

# Instagram FastTrack Checklist



A complete guide to setting up, optimizing, and launching your page for growth, engagement, and sales.

## PHASE 1: ACCOUNT SETUP

- ☐ Choose your niche (faceless-friendly)
  - Focus on value-driven, profitable topics (e.g., mindset, digital biz, wellness, etc.)
  - Check for demand and content inspiration (browse TikTok/IG trends & top creators in your niche)
- ☐ Create a new Instagram business account
  - Use a niche-relevant handle (short, clear, easy to remember)
  - Switch to a Professional Account > Business
  - Connect to Facebook (optional, helps with ads & automation)
- ☐ Choose a clear, aesthetic profile picture
  - Logo, minimalist icon, or niche-related image
  - Keep it cohesive with your brand style
- ☐ Set your Instagram username and display name
  - Username: Faceless, clean, niche-related
  - Display name: Include niche keywords (e.g., "Mindset Tips | Motivation")

## PHASE 2: BRANDING

- ☐ Choose a visual aesthetic (your "vibe")
  - Pick 1-2 fonts, 1-2 main colors, and 1 accent color
  - Stick to a consistent layout (Reel covers, quote post style, etc.)
- ☐ Establish your content pillars (3-4 max)
  - Examples: Motivation, Tips, Mini Lessons, Tools, Success Stories
  - These will guide your Reels, quotes, carousels, and stories
- ☐ Define your brand voice & tone
  - Friendly? Girly-professional? Bold? Sassy? Pick what aligns with your audience
  - Example: "Your business bestie meets digital marketing coach 🍷"

## OPTIMIZE YOUR BIO

- ☐ Your bio must be: clear, valuable, & clickable. Use this format:
  - 💡 Who you help
  - ✨ What result they'll get
  - 📄 Freebie / CTA with link
- ☐ Example bio:
  - Helping women grow Faceless IG pages 📄
  - Monetize without showing your face 💰
  - ↓ FREE Faceless Reels Starter Pack ↓
- ☐ Add a clickable Link in Bio tool
  - Use platforms like Stan.store, Beacons, or Linktree
  - Link to lead magnets, product, or free resources

## PHASE 4: POSTING

- ☐ Post 1 value-packed Reel daily (focus on growth)
  - Hook in the first 2 seconds
  - Add 3-5 relevant hashtags
  - Include call-to-action (CTA) in caption ("Follow for more tips")
  - Use trending sounds + relevant niche twist
- ☐ Post 1-2 engaging Stories (show consistency)
  - Use polls, sliders, and Q&As to boost interaction
  - Repost your latest Reel with CTA
  - Optional: Share a quick tip, behind-the-scenes, or motivational quote
- ☐ Post 2-3 Instagram quote posts or carousels weekly
  - Focus on viral or relatable content that sparks saves/shares
- ☐ Engage for 15-20 minutes per day
  - Reply to DMs & comments
  - Like/comment on target audience & niche accounts
  - Use the 10-10-10 method: comment on 10 ideal follower accounts, reply to 10 comments, engage with 10 stories

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## PHASE 5: LAUNCH PLAN

- ☐ Upload 9-12 pieces of content before officially launching
  - At least 3-6 Reels
  - 3-9 image posts
  - 3 stories with highlights
- ☐ Create highlight covers + categories
  - Ex: About Me, Freebie, Results, Tips, Reviews
- ☐ Plan your launch content schedule
  - Day 1: Intro Reel ("What this page is about")
  - Day 2: Tip Reel + "FREE resource" story promo
  - Day 3: Mistake Reel + Carousel
  - Day 4: Behind-the-scenes / Faceless Creator Motivation
  - Day 5-7: Continue mix of tips, tools, and niche-specific content
- ☐ Set your Instagram username and display name
  - Username: Faceless, clean, niche-related
  - Display name: Include niche keywords (e.g., "Mindset Tips | Motivation")
- ☐ Promote your page on other platforms
  - Pinterest, TikTok, email list, or Facebook groups

## BONUS: GROWTH

- ☐ Track these metrics weekly:
  - Follower count
  - Reel reach & saves
  - Engagement rate (likes + comments ÷ followers)
  - Top-performing post
- ☐ Review & reflect every Sunday:
  - What content did best?
  - What time performed best?
  - What will you test next?

# ✦ Want More Help? ✦

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