



Creating Your  
*Perfect*  
Feed

by @lexiluxury

# The Aesthetic

Having an Aesthetic is key for crafting a feed that will attract brands and followers.

An Aesthetic, in social media terms, is an overall cohesive flow in the colors, mood and style of your feed.

This should be inspired by who you are! Do you like darker, moodier vibes? Or are you more of a bright, soft-filtered Cottage Core queen?

It's okay if you can't nail down an Aesthetic just yet. I personally change my feed almost every month! It just happens naturally as you find your own style and vibe here on the internet. You will evolve, and so will your feed.

But no matter what aesthetic you land on, make sure your feed is looking clean along the way! I'll cover some key tips for this on the next page.

# The Aesthetic

The easiest way to maintain an Aesthetic is to pick a Preset that matches your vibe.

A Preset is essentially a filter for your photos. By choosing one and using it on your feed posts, your profile grid will look more put-together, and your photos will look better next to one another.

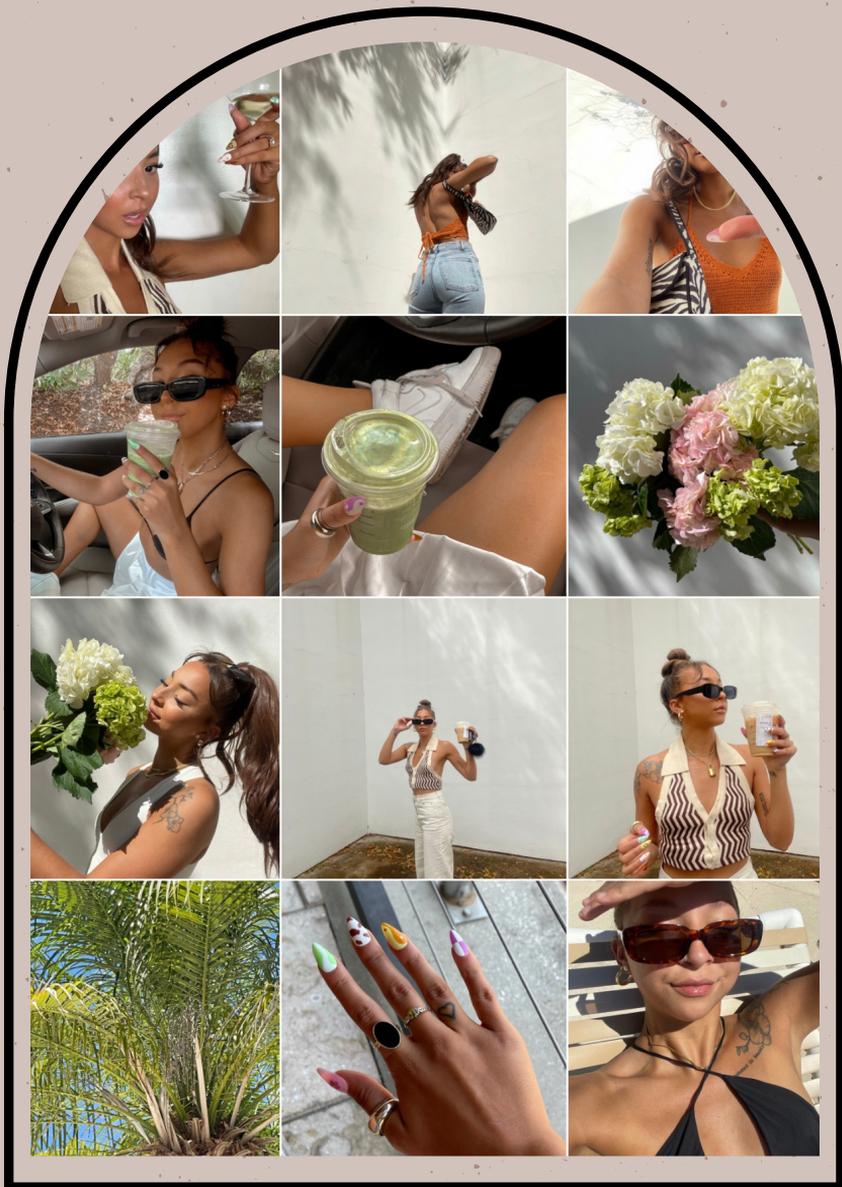
This also helps for Personal Branding purposes! If you stick with one preset for long enough, people will know it's your content before they even look at the username.

