

# QUOTE PAGE STARTER PACK



---

@SHEMANIFESTSSUCCESS



# Hello and Welcome!

Have you ever come across a quote that resonated so deeply with you that you just had to share it? That's exactly how my journey started. What began as a simple passion for collecting and sharing inspiring words soon turned into a thriving quote page with an engaged audience.

I wrote this e-book to help others who want to do the same—whether you're looking to start a quote page for personal fulfillment, to build a community, or even to monetize your content. In this guide, I'll walk you through the essentials of setting up and growing your own successful quote page, from choosing your niche to engaging your audience and leveraging the right tools.

No matter where you are in your journey, this e-book will give you the insights and strategies to turn your love for quotes into something impactful. Let's get started!

If you're entirely new to this, a theme page is an Instagram account based on one topic. There is no face beyond the brand, so you don't have to worry about posting about your personal life. It usually provides some value, whether it is funny memes, wealth education, or motivation. Theme pages are generally viral and attract big audiences interested in this topic.

After reading this ebook, I hope you know more about what you should do on Instagram to grow your theme page. So many people are taking advantage of the fact that you can use this platform to impact the world while living the lifestyle you truly want. I'm so excited to hear about your success!! Keep me in the loop on how it's going :)

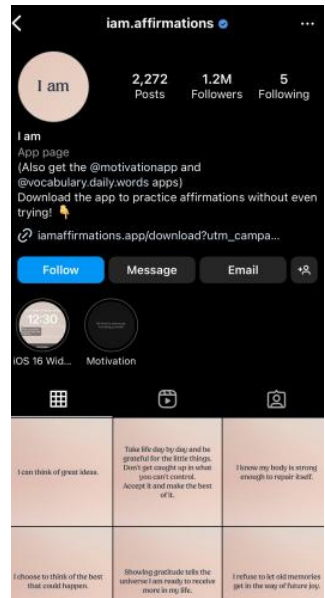
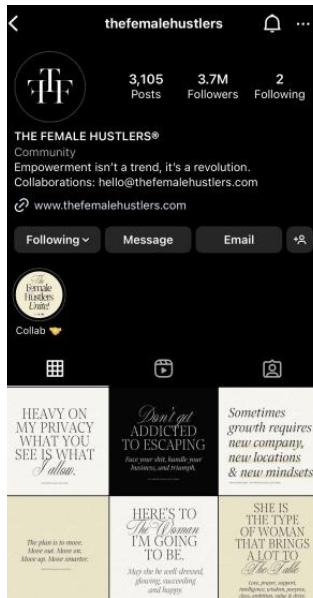
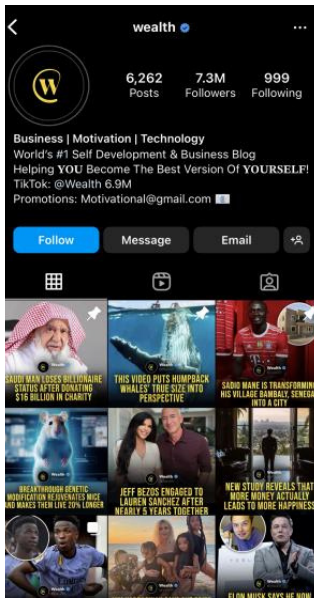
-Ramona



---

@SHEMANIFESTSSUCCESS

# Examples of Theme Pages



- Content is centered around 1 topic
- You don't have to show your face
- Goal is to reach big audience

# Table of Contents

## THEME PAGE OVERVIEW

- Picking your niche
- Importance market research
- The algorithm

## SETTING UP YOUR PAGE

- Choosing username
- Importance of your bio
- The right highlights

## MONETIZATION

- 5 proven ways
- How to identify what your audience needs
- Where to do market research

## BONUS TIPS

- Batch creating content
- Best apps to use
- Keep your account safe



# Should I start a new page?

First, if you already have an Instagram Theme page, we must determine whether you will apply the strategies you learn in this e-book to your current page OR if you should start a new page and implement all the methods there.

If you have an older account and previously used it as a personal account, or if it's just an account you no longer use, you figure, "Hey, I'm just going to delete some content from here and make this my theme page."

In this case, starting a brand new page would be better because those 300, 500, 1000 (or even more) followers follow you for different types of content. Ultimately, it can hurt your reach because these people could unfollow your account because they did not follow you for theme page content.

Even if you did grow a lot of followers on it, and they were all organic followers, but you haven't posted to that account in a while—it's been months, six months, a year, two years, or even three years—the reach is dead, and it is tough to bring back a page once the account is entirely dead.

