

INSTAGRAM

Growth Guide



A step-by-step guide
to increase your following &
influence on Instagram

BY BEN & DANIELLE
BOYLE

Hello and Welcome

We are Ben and Danielle. Ben is an Army Veteran. His dad (and grandfather) was also in the Army and he lived all over as a child. Danielle is from New Orleans. We have been in the online space for the past 7 years. We have gone viral on many platforms such as instagram, tiktok, and Facebook. We have made over a million dollars from social media, NOT being influencers.



While we have experience going viral on Facebook and tiktok as well, this guide will focus on instagram specifically. If you would like us to do a Tiktok and Facebook guide as well, *please let us know.*

We decided to put our tried and true methods on instagram to the test. We made a brand new instagram from scratch starting at ZERO followers. We never linked to that account from any of our other accounts. In 30 days, we gained over 40,000 new, ORGANIC, instagram followers. Many people think that in order to get traction on instagram, you had to have started a while ago and that it's too late to start now. That's not true. And that's part of the reason we started a brand new account from scratch at zero followers- to show others that anyone can do this and it's not too late. In fact, the time to start is right now. There's never been a better time to start then now. Instagram, in some ways, is actually favoring accounts that are smaller and not ones that have been around for a while that have a lot of followers. So, it's time to get to work!

First things first

Let's get this subject out of the way.... Paying for followers. Please, please, please do not do this. People may be tempted to do this just to get them traction, but let me tell you that instagram actually can see this "robotic activity" as scammy behavior and shadow ban your account or take your account down. Also, if your goal is to monetize your instagram account and make money from it, buying followers defeats that purpose.

Those people are never going to be your customer, so why have fake followers?? Just trust me, you do not ever need to buy followers. I beg of you not to, because it can hurt your account if you do.

Another topic that comes up: Paid Ad's

I know that it's been a common thing you see more and more for people on instagram to talk about how they started paying for ad's. I saw this talked about as well and months ago, I tried it out myself. I tried it on our instagram account that we had started from scratch to really test it out. I would have to look at the data specifically. However, in my memory, we tried out paid ad's for maybe 2 months. We really didn't see a lot of growth from this. Keep in mind, we were paying for the ad's so that was also an added expense. I decided to completely stop paying for ad's and do things my way, the way I knew would work. Once I did, without paying for ad's, we gained over 40,000 followers. It also wasn't just any 40,000 new followers. **It was 40,000 new followers who were specifically interested in our niche as well.** We had multiple reels go viral over 1 million views. **We had one reel shoot up to over 7 million views.** We had over 10,000 comments on a reel. All of this growth happened, WITHOUT paid ad's and without buying followers. **Instagram itself even reached out to us because they saw our growing success and results on instagram and wanted to have a phone call with us to talk about it.**



So what are my best tips?

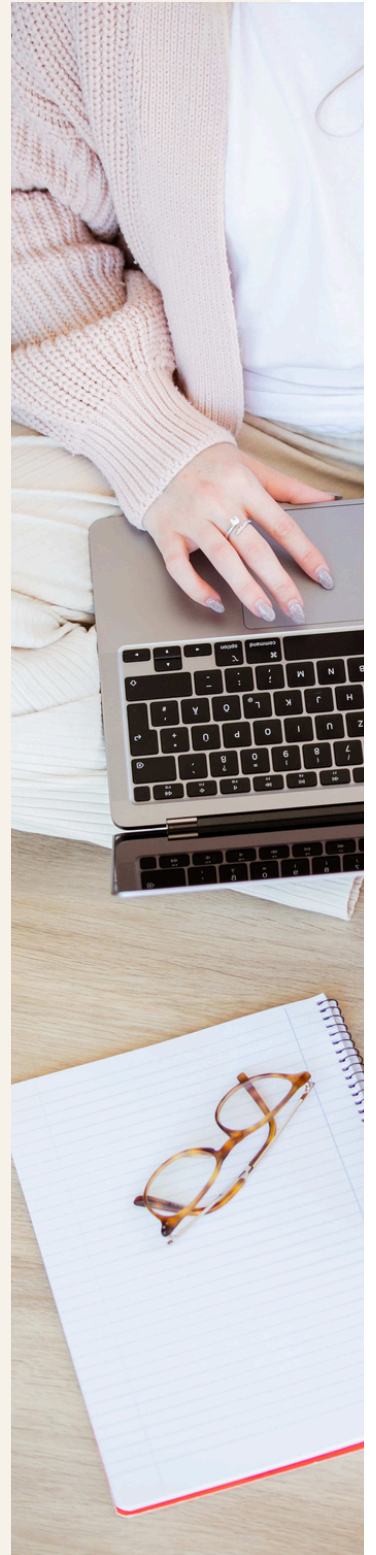
First, figure out what you want your account to be about. Some people would call this a “niche.” I’m sure you’re as tired of hearing that word as I am. However, when it comes to your social media account, the more focused you can be the better.