A Preset isn't necessary, but it's a great place to start if you're wanting to clean up your feed and attract brands and/or new followers.

Which is like... kinda why you're here, right?

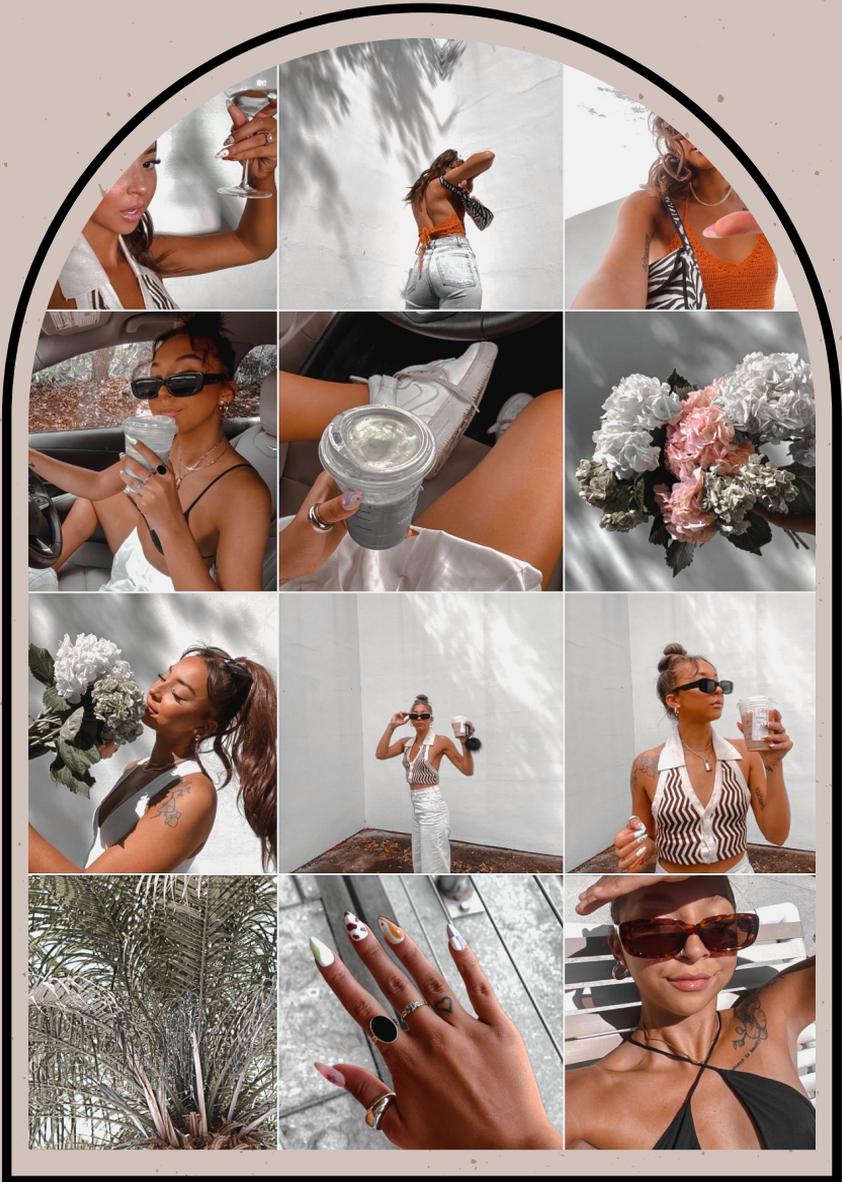
Check out the next few pages for an example.