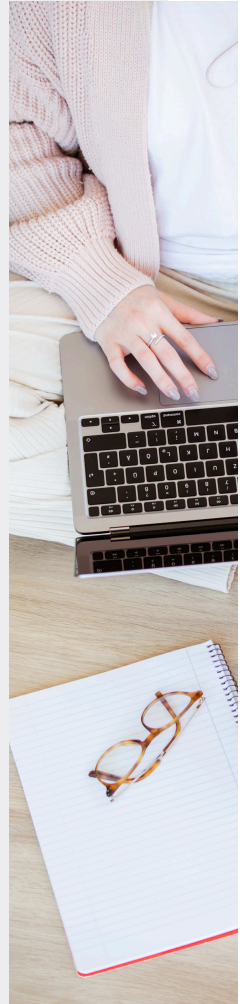


Also, if you ever engaged in old Instagram growth practices, I would start fresh with a new account. I'm going to give you a couple of examples below.

If you ever:

- Purchased followers
- Used third-party tools to check who follows you
- Did follow/unfollow method
- Did like-for-like method
- Cold messaged your followers
- Were part of engagement groups
- Ever deleted a ton of content all in a short amount of time

There's no shame that you did any of the above actions. Just keep in mind that these are practices that Instagram considers "bot behavior" and can get your account shadowbanned. It's better, to be honest with yourself and not try to bring this account back from the dead, as this can take your journey much more time and energy when you could already be starting fresh with a new account.



# Theme Page Overview

Suppose you don't already have an Instagram Theme Page. Let's go over what they are.

I'm sure you have already followed them on Instagram at some point. We've got business ones, the female empowerment ones, the love and relationship ones, and there are dozens and dozens of different types out there.

All the content on this page is centered around one topic. For example, I have a female empowerment page, so the women who follow want to get motivated and feel empowered when they visit the page.

They're not following it specifically for me. It's not like one of those personal pages where you have to show your face or your life, like what you do every day.

With these faceless pages, everything is about that one topic. The goal of these pages is to reach an audience of people who are interested in the specific topic that you're posting about. As soon as you post, the only goal for that content is to get as much engagement as possible so that the algorithm can put you more out there.

My goal in writing this e-book is to teach you how to grow your Instagram Theme page so that you can be in a position where you will have your pick of monetizing the page as you choose. Later in the e-book, I will review the different ways to monetize your page in more detail.



## Niche:

To get the page going, we need to figure out what your page is about and who it will attract. So what does this mean? We need to find people interested in the topic you will be posting about.

The first thing I always recommend is thinking about topics you are already interested in. What accounts do you already follow? What are the things you usually Google? What types of videos do you search for on Instagram and TikTok? And what is something you genuinely don't mind posting every day?

**Look for a profitable niche. Believe it or not, some pages can be monetized more quickly than others.**

Open the Explorer tab on your personal Instagram and look at the type of content Instagram recommends. This will already indicate what Instagram thinks you are interested in because you either share these posts, comment on them, like them, or even save them.

## Niche Continued:

An indicator to know if the topic you want to post about is worth pursuing is by looking up accounts already in this niche. When you look up accounts, do you notice links in their bios? Is there anything they promote in their stories? Is there any product or service on their highlights or captions? This will already show you whether they are making money with the account or posting for fun, and something tells me if you are reading this e-book, you don't want to post for fun. You want to grow your account and make money with it :)



## Market Research:

Market research is the most important part of your entire journey. If you were going to start a coffee business, who would you take advice from? Would you talk to the person who had a coffee business for eight months and eventually shut it down to start a fitness club, OR would you want to talk to the CEO of Starbucks?

We would want to talk to Starbucks' CEO because of their success in the coffee world. We want to take advice from someone who is doing what we want to do.

So, let's apply the same logic to your theme page. Let's find the top-performing pages within your niche. We want to ensure these pages on our market research are actually growing right now.

I would go to [socialblade.com](https://socialblade.com) and type in their name. This website is a free service; you can see if they grow daily. Sometimes, we find accounts with over 1 million followers, but when you look at their analytics, not only are they not growing, but on average, they're losing followers.

So after you find the top 10 accounts that are growing well within your niche, I want you to write down their:

- Name
- Bio
- Keywords
- Call to actions
- Colors you notice
- Fonts you see
- What type of content do you see

We are doing this because, back to the Starbucks example, we need to know what is working if we want to create a page within this niche that will perform well.

So, if we were starting a coffee business, we would not study all the analytics of the coffee business that shut down after eight months. We want to study all the analytics of Starbucks because Starbucks has been proven to be successful within the coffee world.

With your theme page, if you want to be successful, and after doing all the research, you noticed that, for example, a popular color to use is white, then you need to use white because research shows that white is performing well within our niche.

# Target Audience:

Now that you have done your market research, you know the top-performing pages within your niche. The next step is figuring out who your target audience is. We need to know what type of person follows your type of page. Knowing this will make it much easier to create content because you are talking to a specific person, your potential follower.

Do you remember I asked you what type of accounts you follow earlier? What topics are you interested in? I asked you this because there is a specific type of content that you like to look at and share. We need to find people interested in that same type of content. Someone out there also likes to re-share the posts or is already following these types of pages.

The goal is to identify that person so that you speak directly to them when you create content. They are the ones who are more likely to engage in your content and eventually follow your page.

