FREE BACKUP CHECKLIST

If Instagram disabled your account tomorrow, could you still reach your customers?

Social apps are rented land. Use them to find people, then move those people to places you own. Tick each box as you finish it.

1 Build an email list

Nobody can ban your inbox.

- [ ] Pick one free, useful thing to give away (a size guide, a checklist, a discount, a short guide).
- [ ] Set up an email tool and one signup form. Ask only for email (and first name if you want).
- [ ] Put the signup link in your Instagram bio, LinkedIn featured section and checkout page.
- [ ] Send a welcome email that delivers the freebie within minutes.
- [ ] Email your list at least once a month so they remember you.

2 Own your website

Send every post and ad back to it, so customers always find you.

- [ ] Own your domain name and keep the login details somewhere safe.
- [ ] Make sure your products, prices, contact details and policies live on your site, not only in posts.
- [ ] Point ad and post links to your website, not just to your profile or DMs.
- [ ] Claim your Google Business Profile and link it to your site.
- [ ] Install basic analytics so you can see where visitors come from.

3 Save your buyers

If the app disappears, you can still reach them.

- [ ] After each order, save the buyer's name, phone or email, and what they bought.
- [ ] Keep it in a simple CRM or one spreadsheet. Back it up every week.
- [ ] Ask permission to message them on WhatsApp (a broadcast list or a business catalogue).
- [ ] Download your account data from each platform every few months and keep a copy offline.

Do this today: add one signup link to your bio and export your last 30 days of buyers into one sheet.

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