

@THENICOLETYCER

NO-TO-GO: THE INSTA FLIP



WELCOME

I'm so happy you're here!

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WHAT DO I DO NOW?

NO-TO-GO

Do you wish someone would just tell you what NOT to do and what to do? If your goal is rapid and exponential growth follow along and flip the script!

If your Instagram account is over a month old and you haven't had at least one Reel reach 1,000 views, it may be time to start fresh!

A Do Over?! What?! Also known as a MULLIGAN! A free shot is sometimes given to a golfer in informal play when the previous shot was poorly played.

In layman's terms, nothing is concrete! If you don't like it, change it. And, if you don't like the performance of your account, you're NOT alone!

There are a lot of so-called gurus out there that will tell you that better content is all you need, but the reality is that Instagram remembers everything.

It's like an elephant!



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THE INSTA FLIP

Do you want to become an Instagram expert? Well, then let's talk about the elephant in the room!

That Famous Instagram Algorithm never forgets you or what you do or don't do!!! It holds a grudge and however well you did or didn't do during the first 14 days of your account can make a huge difference in how your account will perform long-term.

AN ELEPHANT NEVER FORGETS

It's not just about your content nor is it only about your content's performance. It's how you engaged and it can have long-lasting impressions! So, if you don't want to keep learning the hard way - like me - you've come to the right place!

This guide will go over 11 'no-to-go' items that may flag your account as potential spam thereby severely reducing the reach you should be getting on your account... even if you have all GREEN checkmarks in your account settings.

PREPARE FOR MAXIMUM REACH

Build your brand in your bio, pick a profile pic and DON'T change them after initially adding them to your new account! Automate keywords, get your store in place and schedule a week or two worth of reels. I can't stress this enough! Launching a new business without a plan and preparation is like going to the airport and hoping to grab a flight to go on Safari for \$100. It's NOT going to happen.





YES!



NO!

IRRESISTIBLE BIO

Pick your profile picture and make sure it shows your face! Make certain that you don't have a lot of background area. The examples on the left are here to help you!

Your bio is the first thing people see when they visit your profile. It is a summary of who you are, what you do, who you serve, and should encapsulate your value system.

ANSWER THE FOLLOWING QUESTIONS:

Who am I? _____

What do I do? _____

Who do I serve? _____

What are my values? _____

SLOW THE SCROLL

Did you know that how you CONSUME content on social media, especially Instagram, is almost as important as the actual content you post?! Who knew?! It's crazy right? But remember that you are interacting with a robot, so slow the scroll! In fact, just STOP doing it on your business account. Especially in the first 90 days of this account. So, scroll if you must but do it on your personal account. Don't engage with, or look up anything that isn't 110% relevant to your niche and target market on your new business account. (This includes that sourdough recipe you're struggling to make work).





DON'T BE SPAMMY

The first 14 days of your new account on Instagram is a like a blind date. You can easily be bombarded with questions or feel like you are being fed lies.

Do NOT mindlessly scroll! The algorithm knows what you are sharing and how you CONSUME content!

Don't mindlessly doomscroll in your new account or look up anything (even those sourdough recipes). You may do that type of thing in your personal account but NOT in your new business account.

Make sure that you DON'T engage with anything that isn't 110% relevant to your niche and target market. The algorithm is a robot and it's learning WHO YOU ARE, it pays attention to WHAT YOU DO and it wants clear signals for the first several MONTHS... Just like a blind date! Are you going on a second date or have you got to grab your hip-waders because the shizz is too deep?



ENGAGEMENT

The EXPLORE page is where you really want to be spending most of your time engaging with other creators.

The ONE KEY THING is to engage with other BIG accounts in your niche that have the AUDIENCE that you want to have.

This is what tells Instagram Robot who you are, and more importantly who to send your content to. Engaging with your followers posts does not necessarily tell Instagram this.

SEO RICHNESS

If you can't come up with something that hasn't been used before, use your name for your handle. If possible, incorporate a keyword related to your niche and think about what users might type when searching for content like yours.

Businesses should use their exact business name (or a variation) to keep it recognizable. If you have a personal brand, include your name. Avoid excessive symbols, numbers, or misspellings that make it hard to search. It's like that acronym, K.I.S.S. Keep it simple silly. 



Align your Handle with Username & Bio. Your handle, username, and bio should work together to reinforce your niche.

- Example:
 - Handle: @TheLakeWriter
 - Name: Nicole | Nature & Water Writer
 - Bio: Storytelling from the shorelines – Utah, PNW & beyond

CREATE YOUR IRRESISTIBLE BIO BELOW:



Your Face Here!

