

FROM ZERO TO 50K IN 30 DAYS.

**The No-BS Guide to Growing
on Instagram in 2026!**

By Anneke Nel



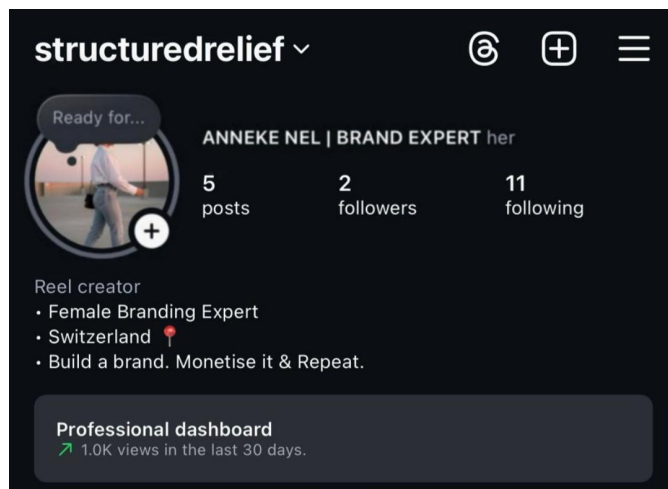
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Introduction

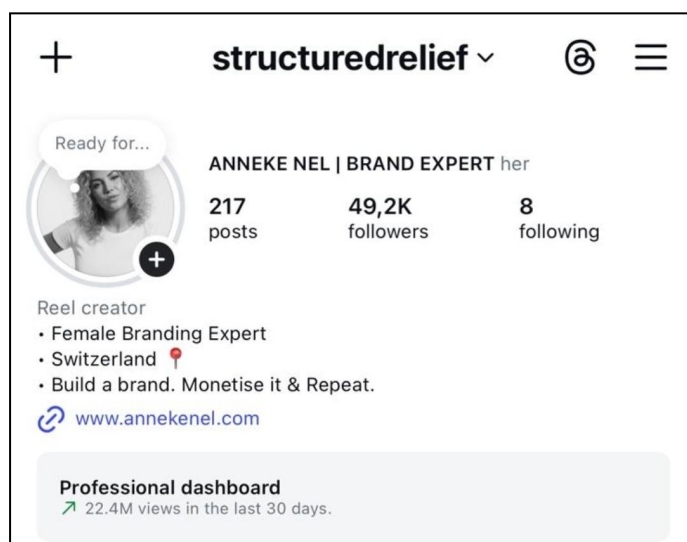
Before we dive into the nitty gritty of everything in this JAM-PACKED pdf, I just wanted to pull it back for a second and share what this approach has done for my Instagram account.

This approach has helped me grow a new account from this:



no followers, no comments, no likes, no views... no support from family & friends.

To this:



Without following and unfollowing, without bots, without warming up, without posting at special times, **without doing the things you've been taught.**

I was happy with my growth around the 2000 follower mark, and thought it couldn't get any better than **50** followers a day.

Date		Followers		Following		Media
Fri	2026-01-23	+56	2,144	--	2	+3
Sat	2026-01-24	+66	2,210	--	2	+4

30 days later my growth has **accelerated** beyond my wildest imagination

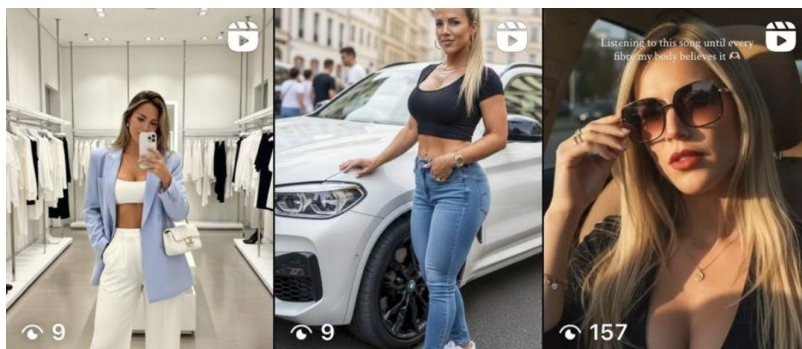
Date		Followers		Following		Media
Wed	2026-02-11	+2,234	23,267	--	8	+4
Thu	2026-02-12	+4,294	27,561	--	8	+4
Fri	2026-02-13	+2,813	30,374	--	8	+4
Sat	2026-02-14	+1,862	32,236	--	8	+4
Sun	2026-02-15	+2,199	34,435	--	8	+4
Mon	2026-02-16	+1,828	36,263	--	8	+4
Tue	2026-02-17	+2,915	39,178	--	8	+4
Wed	2026-02-18	+1,512	40,690	--	8	+2

Consistently gaining **thousands of new followers every day**.

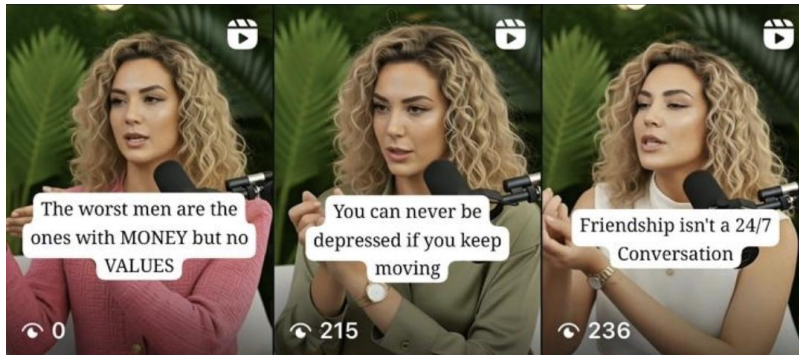
You are welcome to proof check the numbers on Social Blade if you like :)

<https://socialblade.com/instagram/user/structuredrelief>

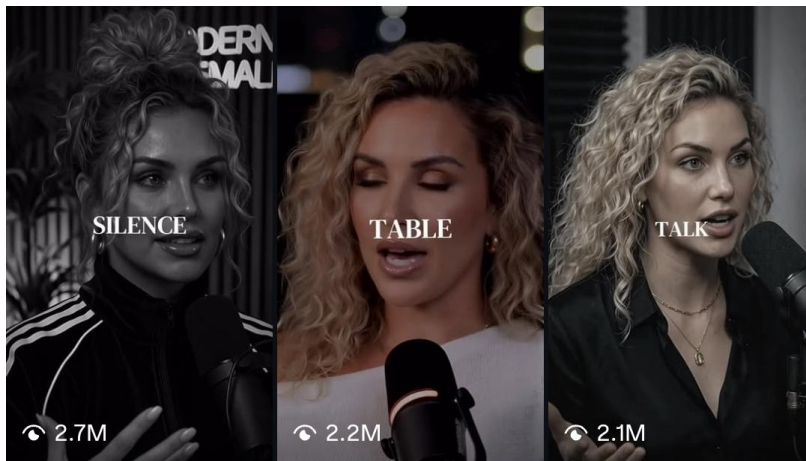
Approaching my growth journey from a technical understanding has taken me from multiple failed attempts with low views like this:



To getting stuck with 200 views on every post, and even sometimes getting zero views... **ZERO!**