# The Aesthetic



Without Preset

# The Aesthetic



With Preset

Ice Jungle Preset from [Gumroad.com/Lexiluxury](https://Gumroad.com/Lexiluxury)

# The Content

The Content is what will actually shape your feed/profile grid, so this part is pretty important. This is when Creating the Perfect Feed becomes an Art, and not a Science.

Each individual photo on your feed should be very carefully thought out before being uploaded. A few factors should go into this process:

1. Placement & Organization
2. Colors
3. Variety

Let's talk about the #1 on the next page.

# The Content

## Placement & Organization

The way your profile grid is organized is arguably the most important factor to keep in mind when Creating the Perfect Feed.

When people come across Instagram Accounts, they're a bit more likely to click the follow button quickly if the feed they're looking at isn't overwhelming.

You can avoid giving your potential followers chaotic vibes by ensuring there is enough Negative Space in the feed. This also helps certain photos stand out more, so your content won't get overlooked or lost in the shuffle of all your other amazing content!

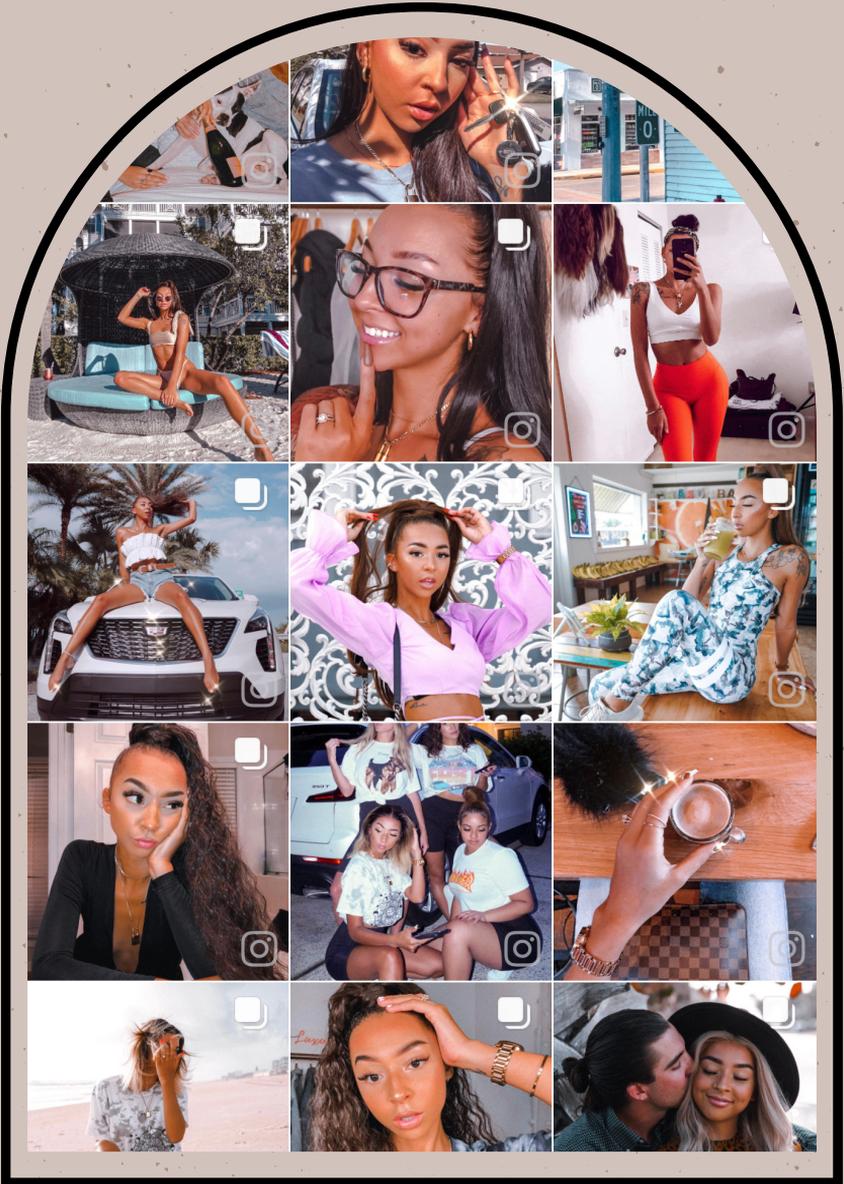
You can play around with how your profile grid will look with any future posts by using a Feed Planning App like Preview, Planoly or Unum.