A few months ago I had the idea to start a new instagram posting about either all of my homemade, easy recipes OR clothes I had bought online that either worked or didn’t work. I couldn’t decide which instagram to start- a cooking instagram or a clothes instagram. I asked around to see what would be more of interest to people. Yet, at the end of the day it all came down to one thing for me....

WHAT WOULD BE THE EASIEST INSTAGRAM OUT OF THOSE 2 TO START

I thought about it and realized if I did a cooking instagram then I would have to buy the ingredients, cook, film it, would get to eat it probably after it's all cold, and then have to do all the dishes. As opposed to if I started a clothes instagram, I would just try on the clothes and keep what I liked and return what I don't. I realized that for me personally, the clothes instagram would be less effort.

You are going to be more consistent with whatever is easier for you to do. If you don't already have a business then just make sure your niche is something that will be somewhat easier for you to keep up with and share about. If you already have a business that you are trying to grow, then this will not apply to you because your niche will be your business that you already own.





Once you have a targeted focus and your “niche” you will want to focus your content mainly on that. A while ago, various instagram guru’s would tell everyone to post all kinds of things and make sure you have a lot of variety and also post a ton about your life. That advice couldn’t be farther from the truth. Also, some people don’t WANT to post a ton about their life, and honestly they don’t need to. Making sure your content is focused on your niche can not only help you, but it can also greatly help your audience. They will know what to expect from your account and you will likely get more followers because they will clearly be able to see what your account is about and why they would want to follow you. If they can’t look at your instagram profile and easily identify what your account is about, they might be less likely to follow you.

If you’re doing MRR and / or selling one of those types of courses, I highly suggest making an instagram just devoted to that. In that case, “making money online” would be your niche. I go over more of that specifically in our \$10K in 30 days guide. Making money online is our niche and we are very targeted and focused on that with our instagram account.

START WITH YOUR THEME / YOUR NICHE

Does the name of your account matter?

Yes and No. Don't stress out that you will need a perfect name.

However, if at all possible think of something that people can easily identify you for. There was a guy who posted a lot about mortgage info. I could never remember his account name, but I would type in "mortgage" in the search areas of IG and he would come right up because his name was "that mortgage guy". You may pick "wealth" or "money" as your niche on instagram. However, you may want to set yourself apart. What if you are a veteran and post about being a veteran (like my husband) and you could make your name

"BuildingWealth_Veteran" so that when people think "oh there's that guy who is a veteran, let me search for him" and then they search "veteran", your name will pop up. Pick something in your instagram name that will be easily searchable. I know for us, when people think of us they think "oh there's that couple that does XYZ". The word "couple" comes to mind quickly because we do this together. So, we put the word "couple" in our instagram name. If you already have an instagram name, then make sure the thing that would set you apart would be one of the first things in your bio.

YOUR BIO

The top line of your bio (the part that will be in bold) is actually searchable.

Let's take a step back....

I want you to think for a moment about who your instagram customer avatar would be. Meaning, who is someone that is likely to follow you? For example, if you are a baby clothing boutique, then most likely moms' of babies would follow you. Who is someone that would be likely to buy from you? If "making money" is your niche then someone out there looking for creative ways to bring in an income would be likely to follow you.

Forbes said this about customer avatar:

“In marketing, an avatar is a little fiction that helps us understand who our ideal customers are so we can more easily find them. The website Einsteinmarketer.com, for instance, defines a customer avatar as ‘a detailed profile of your ideal customer.’”

Let's take the example above... if you own a baby clothing boutique, then moms' of babies would be your customer avatar. Getting even more specific - do you appeal to high end customers or lower budget customers? Are you a luxury baby clothing boutique or are you for steals and deals? Think about a person in your head who would be buying from you and then think about that person going to instagram and searching in the search bar to find boutiques like yours.

If they were sitting down to browse instagram but wanted to find clothes for their baby, what would they type in the instagram search bar? They might type baby clothes or "high end baby clothing". Think about 3 different things that people might search for an account like yours and then include that in the top line of your bio, in the part that is bold because that bold letter part is **SEARCHABLE**. That's not the part where you want to put info about yourself. That is the part where you want to make it very targeted so that people who are searching can find you!

Tintup.Com says:

“At its most basic level, people use social media as a search engine by using the search function on various social media platforms to find products, brands, and experiences that interest them”

For example, let's take the guy above who I mentioned who has a whole instagram devoted to mortgage things. In his top part of his bio, he could put “Mortgage rates” since that would be what people who are looking for mortgage rates might search for. Not many people know that the top line of your bio is searchable and it's important to put what you want searched rather than info about yourself. If you did this alone, you could be farther than a lot of the competitors in your market.



YOUR CONTENT: REELS

What people are saying is true- instagram favors reels. I know reels can be a big scary word to some people. Others think that means that they have to get on instagram and show their face and do tiktok dances. You do not. Now, there are free content banks that you can get free videos already made for you to make a lot of reels with. I go into that in more detail in my faceless digital marketing guide. That being said, you can make reels without ever even showing your face.

