

A FREE 48-HOUR DIAGNOSTIC

The *Grid* Read.

*A two-page hand-written audit of your studio's Instagram. What it actually says today,
what's leaking, what we'd ship in week one.*

2

PAGES, HAND-WRITTEN

48

HOUR TURNAROUND

\$0

COST · YOURS TO KEEP

Every Grid Read answers *three questions*.

Every studio's Instagram is doing one of three things: pulling the right kind of inquiry, pulling the wrong kind of inquiry, or pulling none at all. The Grid Read tells you which — and why. It is the audit we run before any engagement begins.

i.

What does the studio actually say today?

A cold read of the last ninety days of posts. The voice on the page, not the voice the founder wishes was on the page. The content pillars the audience would name unprompted. The specific tier of bride the grid is currently attracting.

READ RANGE · 90 DAYS · 24-36 POSTS

ii.

Where is the grid *leaking* inquiries?

Specific patterns that turn a high-intent viewer into a scroll-past. Voice drift across vendor reposts. Bio that does not name the tier of bride the studio wants. Highlight covers doing administrative work instead of conversion work. Captions that praise the work instead of explaining the decisions behind it.

DIAGNOSTIC PASS · SCORING
AGAINST 12 CRITERIA

iii.

What would we *ship* in week one?

Three concrete moves the studio could make this week — without an agency, without a content day, without a re-shoot — that would close the highest-leverage leak. The Grid Read is not a pitch. It is a free read. The next move is yours.

OUTPUT · 3 ACTIONS ·
SEQUENCED

"Most planners hire a social-media agency before they have read their own grid. The Grid Read is the read."

— KEEPING IT REEL · THE METHOD

SAMPLE · WHAT A REAL GRID READ LOOKS LIKE

For a boutique planner studio, NJ.

Studio name redacted; the diagnostic is real. This is the format every Grid Read arrives in — your studio's name, your handle, your numbers, your three leaks, your three week-one moves. Sample below; the structure is the structure.

THE GRID · COLD READ

@composite_planner_studio

FOLLOWERS

4,210

Reasonable for the tier band; not the leading indicator. Saves rate is.

POSTS PAST 90 DAYS

21

Below the 32-post cadence the algorithm rewards. Posting pattern is reactive, not scheduled.

SAVES RATE · TOP 3 REELS

1.8%

Below the 3.5%-6% band a studio at this tier should be living in. The content is decorative, not informational.

REACH / INQUIRY CONVERSION

0.04%

Approximately 1 inquiry per 2,500 reached. Industry healthy band: 1 per 800-1,200. Two leaks in the funnel, not one.

VOICE DRIFT SCORE

7 / 10

Of the last 21 posts, 7 are vendor reposts in the vendor's voice. The studio's voice is on 14 of the 21 — barely a majority.

HIGHLIGHT COVERS

Default

Five covers, all generic labels ("BTS," "Reviews," "Work"). The most-tapped real estate on the profile, currently doing administrative work.

Three leaks, in *descending* order.

Every Grid Read names exactly three leaks. Three is enough for the studio to act this week without overwhelm. The leaks are ordered by leverage — the first one is the move that recovers the most lost inquiries.

Leak i.

The voice on the grid is the *vendor's* voice, not the studio's.

Seven of the last twenty-one posts are vendor reposts captioned in the vendor's voice. A bride scrolling the grid pattern-matches the studio as a coordination shop, not as the editorial planner the work actually is. Fix: stop reposting in the vendor's voice. Repost the work; rewrite the caption in the studio's voice. The work belongs to the studio; the caption should too.

Leak ii.

The bio doesn't name the *tier* of bride the studio wants.

The current bio names what the studio does ("Wedding planner · NJ · 7+ years"). It does not name who the studio is for. A bride at the \$300k+ wedding tier scans the bio in 1.4 seconds and decides whether the studio is "her studio." The current bio doesn't tell her. Fix: rewrite the bio to name the tier in one phrase. "For couples building the most-considered three days of their lives." She will know in 1.4 seconds whether to inquire.

Leak iii.

Highlight covers are doing *administrative* work.

Current highlights: "BTS," "Reviews," "Press," "My Work," "Hours." Every label is a label, not a hook. The highlight strip is the second-most-tapped real estate on an Instagram profile (after the bio link). It's currently silent. Fix: replace the five default labels with five editorial covers in the order a bride scans them. "Booking '26-'27" first. Then "Estates," "Real Couples," "South Asian," "As Seen In." Five hooks. Five reasons to tap.

"A leak is a specific decision the grid is making that costs the studio inquiries. Naming three is more useful than naming twenty."

Three actions, sequenced for *this week*.

Every Grid Read closes with three concrete actions the studio can ship this week. No agency required. No content day. No re-shoot. These are the moves that close the leaks named above — and the order they ship in matters.

Monday

Day one

Rewrite the *bio*.

One sentence that names the tier of bride the studio wants. Save the current bio as a draft first so you can revert. Test the new bio against the cold-read test: read it to a friend who is not in the wedding industry. Ask her to describe — in her own words — who the studio is for. If she names the tier correctly, the bio works.

CLOSES LEAK II
Highest-leverage move.
The bio is the only line
every viewer reads.

Tuesday

Day two

Replace the *five highlight covers*.

Open the Highlight strip. Replace the five default labels with five editorial covers in the order a bride scans them: "Booking '26-'27" first, then "Estates," "Real Couples," "South Asian," "As Seen In." Use the same visual template across all five (paper texture or solid color; italic serif; champagne accent). Twenty minutes of work; permanent ROI.

CLOSES LEAK III
Second-most-tapped
real estate. Permanent.

Wednesday

Day three

Stop reposting vendor captions *verbatim*.

Of the last seven vendor reposts, none had a rewritten caption. The studio's voice was absent from each one. New rule: the studio reposts the work, but always rewrites the caption in the studio's voice. The bride should never have to guess which voice she is hearing. This is the move that compounds across every post going forward.

CLOSES LEAK I
The voice-protection
move. Highest-
compounding.

WHAT HAPPENS AFTER THE GRID READ

The Grid Read is yours. The next step is yours too.

The Grid Read is the free 48-hour audit — hand-written by Ishaan, delivered to your inbox, yours to keep regardless of whether you ever inquire about a retainer. If the read is useful, ship the three week-one moves. If you want to go deeper, the engagement tiers below are how that conversation begins.

THE NEXT STEP · IF THE READ IS USEFUL

Apply for a 30-minute correspondence.

Thirty minutes. No deck. A candid conversation about the studio you actually run — where it is, where it should be, and whether KIR is the right hand for the next year of it. Apply at keepingitreel.co/inquire.

Reply by 9 am the next business day, named in the note.

Keeping It Reel · contact

keepingitreelco@gmail.com · keepingitreel.co · NJ + NYC + PA

An editorial social agency. Six archetype slots, one studio per archetype. The reason a luxury bride picks you.