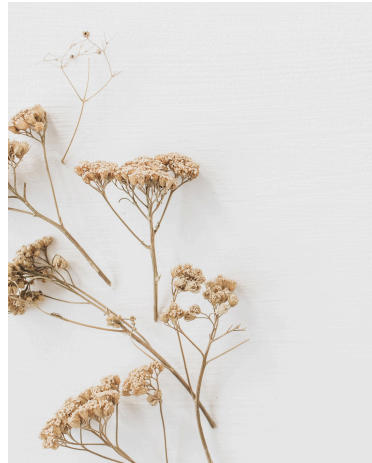
When it is time to create content later, please keep this person in mind. Whenever you post, I want you to ask yourself, "Is my ideal follower going to resonate with this content?"

## **Questions to help you clearly identify your ideal customer:**

- How old is this person?
- Are they a male or female?
- What is their lifestyle like?  
Married? Kids?
- What is their occupation?
- Where do they live?
- Name 3 non-negotiable values they have
- What is something they struggle with

# Action Steps

- Start new page/keep current one?
- Pick a niche
- Find 10 accounts for market research
- Write down keywords, colors, etc
- Fill out market research sheets (next page)
- Answer target audience questions

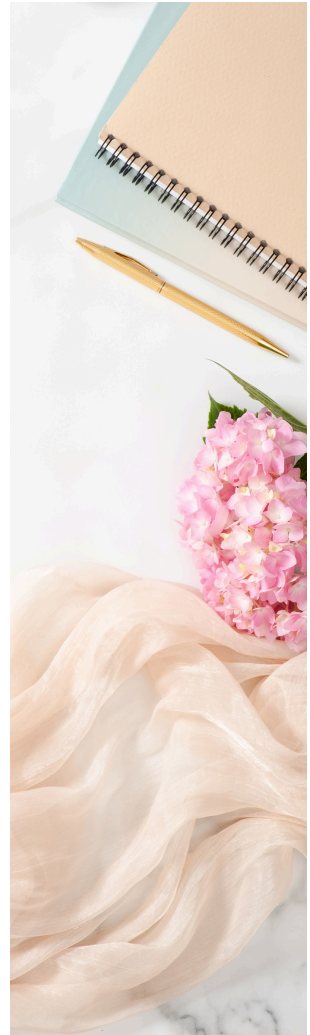


## The algorithm:

Before creating the page, I want to make sure you understand how the algorithm works. Instagram's primary goal is to keep people on the platform longer.

If you've ever wondered how Instagram, Facebook, X (Twitter), Snapchat, and TikTok make money if the platforms are free to use, it's because they show people ads. If you think about it, how can they show people ads if they're not on the platform? So, they developed an algorithm to keep people on the app by showing them content they want to see.

What does that mean for you? And how can you use that to your advantage? If you post good content that keeps people on the platform longer, Instagram will reward you by pushing your content out much more. If you can get people to comment, share, and save your content, then Instagram sees that as a good thing.



This is why it was essential to know exactly who we were speaking to when discussing our target audience. When we know who we are talking to, we can continue making content for one specific person. When these people engage with your content, Instagram rewards you by showing your content to more people interested in the same type of content. It's that simple.

Something else I want to mention is that if you have 500 followers right now, 500 people will not be viewing your story or watching your reels. This is completely normal. So if that's ever happened to you where you have 500 followers, and you notice 50 people are seeing your content on your stories or reels, that's normal. Think about it with your personal Instagram page: if you follow 500 people, do you see 500 stories daily? You may only see a few on your screen, and then you'll log off the app.

The goal is that we continue to create content that the algorithm feels people will engage with and, therefore, stay on the app. One of the best ways to know what content we should be putting out there is through the market research you've already done. The market research will tell you what type of content the audience that follows this type of page wants to see.



## Branding:

We often refer to market research when creating the page and determining its appearance.

That is why we started with market research: We need to lay the foundational work for our page with what is working within our niche.

For your logo, keep it super simple. Take a look at your market research. What commonalities do you notice in their logos? We often want to do a personalized logo, but I want you to remember that this is not a personal page. People don't follow this page because of you precisely; instead, they follow it because of the posted content. If you notice the logos on the pages of your market research have a more straightforward look, create a simple logo.

Go to [Canva.com](https://www.canva.com) and create a free logo. Type "free logo" in the search bar to find many possible options. You want to create one that looks similar yet different enough to identify that it's your page.



I also want you to return to market research regarding colors. I understand that we all want to be different and probably have our favorite color. However, as I mentioned before, if the popular color to use within your niche is white, then we will not go with our favorite color, green.

Remember, once again, this is not a personal page. This is a theme page. People are following the page for that specific type of content. So, you will want to go to the website <https://colors.co/>, and I want you to find a color palette similar to the pages on your market research. You will then use these colors on your logo and on the content that you will be creating.

Your feed will be different for everyone. Some niches will have more quotes than videos, and others will have more videos than quotes. Once you identify what is popular within your niche, you can decide what pattern you want to use on your page.