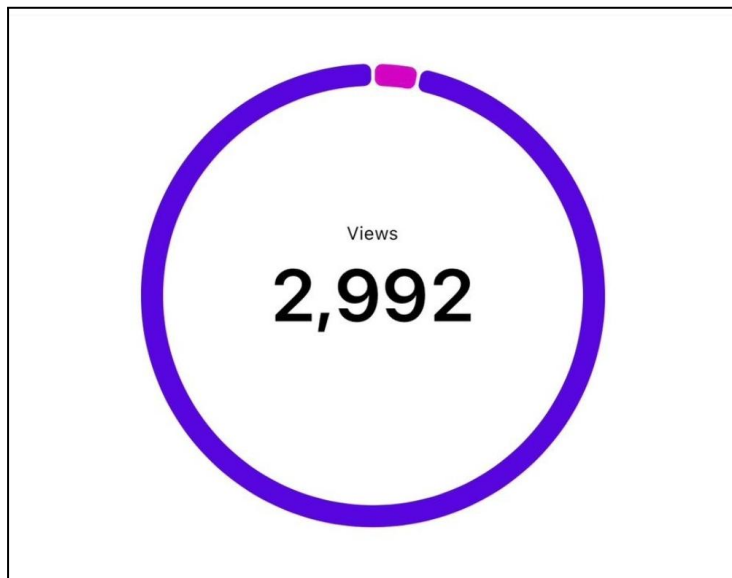


To finally getting results like this:



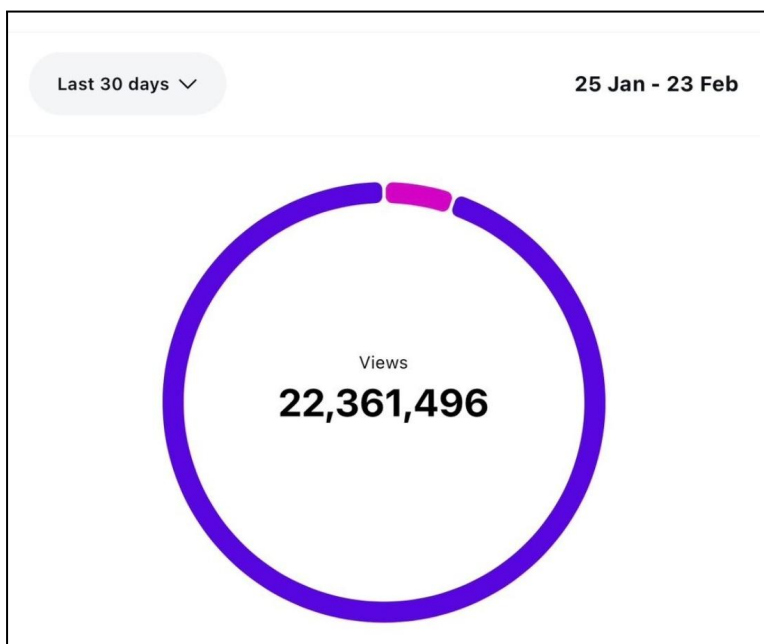
Millions of views on multiple reels in 30 days.

This approach has taken my accounts reach from this...



A few, thousand... (I thought this was an amazing result).

To this:



Over 20 million accounts, reached in 30 days! (this is the kind of reach you just cannot fake).

It's safe to say growing an Instagram page in 2026 is **very** possible.

Not only is it possible,
It's also really **fun** and actually **meaningful** when things start growing!

While this is not my first time trying to grow on IG. I had to fail MULTIPLE times to finally see the pattern. And trust me, once you understand what you are going to read in this guide, you won't be able to unsee it on Instagram.

You will definitely have a HOLY F###K moment.

I've done all the hard work and made all the mistakes, so you don't have to.

Lets Discuss the Bullshit

If you are reading this, especially as an early adopter of this guide, it's because you are **tired** of the continuous amount of misinformation on Instagram growth.

You've spent months, **maybe even years**, listening to people across the internet claiming they had the "secret".

All you need is pay for their bloated \$997 course. (make it make sense)
And when you get the course, it covers generic things like **how to set up your bio**, the importance of meaningless engagement before and after you post...

Like **seriously!**

And don't get me started with the heap of nonsense on how important hashtag strategies and long captions are... **Newsflash hashtags are dead!**

These so-called "experts" **buy** fake followers, likes, views and everything to fake their status. Everything about them is a **complete shit show**.

Here's the **TRUTH**.

From **actual trial and error**.

The advice you come across on Youtube videos and Subreddits is all old regurgitated information people are posting to promote useless softwares and tools that DON'T work.

I need you to understand this...

The online space is a cut-throat **game**.

Nobody cares about you.

Most creators care about **what you can do for them**.

It's about them. **Not you.**

In this case, it's to add money to their pockets by any means necessary. And while I get it (kinda), I also despise it. Because nobody ever truly wins.

Debunking Myths

Before we get things going, I felt it would be important for me to address certain "myths" currently floating around the internet, that you might be losing your shit over.

For starters...

1. The Glorious "HOOK" Myth

While a hook is important, it is **NOT** the holy-grail. Having a good hook and meaningless content does absolutely nothing for you.

You can overthink hooks, debate with Chat GPT to give you lists of generic hooks and your content will still **fall flat**. Because as you will soon find out, there is WAAAY more to it than having a fancy "hook".

2. The "Quality is KING" Myth

In 2026, the market is not just saturated, it is **overflowing**. With the rise of high-end AI content generation, "quality" has become the baseline.

Everyone has access to 4K visuals, perfect lighting, and AI-assisted tools.

If your only strategy is making "**good looking**" or "**aesthetically**" pleasing content lol you're already gearing up to lose.

You know why?

Because quality has become the bare minimum.

When everyone is "high quality," the algorithm stops looking for the "best" video and starts looking for the most **statistically significant** video.

3. The “Engage MORE” myth

I know you’ve heard this one before. I even see others commenting on my own videos, **not** because they are interested in my content.

Because they believe that doing so will send signals to the algorithm that they are some sort of “**valuable contributor**” to Instagram lol (do you see how silly that even sounds?)

Unfortunately, this is **not true**.

You could do **hours of pointless** community work.

Commenting, sending random DM’s to big profiles, (all in hope to trigger the algorithm) and **still be stuck** with an underperforming account.

Again, I know this because I’ve tried it.

It doesn’t do anything for you.

Because it isn’t a growth strategy.

It’s just a massive waste of your time.

Here’s why.

Engagement is a **conversation starter** and a **retention** tool, not a **growth** tool. *It is important that you understand the core difference.

Commenting under posts, might get your comment liked, but **rarely** does it lead to people following you. I mean, ask yourself.

Why would it?

You are commenting, meaning you are in **consumption mode**.
Not creator mode.

Please understand that Instagram is not a **playground** just for videos and peoples enjoyment.

It is a business.

Not just **any** business, **it's a business that survives off DATA.**

Meaning, Its primary goal is to keep users on the app for as long as possible so it can collect as much data on them in order to show them personalised ads.

Ads of which keep the business running. (I hope this is clear).

Because understanding this shapes the entire foundation on how to actually grow on Instagram.

Furthermore,

Instagram does not care if you are "**friends**" with your followers. It only cares if your content is a **high-retention asset**. If you have 0 followers, you have no community to engage with.

You don't need fake chats with other creators.

You need **reach**.

4. The "Express Yourself" Myth

Look, I'm all in when it comes to self expression. However, you bought this guide for the **truth**. Self expression in the beginning of your Instagram journey will not only hurt your growth but it will affect your mental state.

This is what leads to self-doubt and comparing yourself to others.

We will dive deeper into this later in the guide, but here's a rundown.

Most creators fail because they are too emotionally attached to their content. They treat every post like a reflection of their soul.