The same goes for any Reel covers that are posted to your feed as well – so make sure they're considered carefully!

I have a helpful example on the next page!

# The Content

Placement & Organization

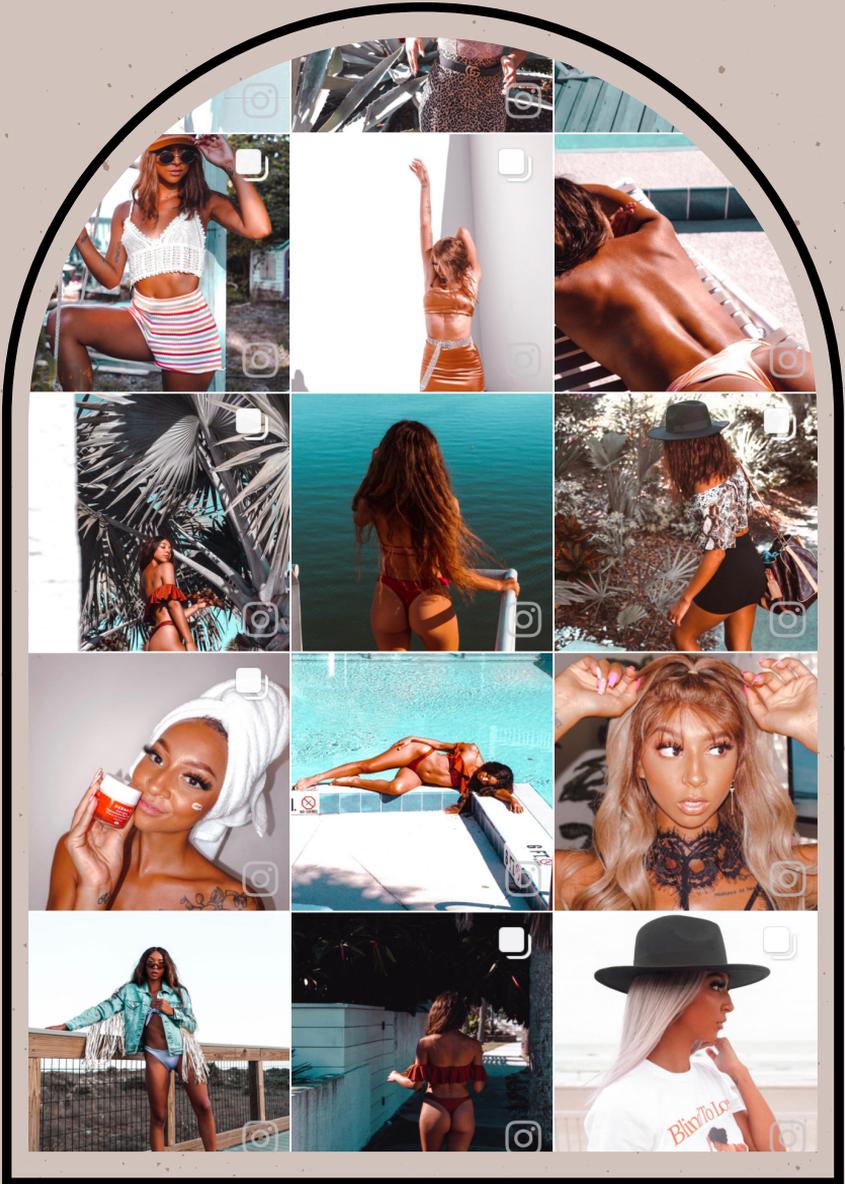


Without Negative Space

Even though the individual photos are great, the feed is disorganized and overwhelming.