Reels are very important.

Entrepreneur . Com says:

“One of the most significant benefits of Instagram Reels is the ability to reach a wider audience.”



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There is a way to grow your instagram account without reels. However, if you want faster growth with very targeted followers who will buy from you, reels is the top way to go in my opinion. Without reels, we never would have gained over 40,000 followers in 30 days. That being said, you cannot just throw up any reels and expect them to go viral. They do need to be the right kind of reels. Some people can do reels for 5 months and yet the reels are wrong in so many ways and it will not equate to more followers. Knowing you need to do reels is not enough. I don't want you wasting your time and putting effort forth but not doing the right things. You need to know the right steps to take when it comes to reels.

Let's start with inspiration:

The first step I want you to take in making reels may seem out of place. However, it's important that you start training your eyes to pick up on things. Instagram is all about the algorithm. For example: you may think everyone in the world is doing digital or affiliate marketing. However, that's because you trained your instagram algorithm to show you reels in that genre because you had some interest in it.

I want you to train your instagram to show you IDEAS for your reels. Whenever a reel comes across your page that is in the same niche as yours, save it. I want you to look at how many comments that reel got. If they got over 100 comments then that is a good sign that it is a popular reel for your niche. I want you to save that post. This will show you what people in your niche are reacting well to. Use that reel to come up with your own ideas. Let that reel inspire you. If they used a hook in that post, then you can use the same or a similar hook. See the cadence of their caption and use the same cadence. Do not ever lie though. If they said something in their caption or post that is not true for YOU or your products, then do not lie. Just use it to inspire you.

Success leaves clues...

Instagram will show you what people in your niche are reacting well to by showing you reels about your niche and then you can see how many comments that reel got and it will show you what is “popular” in your niche. This isn’t a categorical rule. There are exceptions. However, use this as a way to inspire you and start paying attention. You can learn a lot just from paying attention to what the algorithm is showing you.

Consistency Matters:

Consistency Matters with your audience but it also matters with Instagram. Your audience will want to know you're serious about your product or service or your mission and you're not just going to give up on it in a week. Instagram wants to know this too. The more you show Instagram that you are serious about growing your platform here and that you will be consistent about posting reels, the more it teaches the algorithm to show your account to others.

Quantity is better than quality at first in making reels. It is better to have a higher quantity of reels than fewer more "perfect" reels. You want to start getting reels out there and letting the algorithm know you are serious about growing your Instagram. Don't be paralyzed by perfection and trying to make the perfect reels.

What if you're starting out new?

If you are making a brand new Instagram account, you want to make your account not look bare. My suggestion is to post at least 9 reels so that when people go look at your page it won't look bare. You need to have at least 9 reels up so that people can see what you're about as you're just starting out. The more you have, the better. It just helps show your potential followers that yes you may be a new account, but that they can trust you.

How Many Reels a day is good?

In general if you're trying to grow your account quickly 3 reels a day is good to shoot for. You don't need to post 3 reels a day every single day, but I would post at least 1 reel everyday and then a few times a week post 3 reels in a day. The more you post 3 reels in a day, the better though. At the beginning, I posted 5 reels a day just to get more action on my page earlier on. If you skip a day that's okay- this is your business after all and you are your own boss.

In general, I shoot for 3 reels a day when I'm trying to get more action on my page and grow my followers. However, if a reel of mine does start going viral then I don't post any other reels for at least 24 hours. I want to keep letting that one get traction.

Reels are an amazing way to find your *ideal customer*. Reels are like free advertising. Instagram will do the work of finding your ideal customer for you and pushing it out to those people free of charge. So, the more reels you do the better. Reels are a way that people who DON'T have hundreds of thousands of followers already are going viral and gaining more followers and action.

We are in a perfect time in the world where anyone has this chance to use reels to grow free of charge, so I would utilize this immensely! Now remember though, you need to know the right steps to take with your reels.

THE RIGHT STEPS TO TAKE FOR YOUR REELS AND COMMON QUESTIONS:

Time Of Day:

Does the time of day matter for the reels??

Yes and no.

You don't want to post the three reels back to back. You want to space them out at least an hour a part.

Apart from spacing them out an hour apart though, the time of the day doesn't really matter. Some people post around morning, noon, and night. However, I don't find that is crucial. If a certain time works for you, do it. I try and do what works for me the most. I build the business around my life not my life around this business. So, in general post at whatever times works BEST for YOU. I've been traveling before and flying all day and posted a reel at 1:00 AM and still got views and comments and went viral and one reel that I posted at 3AM even went viral. So in general just post whenever works for you! However, just make sure you don't post them back to back. Don't post more than 1 reel in an hour.