When it gets 200 views, they feel rejected.

They stop. They overthink. They pivot.

Imagine putting 150% into 20 videos and they **all fall flat**.

You were fully authentic, you expressed yourself, you were vulnerable, and what did you get? **Nothing**. Just 200 views.

How To Actually Get Results

If you want to grow in 2026, **you must stop attaching emotional significance to your Instagram account**.

Instead you need to start approaching it like a growth **engineer**.

You must understand the importance of emotional detachment and probabilities aka “chance”.

Don’t get attached to your content.

Create. Post. Repeat.

A growth engineer understands that every post is simply a **data point**. They understand that reinventing the wheel introduces unknown complexities that evidently **lower the probability of going viral**.

Instead,

You have to start from a point of **certainty**.

You spend 80% of your time finding content that has already gone viral.

Then.

You spend 20% of your time creating content that follows the same format.

This is how you **remove uncertainty**.

Instead of starting with a blank page every time.

You start from a point of certainty (**understanding there is a high probability of going viral**).

It no longer becomes a question of “How do I go viral?”.

The question becomes, “**When will I go viral?**”.

When you approach your Instagram growth from this perspective, going viral is just a matter of **when**.

Your focus shifts from, **wasting time on making posts perfect**, to getting as much content (already proven to go viral) out there.

In the next chapters, I will take you through how to look past the B.S and how to focus on the actual things that make a difference.

Believe me,

Growing on instagram is nothing more than a **technical transaction**, between you and the algorithm.

Chapter 1: The Momentum Average Principle

Okay so for a long time, I was under the impression that to grow on Instagram you just needed to post high quality content, and focus on hooks (already debunked).

However after spending way too much time analysing my post insights, I noticed one thing that nobody was talking about, which **just made sense**.

Before I tackle it head on, I'll explain this concept to the best of my ability, and try to bring you to the same "ah ha" moment that I had.

So to start,

Instagram does not treat every post independently.

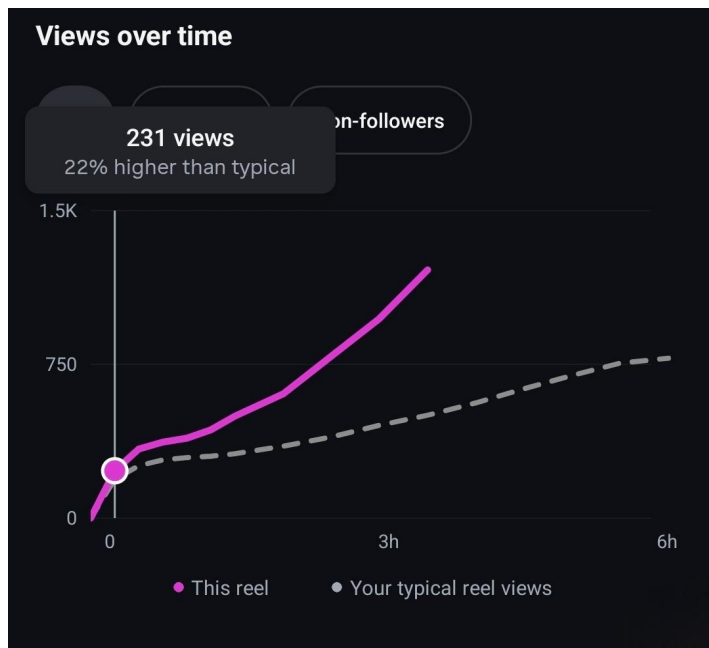
That belief alone is why most creators stay stuck. Most creators think the algorithm is analysing each post individually.

It **doesn't**.

It evaluates your post in context to your previous posts performance.

How do I know this?

Because they literally show it to us in the insights tab.



What this graph shows you, is how your current reel performs in **comparison** to your other reels. Aka your “**Typical reel views**”

This is a **gold mine of information**.

Because it supports the theory that a reel's initial distribution is **connected** to your page's average typical reel views.

Meaning the performance of one reel is based on the performance of your previous reels.

Does that make sense?

Here's how that looks in stages:

Stage 1: Your post is shown to a small test group.

Stage 2: If your performance signals are strong, you get more reach.

Stage 3: If your performance signals are weak, your reach gets throttled or stops.

That part is probably common knowledge by now, but what most creators don't understand is this:

The size and quality of your **initial test group** is influenced by the average of your previous posts performances (Typical reel views).

If that isn't clear, please read it again.

Because understanding this is where everything changes.

Your account has a **performance baseline**, which I call **A Momentum Average**. Now just to be clear, this is **not** an official term, it's just something I call it based on my understanding of how things are working.

In summary, your Momentum Average is basically:

The rolling performance average of your past reels, which influences how confidently Instagram distributes your next one.

If it isn't clear, use the example below to better understand what I mean.

Let's say you posted 10 posts and all of them either:

- Struggled with retention
- Had low engagement
- Got low views

When these types of signals are associated with your post, Instagram naturally becomes conservative.

The algorithm thinks:

"Why keep pushing this content, when **nobody** is responding well to it"

As a result, it throttles your reach as a way to **reduce its risk**.

(Remember everything Instagram's algorithm does is to increase a user's time spent on the app.. It's all about business)

Because of this,

The next time you post, you experience slower distribution.

It is not doing this "**just because**".

It is doing this because it has LEARNED from your last posts that it needs to be more cautious with its most valuable asset... **Reach**.

As a result, your post gets:

1. **Shown to a smaller test group.**
2. **Lower reach distribution.**
3. **Less aggressive expansion.**

Not because it hates you.

Not because your content is bad.

Because the algorithm is optimised for **viewer satisfaction**, and your content just isn't seen to be satisfactory based on the performance indicators.

This is the moment I realised **why some peoples posts always stay stuck** at 200 views or less.

If your posts seem to be “**stuck**” this is exactly why. (I am almost certain).

The “**200 view jail**”, is simply just you experiencing the following:

A Low baseline (typical reel view) = Cautious distribution.

Basically what this means is that if the average of your recent posts has been poor, Instagram will assume that your **next** post will follow this pattern.

Therefore it gives you **less reach** as a way for it to manage its viewer satisfaction.

If your past performance suggests a low chance of engagement, Instagram doesn't gamble heavily on your next upload.

It tests smaller.

And if that small test batch underperforms again.

Your reach will be throttled further.

It explains why some accounts even experience **zero views**.

Instagram **won't** suggest your content, **if your signals are bad.**

The Compounding Effect Nobody Talks About

If your momentum average stays low, then this loop will naturally continue. In fact, it will likely get **worse** as you continue to post.

I've simplified the numbers below to best illustrate this.

Lets say:

Post 1 gets: 80 views

Post 2 gets: 120 views

Post 3 gets: 150 views

Because of this, your baseline expectation (typical reel views) becomes low (Instagram's prediction).

Meaning, when Post 4 goes live, it doesn't start with the same reach distribution as someone whose last three posts did 5,000+ views.

It starts **cautiously**.

Now here's the thing, even if Post 4 is actually better than all your previous posts, and actually deserves more reach. **It will still suffer.**

This is simply just because the way Instagram algorithm distributes its reach is based on prioritising probability, not potential.

Algorithms work with numbers.

They **cannot** actually read your content.

They can only make **predictions** based on **data**.

This is how it "decides" who gets the reach and who doesn't.

Remember,

People paying for Instagram Ads are essentially paying for Instagram's reach. Because this is Instagram's **most valuable asset**.

They **cannot** just give it to **everyone**.