# The Content

## Placement & Organization



### With Negative Space

This feed has a lot of water, blank walls, and skies, which gives it a good amount of negative space. It's relaxing to the eye and easier to focus on each individual photo.

# The Content

## Colors

A preset will help by keeping the colors well blended quite a bit. However, if you like the look of an even MORE cohesive feed, pick a **Color Theme** to really pull it together.

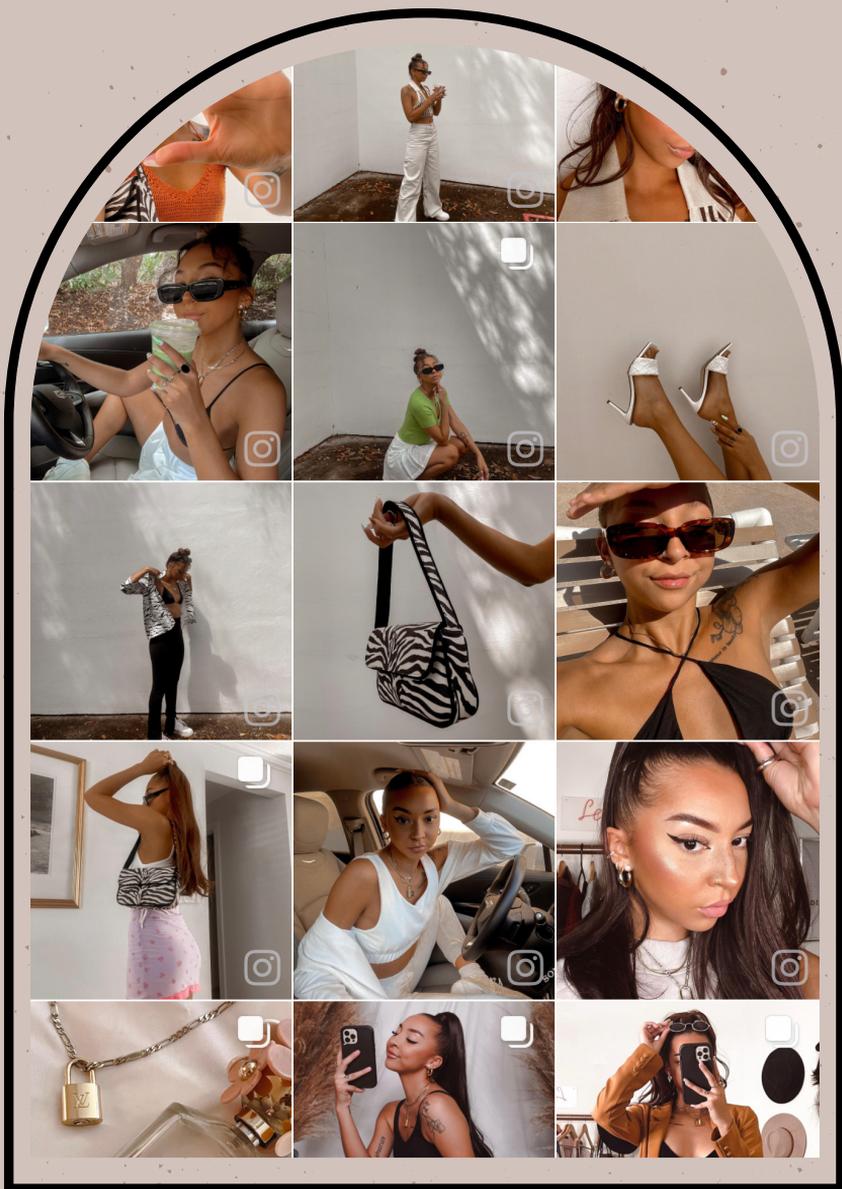
It doesn't matter if your page is about daily fashion inspiration or 30 minute vegetarian meals, if you utilize this tip, it will catch the eye of anyone who lands on your page.

All you have to do is keep your colors for your theme in mind, then make sure the main color in your posts for the next week or so match your **Color Theme**!

Click the next page for an example.