Keep your ideal customer in mind though and think about what time they are most likely to be on Instagram and try and post at least one reel in a day at that time. I try and post at least one reel in the evening for this reason. 8:30 CST or later seems to work well for me. Besides that, I don't have any other times I shoot for.

Also, let this encourage you that Instagram will show your reel to people at all times of the day and night, no matter what time you posted it. I can post a reel on a Tuesday at 1PM, but it doesn't start going viral until Friday at 4:00AM. In this way, you want to let your reels do their thing and let Instagram do its thing.

This is a great time to add that if a reel is a flop at first, do not delete it. Your reel views at first do not matter. I had a reel that barely had any views for the first few weeks I think if I remember correctly. Then all of a sudden weeks later, it went viral and I started getting comments. Don't judge your reels too soon. I really wouldn't worry about the reel views at first. I would just make sure you are doing as many right steps as you can to have them be successful and then let them do their thing.

DOES TRENDING AUDIO MATTER?

I do find this does make a difference actually.

I follow 2 instagram accounts that share daily trending audios and I save the audio and then when I go to make a reel I go to my saved audios to put with it and I use one of the trending ones.

The 2 instagram accounts I follow for trending audios are:

@TheLeahBuckingham

@EveLongfield

*******A VERY IMPORTANT TIP*******

I have never seen someone talk about this tip on social media, ever. This tip was a part of each of my reels that went over 1 million views on instagram.

When you go to post a reel on instagram, it gives you an option to allow this reel to be recommended on Facebook. Make sure you set up your settings to allow it to be recommended.

Here's the kicker though:

Depending on the audio you choose for your reel, some audios will make the reel ineligible to be recommended on fb. You do not want to use audios for your reels that are NOT allowed to be recommended on fb. This can drastically affect your views.

Make sure before you post your reel, that you chose an audio that CAN be recommended on facebook. You check this by going through all the steps to post your reel and right before it's ready to be posted, right above the "save draft" or "share" option there is a button with an arrow that says "recommend on Facebook". Click on that and it will tell you either that it can be recommended or that it cannot due to the audio you chose.

There are accounts on instagram that give you trending audios for the week, yet none of them talk about this. They don't mention which songs can be recommended on Facebook or not, so you will need to check. It's very easy to check and it is worth it! This can make a HUGE difference in if your reel will go viral or not and if it will reach the right people that you want to follow you and one day buy from you. I cannot emphasize this tip enough.

FONTS.....

Using the right fonts do make a difference.

I would use the 2 most basic fonts. Any other fonts are hard to read and people will scroll past your reels because it's not as easily legible. Font really does matter.

The most basic fonts are the ones most likely to catch peoples' attention. Use those. Times New Roman font on instagram is great for this. Cursive is not great at all. Try not to use cursive at all for the fonts in your reels.

Does the color of the words and color of the backgrounds of the words in your reels?

Yes!!

In general, use white and black the most for the same reason as above. People are more likely to click if they can easily read it. I wouldn't be using purple or yellow or colors that are "out there" unless it really does make sense. In general, a safe bet is black writing and a white background for the words. You want your instagram to look as cohesive as possible and you want people to be able to read your words.

Which IG fonts you want to be here?

Length of Reels:

I find that the shortest reels work the best. I try to keep the reels between 3 & 7 seconds long. This way people will have to re-watch them to see the whole thing and then it will give you more views and then instagram will push it out to more people. Sometimes I post reels that are longer, but I try and post a reel that's LESS than 4 seconds long every single day. That is one of the greatest things that has helped me go viral to be honest.

Aesthetic of reels and posts:

This is kind of subjective in a sense, but as much as you can- try and make your page and your reels and posts look somewhat nice and cohesive. Please don't overthink this though and think you need to be wearing makeup and be all glammed up and have an instagram worthy space you are taking the videos in. That is not at all what

I mean!!! You do not need to wear makeup or be glammed for reels. In fact, my MOST viral reel with over 1 million views is me NOT wearing makeup and in sweats.

So please do not think you need "instagram-worthy" aesthetics.

However, if you could make things look somewhat cohesive that would be good. And I know in saying that it may be up to interpretation for whoever is reading, because that could mean different things to different people. Some people use super weird filters though and I wouldn't recommend that. I would also not recommend doing reels that have a black background to the pictures and the pictures don't fill the whole screen of the reel. Use a video that fills the whole screen, not something that's cut off.

It's interesting to note that when people see our instagram, sometimes they can feel intimidated that we travel so often and think that they need to travel in order to have reels that go viral. You don't at all! We personally love to travel and it's what we have videos of in our camera roll already, so it's easier for me to post that. However, you don't need to travel. I would just think about your life and stick with somewhat of a theme. One lady says she is the "car mom" and she does videos in her car everyday. Another lady does videos from her couch everyday. As long as you pick a theme, people will know what to expect from you. Motherhood is a theme too. Being a college student is a theme.

Cover photos of reels:

Did you know that you can change the cover of your reels if you don't like what is on there?