# Action Steps

- Create a logo
- Choose brand colors
- Choose feed style



# Setting up your page the right way

OK, now let's get into the fun part. We have already done all the market research and know what type of page we will create. The branding has been strategically designed, and we should create the page and set it up correctly.

The goal is for people to find your account faster on Instagram. Below, we will discuss different methods to make this happen. While your account is not guaranteed to always appear first, we want to position your page so that Instagram suggests your account over others, not just on the Explore page but also in the search bar and the suggested accounts to follow.

In the previous section, we discussed the algorithm and how Instagram determines how to push out content. However, we also need to discuss your page's setup because Instagram categorizes your page to show up to a specific group of people. Our goal is to ensure that Instagram shows your page to your target audience.

(Don't worry if you already have an active account; you can still make these changes.)

# Username

Picking your name is so important. It is people's first impression of who you are as an account. When choosing your username, make sure it matches what your account will be about.

For example, If your page is motivational, you shouldn't choose @doglover123. You would choose something closer to your niche. (Niche = a topic you will talk about on your page).

Sticking with the example of having a motivational page, you would name your page @empoweredgirls if it's a female motivational page. (This is just an example).

Avoid using too many numbers at the end of your username. This can make your page seem spammy. I also wouldn't use too many underscores; if you really want to use them, I would stick to one at the end. The last thing to avoid is picking a name too similar to another account's name.

## Bonus Tips:

- ✓ Try incorporating keywords into your username. These are familiar words your ideal follower types in their search bar. Your account could be found faster this way.
- ✓ The only time I would add .co, .inc, or club at the end of your username is if the name you want to choose is similar to another account name and they are NOT ACTIVE on their account. Otherwise, I suggest avoiding these endings in your username and trying to find something more unique. (Example: @empoweredgirls.co @empoweredgirls.inc @empoweredgirlsclub)



## Name Line (AKA bold line at the top)

This is the first line directly above your bio. I always recommend you add your username here. If space allows, you can add some keywords as well. This can also help your account show up faster when your ideal followers search a keyword in the search bar.

Here are some examples below of how you can fill it out:

1. Empowered Girls
2. Empowered Girls | Motivation | Inspiration

### Bonus Tips:

- ✓ Look at other accounts in your niche and see their keywords. (Remember your market research)
- ✓ Take notes of the commonly used ones
- ✓ After thorough research, choose 2-3 keywords that your page relates to and add to your name line

# Bio

Your bio should tell someone what you do, who you do it for, and how. Think of this as your elevator pitch. Also, if there is no CTA (call to action) that tells them what to do, they won't take any action.



Let's create a bio together. This is where you talk to your target audience:

**Line 1:** End result (what will they learn or what will they see on the page)

**Line 2:** CTA- *Follow for motivational tips, Follow for daily inspiration, or Grab my free self care checklist.*

## Bonus Tips:

- ✓ The first line should talk directly to your audience
- ✓ Don't worry if you don't have any achievements YET

# Highlights

This is not the biggest deal if they are not immediately set up because they will usually be ongoing depending on what you choose to add to your highlights. In short, this is a good place to keep certain information that can be easily available on your profile. Remember, stories expire after 24 hours, and posts get pushed down the more you post. So, any vital information you want to be found easily should be saved to a highlight as this stays permanent at the top of your page.

The highlight cover can be a blank page with your brand color. You can even search for highlight covers on Pinterest and Canva (just make sure to stick to your brand colors so they match your page and flow well).

Something else to mention is pinned posts on your page. When someone comes onto your page, they see the pinned post at the top, which does not move when you add new posts. You may want to pin your products/services post to inform your followers immediately what your offer is.



Commonly used highlights:

- IG Growth
- Services
- Promo
- Testimonials
- Coaching

# Action Steps

- Choose a username
- Add name to name line
- Add keywords to name field
- Fill out your bio
- Choose 2-3 highlights



# Winning Content

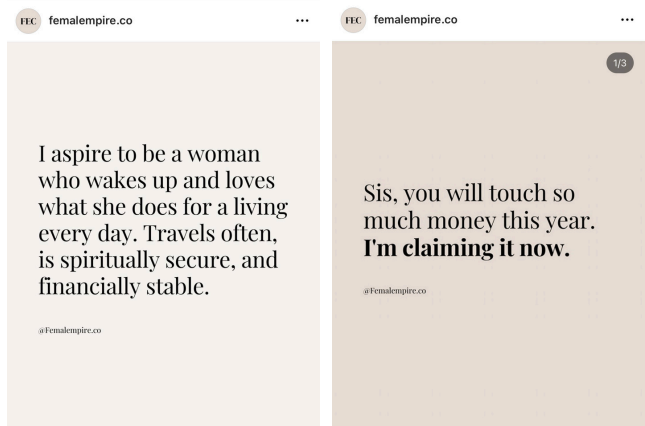
This will be the most consuming part of creating your page, but it will also be the most rewarding because when you create winning content that matches your page and resonates with your audience, you have much more of a chance to go viral within the algorithm and gain followers.