# The Content

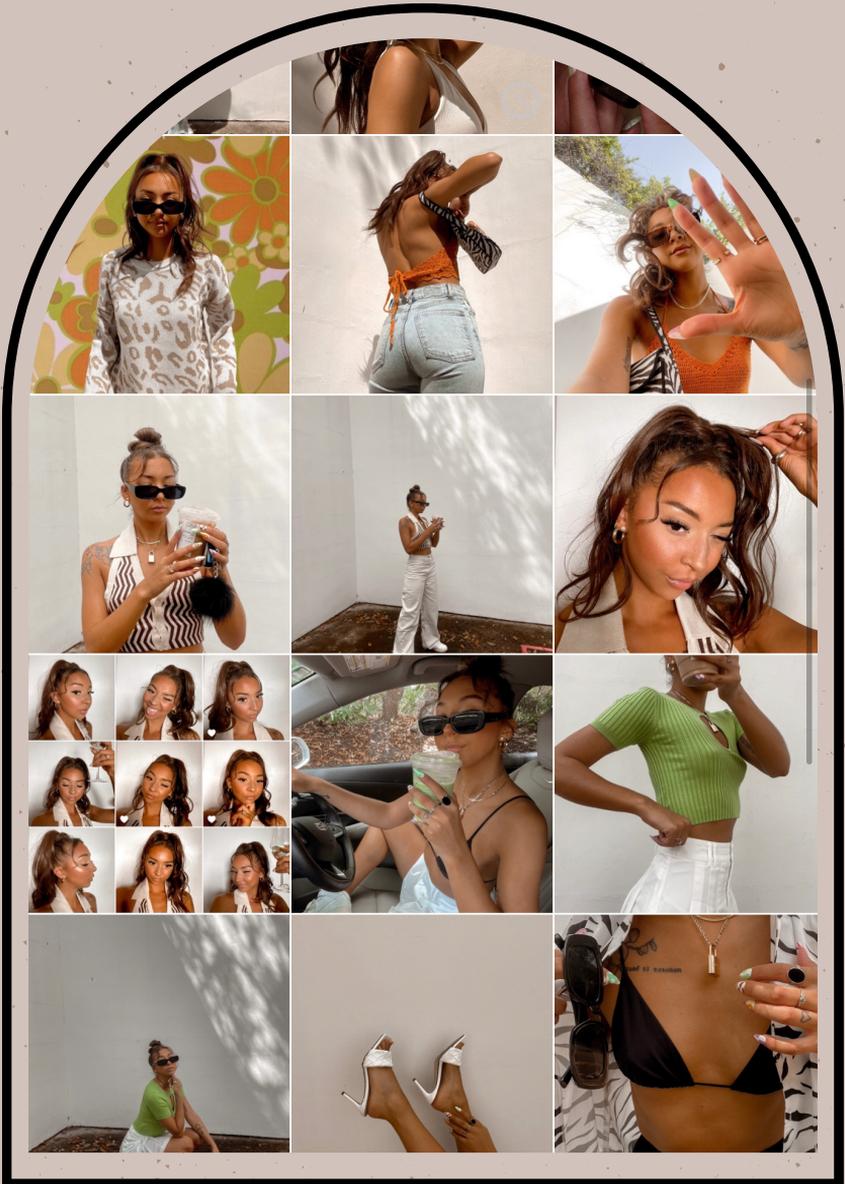
## Colors



Without a Color Theme

# The Content

## Colors



With a Color Theme  
This feed is white with pops of orange and green.

# The Content

## Variety

No one wants a feed full of selfies. Variety on a feed is a MUST. Switch up your poses, try a new angle, find more locations, utilize Feed Fillers, etc.

A Feed Filler is a great way to break up the grid and add back in some Negative Space, and to help support an overall Aesthetic!

### Common Feed Filler ideas:

- Coffee cup in hand
- Nails
- Candle
- Ocean / Sand
- Wine glass
- Shoes
- Book
- Jewelry
- Shadow at golden hour
- Quote
- Product or Outfit shot

You can take your own, or find some on Pinterest. Just make sure you tag the creator and Pinterest so you can give credit where it's due.