The cover of your reels is what people will see when they go to your page. Instagram randomly chooses what part of your reel they will make the "cover."

However, you can now change your Instagram Reel cover photo **after** posting. If you don't like the cover that Instagram has chosen, simply navigate to your Reel, click on the three dots to edit, and select the Cover button. You'll be prompted to choose an existing still frame from the reel itself or upload a picture from your photos as well.

This is also a way to make your Instagram look cohesive. No matter what colors are in the videos of your reels, you can choose a photo to put as the cover which is what people will see when they go to your Instagram feed. This has the possibility of keeping your reels looking good among the rest of your main feed, so it won't ruin the aesthetic of your main feed.

For example: *you can make a cover photo in canva and post that as the cover of your reel.*

I do not personally choose cover pictures as the cover of my reels. I keep my feed aesthetically cohesive with the videos that I choose to post. However, if my videos were all different colors this would be a easy way to keep things looking cohesive.

Filters:

Should you use a filter on your videos?

We personally don't use filters.

You do want to make your Instagram look cohesive. Some people do that by using filters and some people do that by not using any filters at all. I don't use filters for my reels. Using some filters can be fine, but you don't want super weird ones. And if you are going to use filters, try and use the same 1 or 2 filters in all of your reels or videos to make your page look cohesive and the same. Cohesiveness is what you want to aim for.

What do you film your reels with?

We use an iPhone for all of our reels and it's usually an older iPhone that I use because my older one weighs the least amount of weight and I usually end up using that one because it's easiest for me to hold. You DONT need to use a high end professional camera. Any smart phone should work!

Hashtags:

To be honest yall I dont find that this makes a huge difference. One thing I will say is do not use the word money in your hashtags. (Stay away from using that word and using a dollar sign (\$) in your reels too. It actually hurts you.

As far as hashtags go, I do not use any hashtags anymore. I did use some at the beginning; however, now I don't use any. At the beginning, it's a good Idea to use hashtags just so that Instagram can know what to expect from your account. Instagram has recently said to use no more than 3 hashtags. Also you can play around with hashtags and see which work best for you.

Personally, in some of my most viral reels I did not use any hashtags at all. I think this is one thing people over analyze when they don't need to. At this point, I don't put any hashtags on any of my reels. Earlier on, I did put hashtags. However, at this point I don't use any.

Hooks:

In the caption that you write on the video itself for your reels, you want to make that short. The wording on your video itself should not be more than 3 sentences.

Sometimes there are exceptions of course, yet you want to write short “hooks” that catch peoples’ attention and then you write more in the body of your reel that goes in the caption below. Honestly, maybe trying to keep the wording on your videos down to one sentence or less would be best starting out. You want to catch peoples’ attention and then have them be curious to read what you wrote down in the caption below. I see a lot of people writing too many words on their videos. I have a guide on hooks for going viral. Let me know if you would like the link to that.

This is another time that paying attention to what the algorithm favors and saving reels in your niche can help you. Take a look at my reels for example and what hooks I’ve used. I don’t write a lot of text on the videos itself. I save that for the caption below.

Let's touch a bit on interactions...

When you're first growing your account, it's important to do some form of interactions to help "set" your algorithm. Interactions simply mean liking and commenting on other people's posts. I don't do any of this at this point now. However, at the beginning, every little step of action you take can help you. You can start out trying to like and comment on 10 people's posts a day. You can always do way more of that if you want to, but that's a good place to at least start. Don't comment on or like big influencers' posts though because they won't even see your comments. Go to people that you would maybe have something in common with and comment on a few of their posts. For example, I might go to a dog mom's Instagram and comment on 3 of her posts saying how cute her dog is. You could do the same for a mama about her human kids for example. This can help the algorithm to know that you're "friendly" and it shows activity on your Instagram account which can help the algorithm show your account, your posts, and your reels to more people. I don't do this now because my account has already gone viral and has a lot of action, so don't feel that you will need to do this forever. However, at the beginning it can help you and set the algorithm.

OPTIONS FOR VIDEOS FOR YOUR REELS:

You can take your own videos for reels or you can use other videos that are already made. You will want to decide if you want a faceless instagram account or not. You can also do a combination of both. Some people make a faceless instagram account where they never show their face; yet they will show their face in stories. You will want to decide if you want to show your face on your account or go completely faceless.

Either way, there are options when it comes to videos for your instagram. You can either make your own videos for your reels or use other platforms that have free videos you can use for your reels.

HERE'S A FEW PLACES TO GET VIDEOS FROM:

Three websites, you can get aesthetically pleasing videos that look amazing for your **REELS:**

Pixabay.com

This website has many FREE images and videos that you can use on your account.

I love their candle shots and relaxation shots.

Canva

Yes, you can find excellent videos on Canva for FREE!

You could search Canva for minimalist videos, etc.

Pexels.com

It is another website you can use to get FREE videos and photos for your content.

With these websites along, you shouldn't have a problem filling up your content bank and having a thriving business!!

