

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?