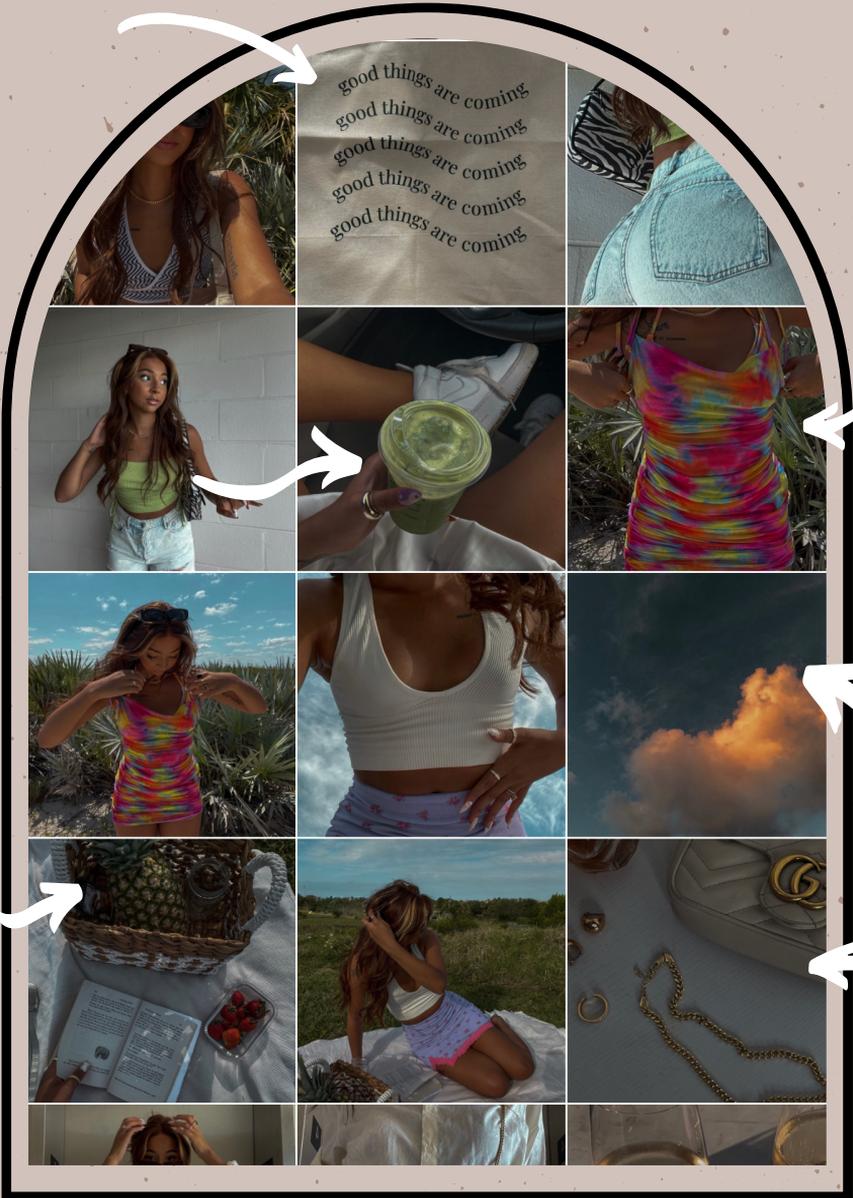
# The Content

## Feed Filler Examples



# The Content

Feed Filler Examples



# The End

Thank you so much for purchasing my E-Book *Creating your Perfect Feed!*

My intention for this was to assist any Queen or King who is ready to take their 'Gram to the next level.

If that's you, then you definitely don't want to miss out on *The Influencer Course!*

It's my 5 week course that reveals my TOP SECRETS and tips on how to become a PAID Influencer on Social Media.

Just head to  
[www.lexiluxury.com/the-influencer-course](http://www.lexiluxury.com/the-influencer-course)  
to enroll.

XOXO,

*Lexi*