Handle: _____

Title/Name: _____

Bio: _____

Call to Action: _____

You want to get in as many keywords as you possibly can into your bio. Your handle can be your first and last name, then your “job title/niche.” Remember this line is SEO (search engine optimized) so you want to be sure you list your niche. The “bio” is your validation as to why your audience should trust you. And last but uber important, your Call-to-Action. This is where you direct your audience to your lead magnet/main offer.



ONLY REELS

Short, creative video content on Reels is highly prioritized by the algorithm, so creating visually appealing and engaging Reels is key to reaching a wider audience.

If you want exponential growth on Instagram it's best to post ONLY reels at first. Why you ask? It's all about that robot! You want to train the algorithm to love and push your reels and then add other content.

Your carousels may do great but you don't want Instagram to favor your static formats more than reels because no matter how well-crafted your reels are if you've trained the algorithm to love something else it won't push your reels out.

Once you've trained the algorithm with your amazing reels that perform well SPRINKLE in other formats like single photo posts and carousels.

DON'T COMMENT

Do NOT comment or DM between your personal and business accounts. You know, the one you want to go viral. Instagram knows these are linked and sees this as unethical engagement. I know it's not what you've been told but it's all about training that robot!



STOP CONSUMING

Turn the consumption OFF and start CREATING instead! Remember that you are the sum of the five people that you spend the most time with. You'll want to find mentors who are at the next level. Stop consuming so much stuff!

Last Christmas I stopped at TJ Maxx and what I found was astounding. There were about 75 or so women from all walks of life looking for the perfect gift. Yet, none of them seemed to be finding it.



They were all seemingly overwhelmed with overconsumption. A store -that I love to go to- full of stuff. Nobody needed it but they all seemed obsessed with buying more. It's the same with the market. If you listen to all the noise from people who are on your same level you will suddenly believe that the market is oversaturated.

There is room for you in this field so take it upon yourself and stop consuming information from people that are side-by-side with you on your same level. You may not realize it but it will keep you stuck. If you want to level-up, you have to find yourself a mentor that is at least a couple levels above where you are currently.



THE BIG FIVE

And no, I don't mean Utah's Big Five National Parks, although I love them all!

Choose the top FIVE creators in your niche that have the AUDIENCE you are dying to have and add them to your favorites tab.

To do this, you follow them and then click on the following button in your IG account. This sends a message to our favorite robot saying "Hey this is the audience I want to send this content to."

SET IT IN MOTION

To set in motion a money-making Instagram page, start by defining your niche—whether it's travel, lifestyle, education, or a specific hobby—ensuring it aligns with your expertise and passion. Optimize your bio with a clear, compelling description and a link to a website, blog, or landing page. Create a content strategy that includes a mix of engaging posts, Reels, and Stories, all designed to provide value, entertain, or inspire your audience. Consistency is key, so establish a posting schedule and leverage hashtags, collaborations, and engagement tactics to grow your following.

To set goals, use the SMART method—make them Specific, Measurable, Achievable, Relevant, and Time-bound. For example, aim to gain 1,000 followers in three months by posting five times a week and engaging with 50 accounts daily. Track progress using Instagram Insights and adjust strategies as needed, whether it's refining content, testing different posting times, or exploring monetization options like brand partnerships, affiliate marketing, or digital product sales.

Use the calendar on the next page to set your goals in motion. There is also a page for reel ideas and notes. Remember to keep it real and keep it simple. This isn't hard it's just new!



[illegible]

NO-GO?

I hope you enjoyed these 11 tips! Send me a DM!

I can't wait to hear from you! @THENICOLETYCKER

I wish someone would have told me these 11 things BEFORE I started my last two accounts! It took a lot of trial and error to learn this and make it work!

Instagram was always painful for me and I gave up multiple times before I created an account that worked! It took education and quite frankly a mindset change that it's okay to not know what you don't know.

It wasn't because I skipped out on reels with early trending audio, a strong hook, or those perfectly looped 6-second videos—blah, blah, blah. Nope. It was because I didn't do most of what I shared here with you. Why everyone keeps pushing the same tired "IG hacks" like engage 10 minutes before and after you post or to make sure and use trending audio—instead of sharing real, game-changing insights. I'll never understand. For me, combine this with what I know actually works! Well, that's where the magic happens!



YOUR NEXT STEP

Want to go even deeper into making Instagram absolutely obsessed with you?

Now that you have learned all about how to grow your Instagram account, if you're ready to start your own digital marketing business, here is exactly how I started mine in the InstaFlip Masterclass.

Be sure you are following me on Instagram @thenicoletycker and watch my stories for more ways you can grow your online business.

THANK YOU!

XX,
Nicole