Please know that if you don't have experience creating content, that is OK, and truly, any beginner could do it. All it takes is practicing and perfecting your skill. The more you post, the easier it gets. There were so many times at the beginning of my journey when I made mistakes with my content, but I never deleted it. I just kept posting because I knew it would improve as I practiced.

## Type of content to post:

- Reels are videos that are under 60 seconds
- Carousels are posts that include up to 20 photos
- Static posts are single photo posts

# Examples of content



## Reels

- Size: 1080x1920
- Video under 60 seconds

## Static Post

- Size: square 1080x1080 **or** portrait 1080x1920
- Single photo post

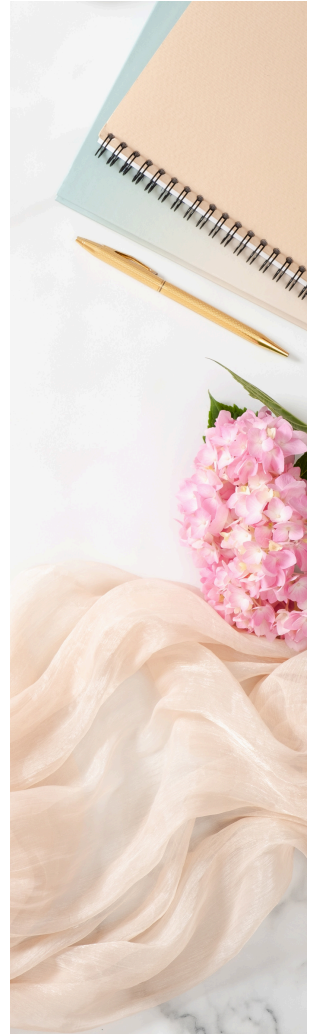
## Carousel

- Size: square 1080x1080 **or** portrait 1080x1920
- Can include up to 20 photos

# Creating Quotes & Reels

Here are the steps to find & recreate the winning content in your niche:

1. Take a look at the pages in your market research. Save the top 7 quotes & 7 reels you see. The ones with the most likes and engagement.
2. Like those quotes and reels so you can start training the algorithm to show you more content like this. Next time you create content, the algorithm will show you similar content and pages in your market research (this is also a great way to discover new pages).
3. Head over to chatGPT and rewrite these quotes. You don't want to use word for word what you found, but if it went viral once and the main idea is still there, you have a chance this will also go viral and be seen by the people who consume this type of content.





4

Recreate the reels in your own way. If there is a quote in it, use chatGPT to

- ♦ rewrite it. As for the video, speeches can be found on YouTube. Simply download the speech, find the viral clip, and add captions to the video. Always give credit in your captions to who is in the video. Additionally, you can hire someone on Fiverr to create reels for you.



5

Add a CTA (call to action) as line #1 in your captions. The beginning of your

- ♦ journey should be focused on GROWTH, not monetization. In order to grow, we need to put winning content out to the algorithm. If it sees people engaging with it, then it pushes it out to more and more people. These people are potential followers. Study what types of call to actions the pages in your market research use, and recreate them in your unique way.

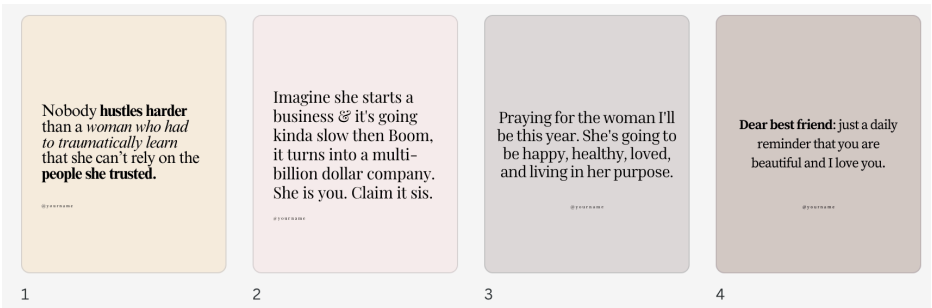
Congrats, let's get to posting.

You now have one week of content by saving and recreating these 14 posts :)

# How to create quotes

Step 1: Open Canva 

Step 2: Use one of my free templates:



I have created free templates with popular fonts and colors for you to choose from. Remember it is as easy as duplicating one page and typing a new quote in it :)



## Remixing Reels

This is an optional way to create reels with winning content. The idea is to find a reel that is already viral in your niche, click the "remix" option on a video, and post it to your page. You are signaling to the algorithm to pass some of that virality to your page. The original video gets credit and extra views, but it also helps your account.

I wouldn't turn your entire feed into remixes, but it is good to experiment and see how well they work on your page.