You can also make your own videos too.

You have a powerful tool in your hands, and that is your phone. You can document your walk, morning coffee, drinks, and laptop, etc. And Viola! You have enough B-roll content at your fingertips.

One last tip specifically for videos for your reels:

Try to make your Instagram look cohesive with the videos that you choose. I know it is hard to explain this in a guide, but the best way I can explain it is to pick a general theme whether that's the type of videos or a similar color in your videos. You want your Instagram profile to look somewhat aesthetically pleasing, but most of all cohesive. Take this e-book for example: what if every page there were a different color scheme? That might be a lot for the eyes. Instead, all of the pages in here are in a similar color scheme. Don't over-analyze this; however, it is something to keep in mind.



STORIES:

If you're trying to grow an Instagram and monetize it, Instagram stories are valuable.

MarketingIllumination.Com says

“What Is The Marketing Rule of 7? The marketing rule of 7 is a marketing principle that states a potential customer must see a message at least 7 times before they'll be provoked to take an action.”

Stories is a great way to get more exposure and trust with your audience.

I would go to your competitors' pages or your mentors' pages (who have the same niche as yours) and see what kinds of stories they do. You can get ideas.

Some of what it can be about could be:

Sharing who you are

Sharing why you started this (people love seeing others start their journey with things)

Sharing how your product has blessed people

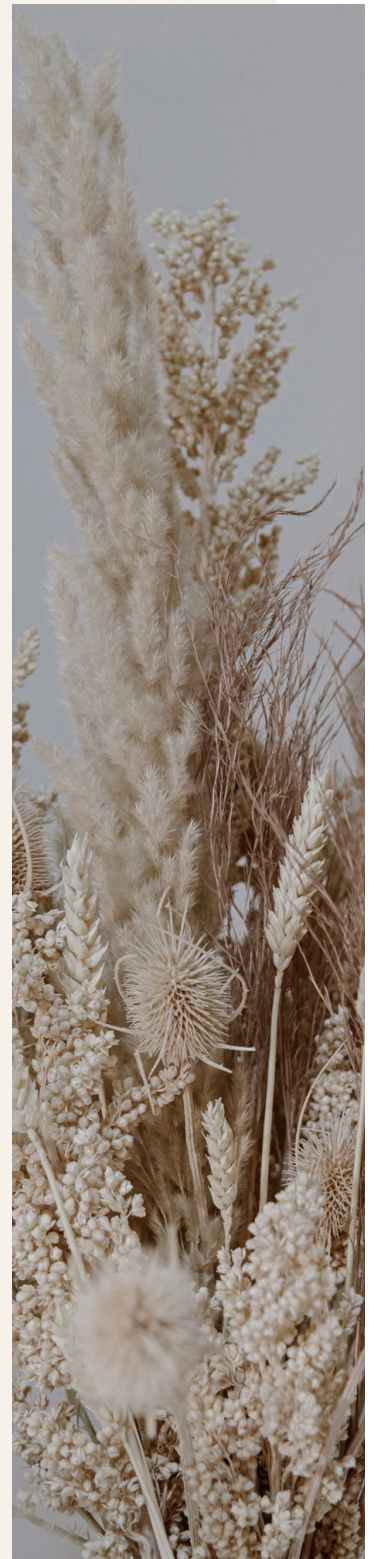
Answering the most frequently asked questions. (You can get ideas of the frequently asked questions from other people in your same niche. Usually they will ask the same questions and you can answer them in your stories)

USING STORIES TO HELP YOUR ALGORITHM:

Every time you post a reel, go post your reel on your stories immediately after! Your reels will have options to share them, and one of the options is to share it to your stories. So right after you post a reel, share it to your stories. This helps the views and the algorithm of the reel. Story views count as reel views and the earlier you get views, the more the algorithm can bump up your reel and show it to more people. Any activity on your reels help, even if it's your activity.

Another two tips for increasing your reels views:

- Reply to every person who comments on your reel. Every comment can bump up your views in the algorithm. If you're having trouble getting reel views, ask questions in your comments back to people.
- Save your own reels! Every save helps bump up your reel views too.



BATCH CONTENT:

A common misconception that people have with Instagram is that if they want to post on Instagram they will have to always be “on”. That’s not true.

Depending on your product, services, niche and ultimately your preferences, you will either choose to be in Instagram videos yourself or not. Either way, whether you’re in the videos yourself or not, you can batch create content.

“Content batching is creating a lot of content at once—including all visuals, written copy, and captions—so it can be scheduled to be posted later. You can batch content a week, two weeks, or a month ahead of time, according to your business needs, your availability, and the platform you're posting on.”

Create.Microsoft.com

I personally do this. For example, I was staying at the 5-star resort the Broadmoor in Colorado. I was in my sweats, without makeup on, but I got out my tripod set it up with my iPhone and just walked back and forth in front of camera. I sipped my coffee a few times and just walked back and forth. I did this for maybe 3 minutes total. I took that 3 minute footage I got and used 3 seconds from different parts of it to make reels. That 3 minute footage lasted me for months for reels. I continued to post reels from that footage for those 3 months, without even making new videos.

