

FREE LEAD MAGNET

SOCIAL MEDIA CLEAN-UP TOOLKIT

Fix your Instagram or Facebook in a weekend — no agency, no fancy gear



WELCOME – START HERE

LET'S CLEAN IT UP AND LEVEL IT UP

Thanks for investing in yourself and your business. This toolkit is for small-business owners, creatives, and entrepreneurs whose social media doesn't match the quality of what they actually offer — and who want to fix that without spending thousands.

I'm Gabriel Ortiz — filmmaker, creative consultant, and founder of Imagine Way More LLC. I've helped city governments, local businesses, and community organizations transform how they show up online. This is the same foundation I use when I clean up a client's page — now packaged for you.

This isn't about fake followers or trendy hacks. It's about clarity, consistency, and confidence. You'll audit your own Instagram or Facebook, upgrade how your photos look, and get real tools to start showing up with intention.



GABRIEL ORTIZ • FOUNDER, IMAGINE WAY MORE

PART 1

THE PAGE AUDIT

Five minutes, honest answers. Go through each area and tick what's already true — whatever you can't check becomes your to-do list for the week.

1. PROFILE – IS YOUR FIRST IMPRESSION CLEAR?

- ☐ A clean, professional profile photo (logo or headshot)?
- ☐ A bio that clearly says what you do and who you help?
- ☐ A call-to-action in your bio (e.g., “DM to book”)?
- ☐ A link-in-bio that works and goes to the right page?
- ☐ Active contact buttons set up (call, email)?

2. CONTENT – IS IT HIGH-QUALITY AND ON-BRAND?

- ☐ Posted within the last 7–14 days?
- ☐ Photos that are high-resolution and not over-filtered?
- ☐ Captions that give value — not just emojis and hashtags?
- ☐ Variety (not only flyers and sales posts)?
- ☐ Brand colors and visual style consistent across posts?

3. HIGHLIGHTS & STORIES – DO THEY LOOK INTENTIONAL?

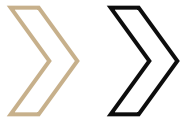
- ☐ Highlight covers designed to match your brand?
- ☐ Highlights labeled clearly (not “Highlight 1”)?
- ☐ Using Stories consistently each week?
- ☐ Showing behind-the-scenes, customer moments, real life?

4. ACTIVITY – ARE YOU CONSISTENT?

- ☐ Replying to DMs and comments regularly?
- ☐ Posting at least 1–2x per week?
- ☐ Showing your process, offers, or customer stories?
- ☐ A consistent tone of voice?
- ☐ Staying visible — not disappearing for weeks?

NOW: WHAT NEEDS WORK?

Look back at your answers. Pick the 2–3 areas you know need the most attention. That's your focus for this week — don't try to fix everything at once.



**“CLARITY BEATS
PERFECTION.**

Fix the basics first.”

PART 2

THE PHOTO STYLING CHEATSHEET

Upgrade your content instantly — no fancy gear required. Clean visuals make your business look more professional, trustworthy, and scroll-stopping. All you need is your phone and a little intention.

LIGHTING IS EVERYTHING

- ☐ Use natural light whenever possible — window light is perfect.
- ☐ Avoid overhead bulbs and harsh shadows on faces or products.
- ☐ Indoors, face your subject toward the light — don't backlight.
- ☐ Skip night shots and yellow light unless you're going for a mood.

Pro tip: mid-morning or late-afternoon light is softer and cleaner than harsh noon light.

FRAMING & ANGLES

- ☐ Shoot at eye level or slightly above for people and products.
- ☐ Use the rule of thirds — don't always center the subject.
- ☐ Don't crop awkwardly (no cut-off heads or half limbs).
- ☐ Show full scenes: your workspace, hands doing the work, people using your service.

Pro tip: keep horizon lines straight — use your phone's grid to stay level.

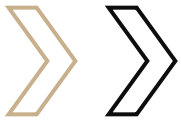
BACKGROUNDS & CLUTTER

- ☐ Use a clean table, wall, or floor.
- ☐ Avoid clutter, dirty mirrors, and messy shelves — it kills the vibe.
- ☐ Solid colors or textured walls work great.
- ☐ Add one or two on-brand props — don't overdo it.

Pro tip: if your background is busy, blur it slightly with portrait mode.

CONSISTENCY IS KEY

- ☐ Use the same 2–3 filters or edits every time.
- ☐ Stick to your brand colors (not neon pink one day, tan the next).
- ☐ Pick a style — clean white space, moody tones, or bold and bright — and stay with it.
- ☐ Always review before posting: crop, straighten, sharpen.



“A DECENT PHOTO
WITH STRONG CONSISTENCY

beats a perfect shot with no direction.”

15 CONTENT STARTERS

Never stare at a blank caption again. Steal these openers — each one does a specific job.

- ☐ **“I started this because...”** — builds trust; tells your why.
- ☐ **“Here’s what most people get wrong about [your industry]...”** — gives value, shows authority, gets shared.
- ☐ **“Here’s what you don’t see behind the scenes...”** — adds personality, builds connection.
- ☐ **“Swipe to see the difference...”** — perfect for before/after; scroll-stopping.
- ☐ **“Don’t take it from me...”** — drop in a review for instant social proof.
- ☐ **“If you’ve been thinking about [your service], here’s your sign...”** — drives urgency, gets DMs.
- ☐ **“One question I get all the time is...”** — positions you as the expert; easy to reuse.
- ☐ **“Shoutout to [customer] for...”** — builds community, shows appreciation.
- ☐ **“Let me show you what was wrong here...”** — be real; show how you solve problems.
- ☐ **“If you’re new here — I’m [Name], and here’s what I do.”** — re-introduce yourself often.
- ☐ **“Today looked like this...”** — a quick montage; humanizes your brand.
- ☐ **“Here’s a tool I use every week...”** — share your system; build trust.
- ☐ **“I found this old photo and it reminded me...”** — use nostalgia; reflect on growth.
- ☐ **“Here’s what I believe...”** — state your values; connect deeper.
- ☐ **“The biggest lesson I’ve learned this year is...”** — raw, reflective, gets engagement.

WORK WITH ME

STUCK ON WHERE TO START?

If you're going through this and thinking "okay, I get it, but I still don't know where to start" — you're not alone, and you don't have to figure it out by yourself.

Because you grabbed the Clean-Up Toolkit, you can book a free 15-minute strategy call with me. No pitch, no pressure — just clarity. Tell me what your business does and where you're stuck, and I'll give you 1-2 moves you can make right now to clean up your page.

READY FOR WAY MORE?

CALL/TEXT —

(209) 587-9063

INSTAGRAM —

@IMAGINEWAYMORE

EMAIL —

GABRIEL@IMAGINEWAYMORE.COM

BOOK A CALL —

CALENDLY.COM/GABRIEL-IMAGINEWAYMORE/30MIN

MENTION THE CLEAN-UP KIT TO CLAIM THE FREE CALL.

Let's fix this together.

Want it done for you? Imagine Way More is the agency behind this toolkit — [imaginewaymore.com](https://www.imaginewaymore.com).



— GABRIEL ORTIZ, FOUNDER, IMAGINE WAY MORE LLC



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SOCIAL MEDIA MARKETING AGENCY