This is why the algorithms are **designed to combat risk**. Risk in terms of who gets the reach and who doesn't on an organic level.

The “Invisible Ceiling” You Build Yourself

Now just to be clear once again, the algorithm is **not** punishing you.
It’s calibrating.

When your content repeatedly signals low retention or weak engagement, the system learns: “**This account does not consistently hold attention.**”

So it lowers the testing risk.

That becomes your invisible ceiling.

Not creativity.

Not shadow banning.

Not bad luck.

It’s all about **momentum**.

Why Your First 10-20 Posts Matter

Okay so now that this is clear, let’s talk about your first few posts.
If you want to grow on Instagram, **all your posts from day 1 are more important than you think.**

Early posts don’t just get low views because you’re “new.”

They build your baseline.

If your first batch of content is inconsistent, confusing, or creatively experimental, you are unintentionally training the algorithm to treat you cautiously.

And unfortunately once that cautious distribution pattern sets in, breaking out **requires significantly stronger signals.**

I am not referring to “slightly” better content.

- It would need to become **extremely** better.
- It would literally need to be better on **every level.**

And let's be honest, if you are new to this, and still trying to figure out "hooks", the odds of you creating stronger, cleaner, more aligned content becomes close to **impossible**.

Distribution Is Probability (Chance) Management

Instagram is **not** emotional.

- It does not reward effort.
- It does not reward editing time.
- It does not reward aesthetic taste.

It rewards **predicted viewer satisfaction**.

If your recent content suggests **low** probability of satisfaction, your next post starts with caution.

If your recent content suggests **high** probability of satisfaction, your next post starts with trust.

And trust equals reach.

Why Virality Can Feel Impossible

Now I'm going to address why you might think going viral is impossible. Or you might consider "viral" as getting 5k to 10k views.

This is **not** going viral.

Viral is hitting a **million views**.

Lucky for you I have hit over **10 videos with a million or more views each**. So you can trust what I'm about to tell you.

If you are currently reaching 200 views or even 1000 views consistently no matter what you do, it's because you have been clustered there.

It's because your **typical reel views are low**.

This evidently means that if you want to get out of the loop, you would need to create content that achieves all of the following things.

Your content would need to:

- Hook instantly
- Retain aggressively
- Be widely relatable
- Be highly shareable
- Appeal across demographics

All at the same time.

Because your initial testing sample is so small, **you don't have any room for mediocre performance.**

You would have to create an exceptional piece of content that undoubtedly just crushes all of the above things, **all at the same time...** in order to escape the loop.

Do you now see why this can become so frustrating so quickly?

It's because you have created a **statistically impossible ceiling** in order to escape. Everytime you post the ceiling for you to escape get's higher.

What Should I Do?

To be very honest, it really depends. For example, if your account is deep in the trap already. I'd honestly tell you to **start a new account.**

I know how crazy that might sound.

But if you understand what we just discussed, and you're already experiencing low views, low engagement and no visibility.

Does it really make sense to continue holding on to your account?

Remember we covered this earlier. **Do not get emotionally attached to your Instagram** account. If it isn't working, no matter what you do, then let it go and start with a fresh canvas.

When your signals are so bad, escaping the low distribution of views on any content you post **becomes harder and harder.**

That's why I started a new account, once I understood this.

The idea of giving up something to start again from zero can be tremendously overwhelming.

I get it.

But trust me.

It's better to start over, than it is to keep **fighting a never ending battle**.

There is no point trying to figure out how to go viral or how to grow, if you cannot even get your content in front of people, let alone the right people.

The Core Takeaway

Your reach is not determined only by an individual post.

It is influenced by the **average performance of your published posts**.

Every post you make contributes to how Instagram's algorithm predicts your next post.

Your posts either:

- Raise your typical views, or
- Lower your typical views

Momentum can compound in both ways.

Upward or downward.

But in most cases it's always **downwards**.

Because of this, things get progressively worse with every post, due to the statistical odds stacked against you. The **more** your posts perform poorly, the **higher the ceiling** becomes to escape the 200 view jail.

Chapter 2: The Low-Momentum Loop (Why 200 Views Becomes Your Ceiling)

In this chapter I want to dive a bit deeper into what we covered in the previous chapter. It's based on the fact that **some accounts seem to just do exceptionally** well from day 1, and others no matter the level of consistency or quality just seem to stay **stuck**.

This chapter is my attempt to explain that cage.

Most creators experiencing this cage are **not** stuck because they lack creativity. In fact they often have way better content than creators that just get "lucky".

They're stuck because they're caught inside what I call a **low momentum loop**.

Let me explain

The Low-Momentum Loop.

A low momentum loop is basically when your first post performs badly and as a result affects the next post. Causing an **endless loop**.

And as you post more your results continue to get **worse** or remain the same.

Once you're inside this loop, **everything feels harder**.

- Growth feels random.
- Virality feels impossible.
- Effort feels unrewarded.

But it's not random. It's **structural**.

How the Loop Begins

Let's say you start posting, and

- your first video isn't well structured,
- your second video has a different style to the first and
- your third video just doesn't retain viewers attention.

Because of this,

Instagram has to work **twice as hard to categorise your content**.

Every time the algorithm tries to understand your content and who best to send it to, you feed it something different.

Are you starting to pick up on the problem here?

Every time you post, you are effectively **disrupting the testing process** and because you are doing this, Instagram's next test becomes even less effective.

Not to punish you.
But to **reduce its own risk**.

This is the reason **why** your next post **starts with less views**.

When I started posting,

My first 200 views to come in would take **hours**. This is because the algorithm literally did not know who to share my content with.

Today,

Whenever I post, I get 1000 views within the first 5 minutes.

Not because I'm being favoured over you,
but because the algorithm has a **clear** understanding of who would be satisfied to view my content.

Confusing the algorithm with different signals affects the next test phase.

- When you affect the next test phase, **you receive less reach**.
- When you receive less reach, you have **less engagement opportunities**.
- When you have less engagement opportunities **you have a lower probability of breaking out**.

Lower probability = weaker signals.

Weaker signals = even smaller future tests.

And just like that, you're stuck in this never ending loop.

Why Good Content Still Fails in This Loop

This is where you probably are right now, you've studied other creators in your space, you've followed all the advice you could find on YouTube and Reddit but you're **still frustrated**.

Here is the reason.

It's because you are trying to break out from a **reduced test environment**. Whenever you post, if your views are distributed cautiously, your content **must** dramatically **outperform all expectations** in order to increase your views.

As a beginner to content creation, improvement does not happen overnight. It happens gradually over time.

Hence why you are **stuck**.

But beyond that is perhaps the worst thing that can happen to any creator. You get views but they're all from low performing countries.

If this is happening to you, you're definitely going to need to read this a few times.

Personally, nothing is worse than getting views from countries that don't align with your brand.

For example:

You could be a beauty page from the UK looking to attract women in their 20s from tier one countries (USA, Canada, Australia, UK etc.) But instead, your content is being shown to creepy old men in third world countries. (India, Pakistan, Bangladesh, Nigeria, Afghanistan etc.)

You get the views, you get a few odd followers and you get weird comments that have nothing to do with your brand.

Arrrgh!

But deep down inside you know this is **not** what you want, and although from the outside it looks cool to have views and followers. This is not your audience.

Here's **why** this is happening.

When your account consistently underperforms, your views will stay low overtime.

Instagram's way of further protecting its viewers satisfaction will be to completely cut off your accounts access to its most desired audiences.