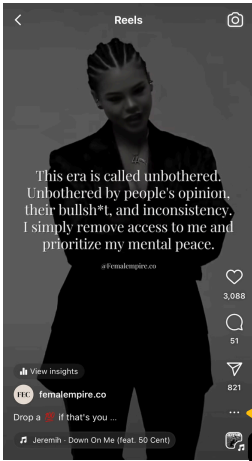


Remember to always give **credit** in the caption to those who edited the video (the page you are remixing from) and who is in the video (if you can find them).

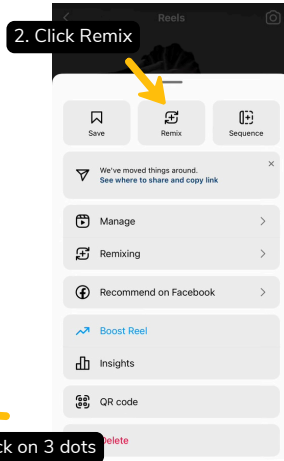
## Trending Audio

You can add audio to your quote reels and video reels. Ideally, the best ones to use are audios with under 10k uses, and even more if the first video posted within that audio has over a million views. You can't schedule a reel with a trending audio this would only work if you were manually posting.

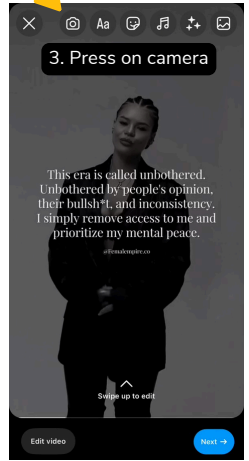
# How to remix reels



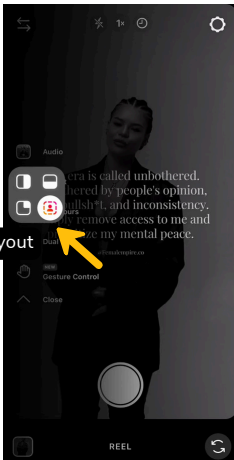
1. Click on 3 dots



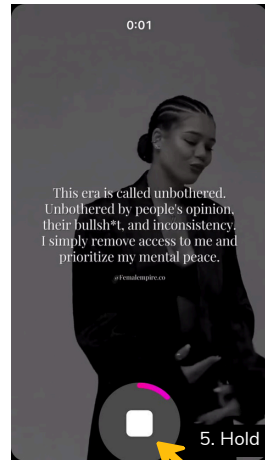
2. Click Remix



3. Press on camera



4. Make sure layout is full screen



5. Hold record button

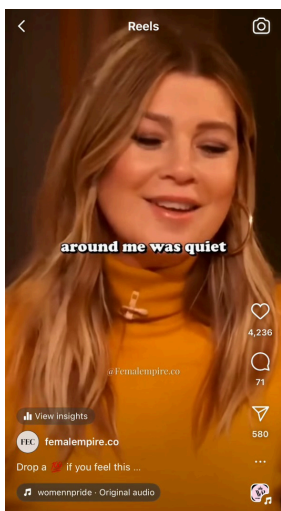
# Repurposing Viral Content

You don't always have to be creating new content on your page. If a previous piece of content from your page went "viral for you," then you can reuse this post again. If you still use the same font/colors, you can just repost your post. Or if you have changed your brand theme since then, you can simply recreate it with your new brand. You can use this same piece of content to recreate it as a story/carousel/reel.

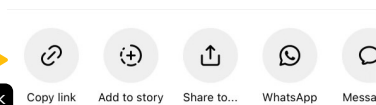
When I say "viral for you," I mean look at your analytics. If you notice most of your posts reach 1,000 accounts, but then there is one piece of content that reaches 8,000 accounts, this is your "viral for you" post.

You can also use bigger account reels that have gone viral for them and repost them on your page. Always give them credit in the caption. You can simply save their video link and paste it onto a website called Snaptik.app and then repost it on your page. Accounts that do this usually do it to reach a bigger audience, and it works for many accounts because the original video posted has already proven to be a viral type of video on Instagram.

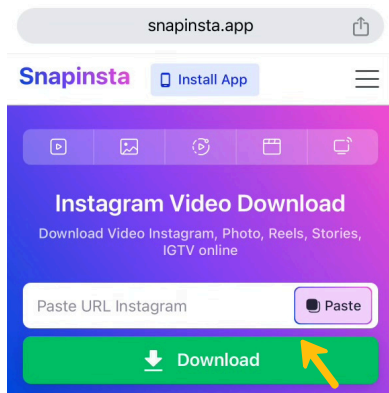
# How to download Reels



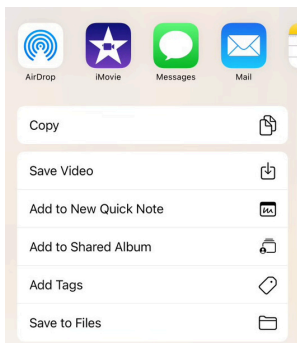
2. Click on copy link



1. Click on share button



3. Paste link + click download



4. Find video in your download folder of your phone and save video

# 500+ PRE-MADE REELS



Over 500+ ready to use reels in different niches, simply download and edit as you choose :)



