FREE when you enrol in the Social Method Society® as an Annual Member only.

ready?

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THE SOCIETY IS WAITING FOR
YOU - LET'S GET STARTED!

ENROL NOW

our guarantee



Click the button above to go straight through to a secure payment portal. You're just a few moments away from all of the Social Method Society content you could ever need to grow your beautiful business!

Nervous about investing in yourself or committing to an online program? I get it - but this is THE time to back yourself. I've been doing this for a really long time, and I'm serious when I say that the Social Method® works. I can't wait to welcome you to my community and teach you how to create an Instagram presence that makes you proud and grows your business!

Don't worry - if you decide that the Social Method Society is not for you after joining, we won't kick up a fuss - there are no lock-in contracts, and you can leave at any time. In fact, we only have one condition: while you're with us, we want to see you kicking goals. You've got our support and you owe it to yourself to give this your best effort. It's your business, after all, and this is your time to thrive!

So...

WHAT DO YOU SAY?

Are you ready to master Instagram marketing for your business with less time, more support, and more joy?

Grow Your Audience and Get More Customers On Instagram

Click the button below to go straight through to a secure payment portal. You're just a few moments away from all of the Social Method Society® content you could ever need to grow your beautiful business!



ready!

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- Monthly Q&A's
- Powerful Collaborative Community
- Access to All Previous Month's Content



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- Private Member's Portal
- Social Method Society® App
- Cancel anytime after 12 months

THIS IS YOUR TIME TO GROW
FASTER THAN EVER BEFORE -
LET'S DO THIS!

ENROL NOW











- Private Member's Portal
- Social Method Society® App
- Cancel anytime

THE SOCIETY IS WAITING FOR
YOU - LET'S GET STARTED!

ENROL NOW



HERE ARE SOME ANSWERS TO COMMON QUESTIONS THAT CURRENT SOCIETY MEMBERS HAD BEFORE JOINING...

- | | |
|---|---|
| Is this for start ups or more established businesses?  | I just don't think I have time. How will I fit it all in?  |
| I'm worried I can't afford it, what should I do?  | I'm not a mum, is this still for me?  |
| Instagram terrifies me, what happens if you're too shy to show up online?  | I'm pretty confident with instagram, will this still help me?  |
| I've already done the Hashtag Hustle Program, how is this different?  | Will my questions get answered on the Q&As?  |
| But Tracy, I'm not a techie! How will I master this stuff?  | Tracy, I already earn 6 figures. Is this still for me?  |

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