It "thinks" like this:

"Why should I test this accounts' posts with our most valuable countries?"

***Remember**, people pay hard earned money to reach these premium countries.

Instead,

to protect their viewers satisfaction it says:

"Lets test this account's new posts with our **least valuable** countries".

The countries that **nobody pays to reach**.

In doing so, you will experience increased views. Because now you're in a pool where **nobody** really wants to be. So Instagram has more room to give you more views. **Even if those views mean nothing to you.**

When your content is shown to a larger audience you will naturally experience some level of engagement.

When you experience engagement, the algorithm starts to see these people from these countries as your ideal audience. And just like that, you blow out of the cage, **but** not in the way you want.

That can mean:

- More views but less aligned
- Low engagement
- Poor niche match

The opposite can happen too!

Where your content is getting more views than usual but the audience is full of people who were unlikely to engage in the first place.

They scroll past your content or choose not to interact at all cause in some cases they **don't even speak your language** in the first place.

Crazy right!?

Why Engagement Tricks Don't Solve This

If you're experiencing this already, please save yourself the money and time and avoid the following, because they **do not work**.

- Follow/unfollow.
- Engagement pods.
- DM groups.
- Buying shoutouts.

These “tactics” just **inflate surface metrics**. They don't actually improve your signals the algorithm needs to get your account in front of the right audience.

- They do not improve retention signals.
- They do not improve watch time consistency.
- They do not improve viewer satisfaction probability.

You may have an account that shows 10k followers, but if your engagement, and your views reflect that you tried to **"cheat" the system**, you will lose trust and make your account perform even worse.

The Psychological Trap

Remember when I said, don't get emotionally attached to your instagram account? **I meant it.**

The low momentum loop will 1000% have you reacting emotionally to your content.

Here are some signs that you might be experiencing as a result of this:

- Switching niches
- Changing formats constantly
- Deleting posts
- Posting less frequently
- Over-editing
- Overthinking

When you start approaching your Instagram growth with these emotional reactions, you destroy **all** the useful data your account might have.

Meaning you remove all signals the algorithm needs to categorise your account and your content.

Consistency is required for categorisation.

So when you react in this way, not only is your baseline low...

But the signals the algorithm needs from your content to learn off of become **chaotic**. Which **kills** any chance of you growing.

Why Breaking Out Feels “Impossible”

When you're in this loop, the only way out would be to **strike luck**. Everytime I've explained this to people, I come across like a huge pessimist.

So please bear with me, and **try to understand** before you turn away.

In order for you to break out from the never ending loop of low views, and stagnant growth, you would need to create exceptional content.

“Subpar” content **will not work**.

It would need to hit every single point perfectly.

Your post would need to:

- Appeal to a **broad** audience.
- Have a **strong** hook.
- Have **abnormally** high retention

- Be extremely **shareable**
- Have high **saves and comments**
- Appeal to **all** demographics

All while starting from a **small** test batch.
That's statistically difficult.

Not **impossible**.
But unlikely to happen.

And **even more unlikely** to happen continuously.

So because most creators don't understand this, they keep posting, they keep trying, they keep trying to change everything... **hoping** that **maybe just maybe** their next post will be the one that breaks through.

But it **never** does.

Growing on IG in the beginning is **not** luck, it is understanding the core mechanics of how algorithms work in general.

Algorithms do not favour effort, or luck.

They favor you when they **understand** you.

And the only way they can understand you is if you give them what they need in order to get the data. **That's it.**

The Core Takeaway

You are not fighting the algorithm. You are fighting your past posts performance. And until you change the signals your account consistently sends, your distribution pattern will not change. That is the low-momentum loop most creators never realise.

In the next chapter, we go deeper.

Because before Instagram decides how far to distribute your content, it must first decide what your content is. That's where **visual segmentation** comes into play.

Chapter 3: The Metadata Trap

Why Your Account Might Be Shadow-Banned from Birth

You can have the best hooks in the world and a 90% retention rate, but if the foundation of your account is built on **"dirty" data**, the algorithm will **never** let you leave the starting blocks.

If this sounds foreign to you now,
I completely understand but don't worry, I'll explain.

What is Metadata in Basic English?

Metadata is the data that apps collect on users. Think of it like your **digital footprint**. You cannot see it but the algorithms can.

In 2026, Instagram doesn't just look at your video, it looks at your **digital footprint** across not only Instagram, **but all Meta products**.

Simply put, whether you create a new account or not **they know it's you**.

The number of data points Meta has on you, is crazier than you think.

They know **everything about you**.

They know your geo location, your interests, past interests, your data connection, the number of accounts you've created before and a bunch of other things.

They know this because over the years you have **unknowingly** created a digital web of informational touch points.

They know when you're on WiFi and when you're not.

They know if you're using your device from home or at work.

Basically they know **everything** about you and that's because of your **IP address** linked to their eco-system.

They can tie any new account you create back to you because you have intertwined your IP address between their eco-system.

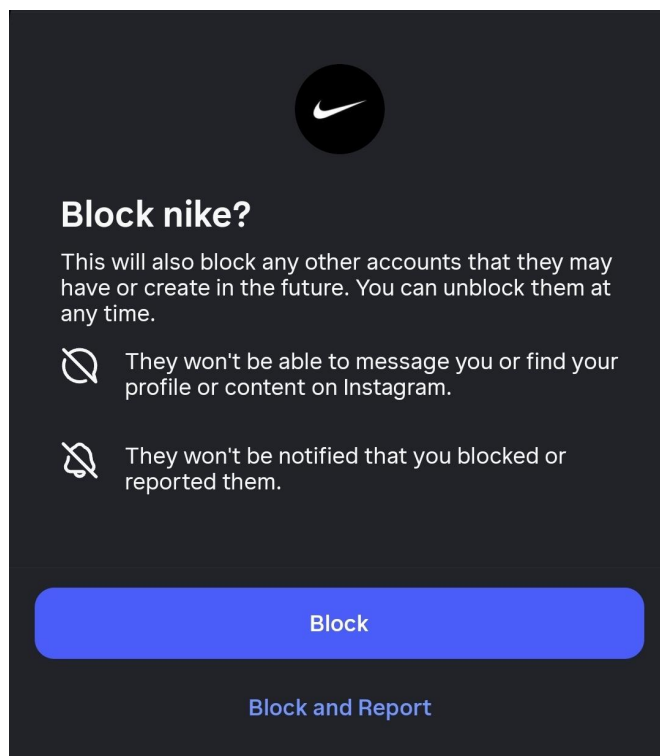
Here's an example:

Lets say you deleted your old IG account and created a new one at work on another computer, **but then** logged into the new account on the same device you use WhatsApp or Facebook on.

They can tie that **immediately** right back to you.

Now before you might think this is a whole load of B.S, you can test it yourself.

Go to your Instagram and try to **block a user**.



You will be prompted with a message that includes:

"This will also block any other accounts that they may have or create in the future."

Hmmm interesting isn't it lol. How would they know?

Through **Metadata**.

So after having understood this and ran it through countless discussions with Gemini it was evident that this is what social media sites like Instagram and Tiktok have to do to moderate users that misuse their platforms. (Totally different discussion).

This is the reason why some accounts no matter the quality of the content or how frequently they post will **never** get the reach they deserve. While others with poor lighting, poor editing, poor concepts (just pure garbage) still get millions of views.

Visual Cues Explained

I'm going to explain this to you very quickly, because it isn't hard to grasp the concept, so let's simplify it.