# Hashtags

Keep in mind hashtags are not like they used to be. Many people used to use this as their primary source of growth. Hashtags shouldn't be something to obsess over, but they shouldn't be overlooked entirely. They can help Instagram categorize your account so when they show people content on their explorer page if your account is something they'd be interested in, then Instagram will show them your page. You can also get onto some people's feeds who follow certain hashtags. Like I said, this won't be a primary source of getting people to your page, but everything helps :)



If you choose to add hashtags, check out the website [app.iqhashtags.com/](https://app.iqhashtags.com/). It lets you know if you currently use banned hashtags, which can ultimately hurt your account, and it also gives you hashtag suggestions based on your page.

# Engagement

For people to decide to hit the follow button and for Instagram to continue pushing out your content, people need to know, like, and trust you. You've got to build relationships with your community. No one likes an account that they don't connect with. Would you follow a page you didn't vibe with? Probably not. If you were into animal rescue and followed a page that posted all the stories of these beautiful animals and the homes they were going to. You noticed every time you commented on their posts, they replied. When you DM'd them, they replied. Wouldn't that make you feel more connected to this brand?

Don't forget to show your followers that same love when running your account. Build a community that knows, likes, and trusts you, and you'll always have raving fans who look forward to what you post. Here are a few things you can do:

- Respond to your comments
- Reply to your DMs
- Reply to people's stories who reposted your content
- Interact with other accounts in your niche

I break these up into 5-10 minute tasks. You don't have to spend hours and hours a day on social media to build a following. That would be the best way to cause burnout. Remember, this isn't supposed to be a chore. This is supposed to be fun and exciting to connect with your audience.

# Monetization

After you have started growing a following, you're providing value to your audience and connecting with them, you can start moving into the monetization part of your account. There's no exact number of followers you need to have to monetize your account. The main point is you should have a decent follower-to-engagement rate, which means people are actively commenting/liking your content.

Make sure, regardless of the monetization method you use, to do some market research. Is there a need for this product for your ideal audience? Does your offer solve a problem? What are your customer's pain points? Here are some methods you can use to identify whether there is a need:

- Quora is an online website where you can search for what people are saying about the topic of your offer.
- Answer the public- This is another website you can use to search for your topic. You will see what people ask about it and identify a common trend.
- Competitor Accounts-Who are your competitors within your niche offering? Is there something in common you notice? What does their offer include, and how much do they charge?

## Here are various ways you can monetize your account:

1. **Digital Products-** can include affirmation guides, digital business planners, e-books, and PDFs—basically anything that someone can download.

You can use the Canva app to design your offer; they offer plenty of free templates. If you choose to create an e-book, you can launch and sell it on Stanstore.

2. **MRR-** For those of you who have already purchased MRR products (these are digital products sold with the right to resell them to others), you can also offer them to your audience and sell them on Stanstore.

3. **Coaching-** You may coach a group of individuals or use the 1:1 coaching style. Usually, there is a time frame for your program. Depending on your program, you might jump on Zoom once a week or once a month. The details are all really up to you. You can go as deep or basic as you want with this. Usually, this is considered a higher-ticket offer.



4. **Memberships-** Depending on your offer, you may have a site to run your membership services. You may offer a structural system where you teach people about a topic. Most people just have to record the content once and share the same videos with their mentees. The membership can run itself, and you can be as hands-on or hands-off as you want.
  
5. **Shoutouts-** This is probably the easiest way to monetize your account. Many coaches and brands want to work with accounts that will bring them exposure. You'd put up a post on your page of their choosing. They give you the post + caption, so there's not much thinking on your end. You can choose what type of content you'll allow and not allow on your account. To structure your pricing, I would message other accounts with similar followings to yours and ask for their promo rates. (Do this from a personal account.)



6. **Affiliate Marketing** is where you refer someone else's product or service to your followers. That business will give you a personalized affiliate link, so when someone makes a purchase with your link, you receive a commission. I always recommend only offering products you're personally familiar with and that you have actually used. Your audience will know if this is a genuine recommendation, and they'll appreciate the transparency.

**What is your product/service plan:**

- Monetization method you will be using:
- Where will you do your market reach:
- What is your offer:
- What will your offer include:
- How much will your offer cost:
- How will you market your offer:
- How will you track your launch:



# Examples of pages Monetizing



selflovehealer [Follow](#) [Message](#) [⋮](#)

6,252 posts 1M followers 139 following

Self Love Healer

[@selflovehealer](#)

Community

Reminding you that you are love, pure love, every moment of every moment.

👉 Join our community 👉

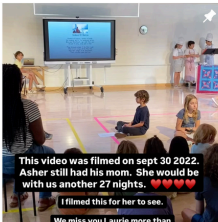
👉 [stan.store/Synchronistic](#)

## 1. Affiliate Links

POSTS

REELS

TAGGED



Take the sex away, and you'll come to realize that not many individuals have much to offer. This generation is so pressed for physicality that y'all forget mentality creates the bond and forms longevity.