Creating content really doesn't have to be hard.

"Content batching helps you save time, post consistently, and repurpose your ideas seamlessly across platforms."

Buffer.Com

Many people think that they need to make new videos every single day. You can post new reels daily without making new videos though. If I tried to make a new video daily, that could be more overwhelming. For me it's easier to do content batching and that way I don't need to create a new video in order to create a new reel and I can create a new reel whenever I want to.

This also works for stories. You can pre-record videos for stories too! Maybe you do want to show your face (you don't have to btw) and you want to talk on stories. You can wait for a day where you feel like hopping on videos and you can create stories that you pre-record.

At the beginning of each week, I pick what reels I will do and I write out the captions in the notes section of my phone. Then, throughout the week, I copy and paste the captions into the reel. This way I'm not spending time doing that daily. It saves me time.

What I've seen that's helped me the most:

Honestly, all the tips I've shared are why I've gained 40,000 followers in 30 days.

However, there is one more tip and that is to get comments on your reels. Every comment you get is going to help you go viral. Good, short hooks will help with this. Also, make sure you have a very clear call to action involving comments on your reels!! When we have helped people transform their social medias in the past, we would give them some reel ideas that involve getting comments going on their instagram.

Comments are where it's at!

For example: we would have people do a reel that would get them comments. One such reel is you getting on your instagram and saying "Tell me the state you're from in 2 words without saying the state's name" and then people would comment 2 words for their state. It would just help get some comments going on their page. This is a small example, but the point is that you want comments on your page.

You may be thinking how you can ask questions and get comments on your post depending on your specific niche.

Let's use an example here: What if you are a high end purse company. You want to grow your instagram and get more customers who will buy your high end purses.

You need to think about your customer avatar. The person who is buying high end purses is probably going out to nice restaurants as well. You can do a reel saying "Here's our favorite restaurants in Paris to go to" And then you say "comment below for our list". People will then comment below asking for your list of restaurants.

Another example of this would be a different niche... Let's use seamstresses for example. Let's say you want to grow your instagram about this and sell some digital products or affiliate products that coincide with your niche. You can do a reel saying "here's 2 simple sewing tools everyone needs to keep in their house." And then you say "comment to find out what they are" and that will garner comments on your page.

Have you ever heard someone say “content is king”? Well, in my opinion, **comments are king**. Getting comments on your content can go a long way.



I'm giving you these as examples, but in every single niche you can find ways to ask questions and / or get people to comment. If your niche is the same as mine, then you can look at my reels and see how I get comments going on my reels.

Getting people to comment will get you more action and that will get you more followers and results on your instagram. During social media audits, we also go over this part specifically tailored to the individual.

Just make sure you use short hooks and good calls to action.

***The 2 other aspects of social media growth
that are more in depth are:***

Automation

Email Lists

Email Lists:

I can't go into these in depth on here. I could do a whole guide specifically on those alone.

What I will say is that instagram may not be around forever. I hope it is! It's a free platform we use that someone else owns. What YOU can own though is your email list. You can use instagram to get your potential customers email addresses and have that forever, no matter what happens to instagram. That would be a whole other guide of how do this and utilize it, but I did want to mention it because email lists are valuable and instagram is a great, free marketing tool to garner a great email list.

Automaton:

This is not important at first. However, as you start to get results and a lot of activity on your Instagram, automation can be a huge thing to consider. The roadmap goes over automated systems and it's honestly hugely impacted our life for the better. We love using ManyChat for automation. We automate what we can, but then we personalize the rest because we still love the 1:1 personal aspect of social media. For automaton though, ManyChat has been amazing.

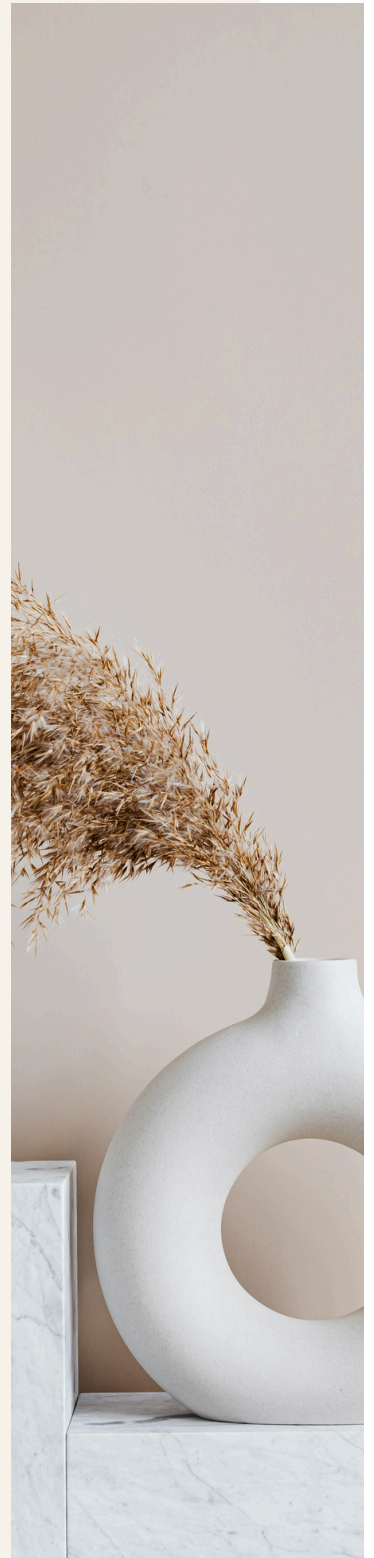
Here's our affiliate link to check it out:

<https://manychat.pxf.io/OeevXW>

MINDSET:

With every new thing that you try, it may feel uncomfortable. Our brains job is to protect us and trying new things can feel scary. It can also be very easy to get discouraged. When I first started posting on tiktok, before I had any followers, I was so outside of my comfort zone. I didn't know how to do it and it felt beyond complicated. I told myself that I was going to post on tiktok once a day for 90 days. I knew that if I didn't give myself that rule, I would get so discouraged by not seeing results (and from being overwhelmed) that I would quit. Pablo Picasso once said that "*Action is the Foundational Key to All Success.*" Taking action can silence that inner critic of ours. I knew I needed to just force myself to take action. Well, I did and I ended up going viral on tiktok and gaining thousands and thousands of followers. I also took what I learned and helped other people go viral on their accounts too.

However, going viral didn't happen at first! (I will need to write another guide for tiktok because I have completely different tips for there). Yet I will say this: had I not forced myself to post on tiktok everyday for 90 days, I would have never gotten followers and views because I would have quit way too early when I wasn't seeing results and when I was too "in my head" about it. You have to play the long game in your brain, but take the right steps everyday that you can to set you up for the most amount of success the quickest. Take action and don't give up. Also, do the right steps that will have the chance to get you the furthest.



***If you're not getting traction and results on
instagram there's 2 reasons why:***

ONE: You're not doing the right things. Something that you're doing is wrong or off or there's things you should be doing that you're not.

TWO: You haven't been consistent long enough.

If you're doing the RIGHT things for long enough, you can't NOT get results. If you're not getting results then you may be doing the wrong things.

I know it's hard knowing the difference though. Is the problem that you're doing the wrong things (or not doing the right things) OR is the problem that you just haven't done them long enough to get the traction you need?

This is why 1:1 mentorship with someone who knows what they are doing is beneficial. Sometimes you really need that one on one. Maybe you think you are doing all of the right things, but you are missing some key ingredients that are holding you back. It's always good to have another set of eyes on your instagram, giving you the tips and tricks that you need to propel you further.

The sad thing is that some people think they are doing the right thing with their social media and are even putting effort fourth but they don't know they're not doing the right things. I really hate to see people wasting their time.

We actually do social media audits for this very purpose. We can give you 1:1 tips on your own social media. If you would like to book an audit with us, you can do that! Also, if you buy our roadmap course we offer promotions sometimes with that where you get 1:1 mentorship for free. If you mention this to us after reading this, we will honor that deal if you purchase the roadmap. We also do 1:1 sessions apart from the Roadmap

If you would like information on booking a social media audit with us, text "audit" to:
504-402-8266



In Conclusion

I know this can all be confusing. Yet, starting my side hustle journey on social media COMPLETELY changed our lives in a drastic way. We went from not being able to pay our rent to paying off our debt and traveling the world and buying a beach house. I never would have thought this could be me. Please just trust me and start your social media side hustle journey if you haven't and then BE CONSISTENT. Do not give up! This truly can change your life!! There has never been an opportunity like there is right now in the world! An average person can become a millionaire. Yes it takes work and effort and it's not a lottery ticket, but these are simple steps and skills anyone can do and its SO WORTH doing. It is better to start imperfectly than never start. You also never know how you can help people by doing this too. We've been able to help so many people. Me stepping out to start my side hustle social media journey changed other peoples' lives too. If you have a dream on your heart, there's other people out there that can be blessed by you going for that dream. If you have a business that you want to grow, there's people that will be helped by you growing it. Your dreams and desires to grow your business or start a business aren't selfish. "A Rising Tide Lifts All Boats" You are meant to change the world and that starts with taking the simple steps in front of you and not giving up.



Medium . Com says:

Taking action is the fundamental key to success. It is through action that we transform our dreams into reality and unleash our full potential. By overcoming limiting beliefs, embracing incremental progress, and cultivating a growth mindset, we can overcome obstacles and achieve our goals.



*Lovey
Danielle and
Ben*



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