If Instagram sees:

- A microphone setup
- A split-screen reaction format
- A gym mirror selfie
- A luxury car interior vlog

It has seen those patterns thousands of times before. It **already has the data** it needs to know how those formats typically perform, meaning it knows what audience typically engage with such content.

And from a predictable standpoint it knows the behavioral history attached to those visuals. This is why **"trends"** go extremely viral.

Now can you guess what happens when you create content within these known formats?

The algorithm will naturally distribute your content with more confidence. Not because you copied someone else, but because you used a **recognisable** format.

Consistency Is a Signal Multiplier

When your first 10-20 posts:

- Use similar framing
- Operate within the same aesthetic
- Follow the same structural rhythm

The system begins building confidence. It understands your lane, your category and your likely audience.

This way your distribution becomes more **precise**.

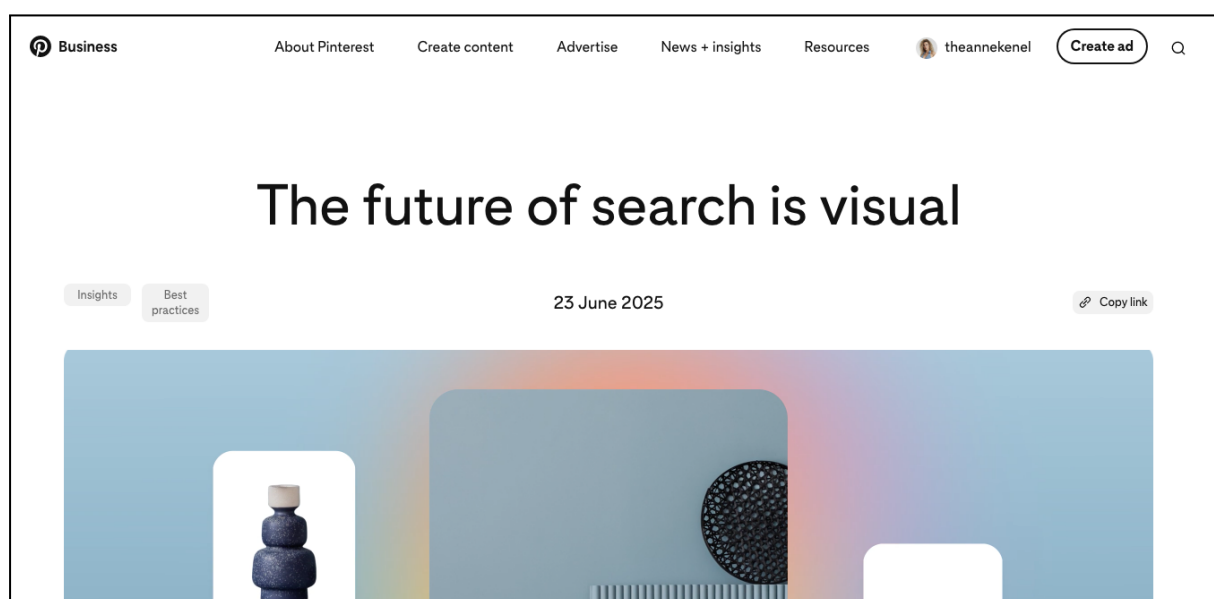
And precision increases your contents chances of **performing**, this is literally how I've been able to manufacture my accelerated growth.

Visual SEO: The "Search-First" Algorithm

Let's talk about SEO for a second. If you aren't familiar with what SEO is. It stands for **Search Engine Optimisation**. Basically, this is how search engines like Google are able to read websites and give you results based on your search inputs.

However, SEO in that way is old news, today we have things like AI suggested search and visual search.

Social networks like Pinterest, Tiktok and Instagram are no longer **just** social feeds. They have become powerful **Visual Search Engines**.



What this means for you is that, before the algorithm can decide how far to push your content, it must firstly **predict what** your content is.

This is the stuff **nobody even talks about**.

Think about this logically.

Instagram **cannot** test your content with everyone, (that would be impossible). Therefore it only makes sense that it needs to **choose** a starting audience. But then the question becomes, **how can it “know”** who to show it to. How does it choose?

The answer is “**patterns**”.

The algorithm must scan your content to identify patterns that look similar to other videos on the platform.

These patterns include:

- Visual patterns.
- Behavioral patterns.
- Structural patterns.

Once it identifies these patterns, classification becomes easy. What this confirms is that our content **cannot be evaluated in isolation**.

Instead, it has to be **evaluated in comparison**, in order to answer questions like:

- “What does this content **look** like?”
- “What does this content **behave** like?”
- “What does this content **sound** like?”

Only once these questions are answered can a test audience be allocated for testing to begin.

If classification is unclear, **distribution becomes hard**. Meaning your content gets tested with an audience that is **unlikely** to enjoy your content.

Niche Confusion

The Instagram algorithm is designed to segment based on **interests** and **visual cues**. Think of it like a **categorisation machine**.

It needs to put you in a box so it knows **exactly which users** will enjoy your content.

This means that if you make this categorising difficult for the algorithm, you create **niche confusion**, which leads to the algorithm not being able to understand who to test your content with.

For example:

If you post about "beauty" on Monday, "your dog" on Tuesday, and "motivational quotes" on Wednesday, the algorithm literally has a nervous breakdown lol.

Seriously think about it.

It tries to show your content to three different groups. If the "dog" people don't care about "beauty" your engagement drops. The algorithm then assumes your content is **bad for everyone** and stops pushing it entirely. And just like that, you are out of the equation before you've even had a fair shot.

The Simple Fix:

Keep your data clean for the first 30 days.

During this stage, you cannot be thinking "original", or "explorative". Your content needs to be **boringly consistent**.

If your niche is dogs, post dog content.

If your niche is beauty, post beauty content.

Find a format that is working in your niche, and commit to creating content that strictly follows that format.

Keep captions tightly close to your niche.

- Do **not** use hashtags.

- **Use keywords.**

Do **not** change your visuals either, keep everything the same.
You must **follow the exact same format, for every video.**

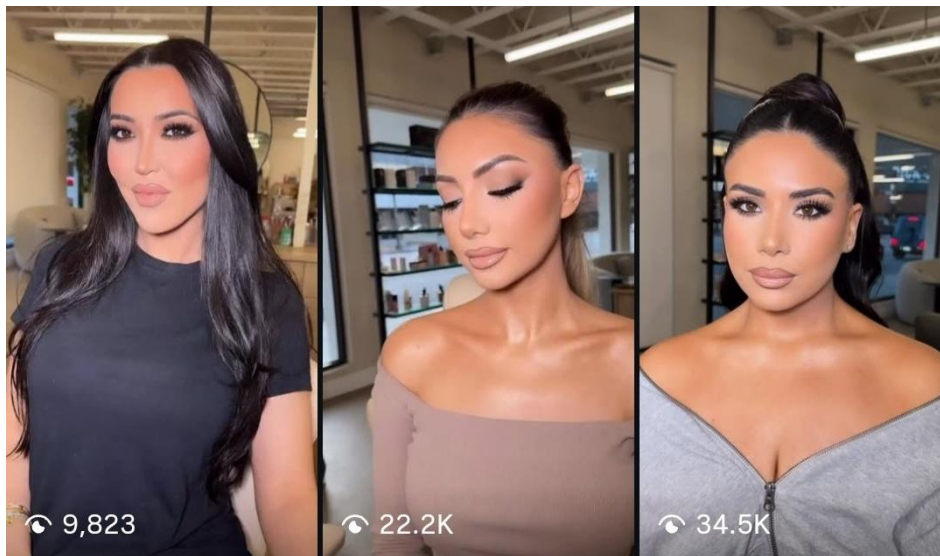
For example:

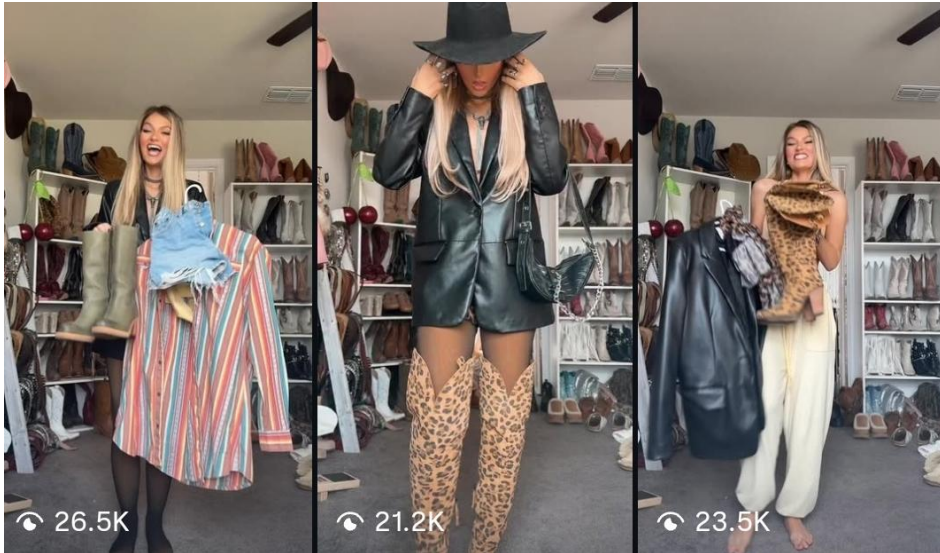
If you make motivational videos in the “**podcast**” format like I do. Then you stick to exactly that.

If you make storytelling videos in the “**get ready with me**” format then every video must follow suit.
Remember this.

You **aren't** just "posting content", you are **training the algorithm.**

Your time will come when you can be less restrictive, and more playful with your content. But if you want **accelerated growth** you have to be boringly consistent.





Chapter 4: Volume is Always King

Understanding the War for Digital Real Estate

This is the thought process I adopted after I came across a video I saw of an independent musician called LaRussell. He spoke about how **not** posting multiple times a day was not up for debate.

The part that stuck with me the most, was when he mentioned how, if he doesn't post as aggressively as he does then he **loses digital real estate** in his niche. (I'll attach the link to the podcast clip below)



Basically, you need to **stop** thinking of Instagram as a social media platform and start thinking of it as a **bidding auction**.

Every single second, millions of creators are bidding for the most valuable currency on earth, **ATTENTION**.

When a user opens their app, there is a limited amount of "scrolling time" available. Instagram's number one job is to **auction** that scrolling time off to the content it thinks will **most likely** keep its users on the app.

Why?

Because Instagram's focus is to **keep people on the app**.

The Suffocation of the Small Creator

Lets face it, Instagram has never been more brutal when it comes to organic content creation than it is today. And sorry to break it to you, but it looks like things **won't be slowing down anytime soon.**

Most small creators are just not playing the game in the way that it needs to be played.

If you are posting once a day, or three times a week, you are being **suffocated**. Especially with the explosion of AI generated content.

Answer this:

How the hell do you think you can compete with someone that is using AI to create **20 times more** content than you??

The answer is simple, you **cannot**.

And when you refuse to acknowledge this fact. You are essentially choosing to show up to a gun fight with a knife.

Everyday, millions of people are all fighting for visibility on the world's biggest stage, **yet** you want to believe that simply posting once a day is going to cut it?

It won't.

I'm sorry if this does come off a bit harsh, but you need to hear the **truth**.

The truth is this:

If you want to grow on Instagram in 2026, you **cannot** approach it like a hobby, and then complain when you don't grow.

If you want growth, you **need** to put out **more** content than the next person is prepared to.

Are you aware that there are independent creators putting out **over 10 pieces of content every single day!**

The "I Beat You" Mathematics

Let's look at some numbers for a second.

Most people think "**Quality over Quantity**" is some sort of law. That is a myth. (We covered this at the beginning).

However, what I can tell you is that in today's world of organic growth, believing in that myth will only **hold you back** more than anything.

If you post once a day, you are giving yourself 30 "spins of the wheel" per month. If I post 4 times a day, I am giving myself **120 spins of the wheel per month**.

Even if my content is only 70% as "good" as yours, the law of basic probability says **you lose**.

- If you get **25% of your 30 posts** to go viral, you have 7 viral hits a month.
- If I only get **10% of my 120 posts** to go viral, I have **12 viral hits a month**.

I reach more people than you.

I grow faster than you.

I beat you.

That's because **volume allows you to be in front of more people**, more often... It allows you to identify holes in your strategy that you would otherwise never have seen if you only posted once a day.

Statistical Significance

Now that you know this, I want you to think of every reel you post as a lottery ticket, and the explore page as the jackpot.

While most creators are buying **one** ticket a day and wondering why they haven't hit the jackpot yet.

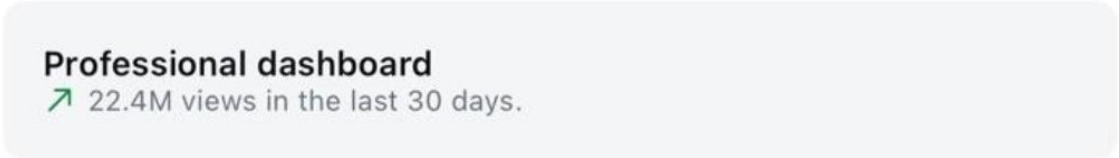
You are going to post 4 times a day.

You are the person buying four tickets every day instead of only one. Because now you understand the law of **basic probability**.

You now know that you won't need all four posts to go viral.
You just need that **one**.

When 1 out of your 4 daily posts hit the explore page, it will naturally carry the other 3, **bringing 3 times the views to your profile**.

This is how I have collected over **22million views in 30 days**.



Professional dashboard
↗ 22.4M views in the last 30 days.

When this happens you will notice that even the posts that didn't hit the explore page suddenly get more views.

When this happens your **Typical Reel Views (TRV)** across the board increase.

This then sends positive performance signals to the algorithm on who your ideal audience is.

And as a result,
you begin to unlock **upward momentum**.

How to Post 4x Daily (Without Burning Out)

Before you say anything, I already know you are probably thinking.
"But I don't have time to make 4 videos a day."

That's because you are still treating every video like a **cinematic production**.

To hit this kind of volume, you must shift from...

"Creating" to **"Systemising"**.

You need to identify the following before you even think of starting. Because failing to stay consistent will send negative signals.

1. The Format

You need to identify a format in your niche that you can comfortably create content in, **without** burning yourself out.

If you pick a story-telling format that requires hours of recording and editing, you will **never** hit your daily goal. In fact, you will likely **burn out in under 30 days**.

I personally chose the **podcast format**, with **my AI twin**.

This way I am essentially able to create **infinite** pieces of content without having to **waste time** getting ready, recording myself, or editing.

2. Ditch the Perfection Mindset.

To maintain this level of volume without burnout, you must **move away from "cinematic" perfection**. People care about the **message** and the **connection** more than the tiny production details.

As long as your content is **visibly and audibly clear**, you're good to go.