Life is so much easier when you learn to accept disappointments as blessings in disguise. Got rejected? It wasn't for you. They don't value you? Other people do and will. Doors will close to protect you from things that aren't meant for you!

Normalize trusting your body. When your intuition tells you something is off about a person or a place – trust it and leave immediately.

## 2. Shoutouts

# Examples of pages Monetizing

**bossbaddiemindset** Following Message

1,534 posts 461K followers 1,292 following

**BossBaddie** Mindset + Manifestation

bossbaddiemindset

- Inspiring Baddies In These Digital Streets
- 24 Hour Self Talk Transformation Challenge Creator
- Manifest Your Rich Soft Life
- stan.store/BossBaddieMindset

1. Digital Products + MRR

Inner Bloom Manifest Workshop Journals Life Affirm Q&A

POSTS REELS TAGGED

**Be aware of Scammers!!!**  
This is my ONLY Boss Baddie Mindset account  
My handle is @BOSSBADDIEMINDSET  
If you get followed by an account with my logo- make sure to check for any misspellings in the user name & report imposter accounts!  
I DON'T EVER MESSAGE ABOUT CRYPTO, TRADING OR TAROT CARD READINGS!!

Dear Bestie:  
May the last few months of 2024 be full of nothing but blessings

October smells like money, healing, self love and community.

2025 is right around the corner. Don't let anybody waste your time. Be intentional about your time & who you spend it with. Get aligned with your goals, affirm your desires & be brave enough to make new choices.

New month, new experiences, new vibes, new blessings.

# Bonus Tips

## Batch Create Content

I don't recommend coming up with content every day. This can get exhausting and old fast, especially if you are busy and have a job or a family. I recommend creating and scheduling your content 1-2 days a week or once a month. Try starting with 1x a week while you gain experience and learn how to do it faster, and then eventually, you'll do it 1x a month. Split your content creation into different steps:



**Content Research:** Study what is working in your industry. What type of content was it? What kind of caption did they use? Now study your "viral for you content". What makes it stand out from the rest of your content? Did you add a trending song? Did you use a specific list of hashtags? Study every single detail of your post.

Now that you know what's working, create your content on Canva, keeping in mind the content strategy you choose. (Upgrading your Canva account to Pro makes a difference when you download your post because it comes out much less blurry.)

# Batch Create Content Cont.

You can schedule your content within Instagram itself. You would write out the post or upload the reel as normal, and then use the scheduling tool in the advanced settings at the bottom. You can also use Meta Business Suite to schedule content from a computer.

Study your analytics: Come back a few days later and notice what content is performing well on your page. Study every detail of this content so that when it is time to create more posts, you notice what your audience responds to. I batch create and schedule my content so that I don't spend endless time trying to keep up with posting all week. I can instead focus on the fun part, which is connecting and building relationships with my audience.



# Bonus Tips

## Apps to stay organized



- ✓ Canva: Use this to create your posts and your offer.
- ✓ Meta Business Suite: Schedule your content to automatically post
- ✓ Asana: Good if you're a visual person like me and you need to see what content you're posting and when. I use the Social Media Calendar here.
- ✓ Trello: I use this one to map out my brand and strategies.
- ✓ Paypal: When you're ready to start monetizing your account you'll need a place where advertisers pay your invoices.
- ✓ App.iquhashtags: Check if you are using banned hashtags
- ✓ Capcut & Inshot app: Edit your reels
- ✓ Snaptik.app: Download reels directly from Instagram



## Keeping your account safe

Something I had to learn the hard way twice in 2023 is that if you don't keep your account safe, you can get locked out of it.

Because of this, I have made sure to protect my account as much as possible, and I highly suggest you do the same.

Here are the steps I recommend:

**Enable two-factor authentication:** Add a secure phone number and email address that you quickly have access to.

**Enable Login Request:** When you set up two-factor authentication, you can enable login requests to be notified if an unknown device or browser attempts to log in.

**Authentication app:** Download an authentication app to connect to your account. This is an extra way to log in if you don't have access to the other methods.

**Backup Codes:** When given the option, save these in a safe location, as these can also be an extra way to get back in.

**Instagram will never DM you:** Hackers message accounts telling them their account is going to be banned or that they have violated policies. If Instagram really wants to get a hold of you, they will do it through Email, or as soon as you log in, you have to do an identity verification with your phone number. To know if what you received is real, check the "Emails from Instagram" tab in your settings.

None of those mentioned above methods will guarantee that you will never lose access to your account, but having as many of these enabled makes it much harder for it to ever happen.

Take my advice, my friend, and learn from my mistakes :)

Congratulations! You've completed reading this eBook, and now it's time to implement all the knowledge you've gained. My goal was to teach you real insights on growing your Instagram following and the different ways you can monetize your page. I can't wait to hear about all your success with the new strategies you have learned!!