Understand that **not** every video you create needs to be long.

I've hit millions of views with both 7 second reels, and 60 second reels. Both of which gained me thousands of followers.

So the idea that your content needs to be "long" is pure **nonsense**.

These are the reel durations you should add to your daily schedule:

- **One Long Reel (60s):** For storytelling and deep authority.
- **One Mid Reel (30s):** For quick-hit tips and "Saveable" value.
- **Two Short Reels (7s):** For high-reproducibility and viral loops.

By diversifying your reels this way, you avoid burning out.

Remember,

You are not creating lengthy Youtube videos here.

You are creating short form content.

Creating **should not** take you more than **1 hour to create all 4**, even without using an AI twin.

The Momentum Train

Once you hit your first viral "outlier", you will see a massive influx of followers. **Do not slow down.** Most people hit 10k and think, "**Okay, I can relax now.**"

WRONG.

This is when the bidding auction becomes the most aggressive.

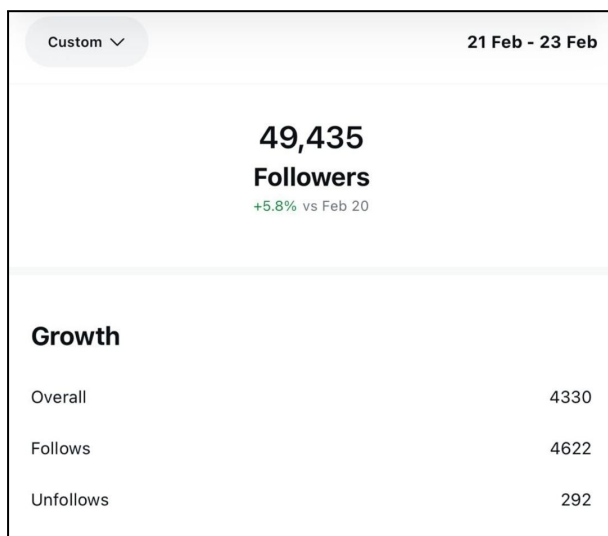
When you finally get momentum, you're going to **need to maintain it.** This will naturally **shake out some followers.**

People like to say "if I post 4 times a day, people will unfollow".

And I say:

Of course they will...

But who cares!?



If you lose 200 followers who think you post too much, but the algorithm is consistently bringing in 4600 new followers every day.

Would you care?

Of course **not**, and that's my point.

The momentum train requires **volume**, to get you to a point that allows you to **gain more than you are losing**.

This is how you **grow**.

Again, being emotionally attached to your Instagram account will keep you attached to your following because you **refuse** to **believe** that you deserve the aggressive growth.

Here's the thing,

Aggressive growth doesn't care about those that fall off. It **only** prioritises those that come in. This is why the concept of "it takes money to make money" exists.

The same applies to growing on Instagram.

It takes losing followers to grow.

Because growth **requires** momentum.

And momentum will **push followers out of the way** to make room for **10x more**.

Chapter 5: How To Research Winning Formats

Now I want to go through something you might have misunderstood. The reason creators struggle on Instagram is not because they are lazy or lack effort.

The reason they stay stuck is because they collect the wrong “**data**”. They try to shape their account around the things they see bigger creators doing.

When in reality they need to be focusing on what **outlier** accounts are doing more than anything.

When you try to follow already established accounts you will **always fail**.

This is because **they already have momentum**.

- The algorithm already knows who to send their content to.
- The algorithm already distributes their content to larger test audiences.

When you post trying to mimic these larger accounts, the algorithm **cannot** read your content in the same way.

In most cases, the signals are so poor that it resorts to testing your content with the wrong audience. And if you can recall from our earlier chapters, the more misses you get with the algorithm **the more you affect your next posts performance**.

So if you're trying to replicate big accounts in your niche, **stop**.

The Wrong Way To Research

Here's what struggling creators usually do, (I know this because I used to do it too). They open the explore page, they see a video with 3 million views. And then they think “hmmm, “I'll do something like that.”

But here's what they **never ask**:

- How big is this account?
- Was this an outlier?
- Is this repeatable?
- Is this format scalable?

They get **lost in the surface level metrics**, without understanding the actual structure. This is why the results they get are **inconsistent** and **under-whelming**.

You Must Build an Internal Filter

Whenever I am researching, I focus on **filtering** certain creator accounts out, because if you don't do this correctly you will negatively impact any chances of growing.

Before you go trying to replicate viral videos, you must check the following things:

- Does their account have **under** 100K followers?
- Does this account's videos **all** get high views?
- Does this account follow a clear **repeatable** format and structure?
- Does this account belong to a **public figure/ celebrity**?
- Does this account have any **affiliation to any big brands**?

You are looking for outliers, **not consistency**.

Here's why this is so important.

If you try to mimic a creator who routinely gets high views on all their videos, then you have **not** found a viral video.

Instead you have found an account that already has high **view distribution confidence**.

Meaning that if you tried to replicate it, your video would likely **flop**.

If you try to mimic a creator who already has millions of followers or is affiliated to a big brand. You will **not** see the same results mainly because they already have an established audience that supports anything they post.

In short,

If you don't establish a clear filter. You will be mimicking videos that do nothing but **destroy** your chances of growing.

Filtering for outliers will tell you something important, which is that...

The format is what **drove** the views, not **the fame**.

And that is what you essentially want.

A format that performs **independent** of status.

Why Follower Count Matters

Large accounts benefit from:

- Immediate engagement,
- Loyal audience behavior, and
- Trust with the algorithm.

All of which you **do not have** yet.

This is why I need you to stop focusing on the big accounts completely.

Instead,

You need to look out for small accounts in your niche that are experiencing crazy **breakout spikes**.

You might be wondering, what is a “small” account?

Typically,

I’d classify any account with **under 20K followers** as “small”.

If you find an account under 20K followers, with a video that has +1M views, you have found a video **proven** to go viral.

And that's exactly what you want to be on the look out for.

What To Actually Study

Let's quickly look at some of the things you're going to want to be on the look out for when you find an account with an outlier post.

For starters, you want to **avoid** wasting your energy studying things that don't matter. Or things which you **cannot replicate**. E.g. A creator's personality, confidence or charisma.

Instead you want to study:

1. The Hook structure:

- How many words did they use?
- Is it a visual hook or an audible hook?
- Is it a confrontational or curiosity driven hook?

2. Shot framing:

- Does the initial camera angle capture their full body, a headshot or a mid-shot?
- Is the camera angle fixed, or is it moving in the initial 5 seconds?
- Is the shot captured outside, is it a clean professional studio like background, or is it more of a laid back indoor home video?

3. Pacing:

- How fast is the creator speaking?
- Are they using a specific tonality that can be replicated?
- Are they using jump cuts every 2 to 3 seconds? (If they aren't, you shouldn't either)

4. Length:

- Is the video structured around a shorter duration (7 seconds)?
- Is the video structured around a medium duration (30 seconds)?
- Is the video structured around a longer duration (60 seconds)?

I would personally avoid any video over 60 seconds (**even if it is an outlier**). Simply due to the fact that If you try to remake a video that exceeds 60 seconds it would naturally stray further away from the "recipe" that made it viral.

Making it **harder** for you to stick to the proven format.

5. Cover design:

Are they using any specific elements in their reel covers?

Look for things like:

- Is the creator present on the cover?
- Do they have a specific facial expression?
- Are they using text on their covers? If yes, is it a question? Or a statement?
- What color grading are they using? High contrast vs Pastel vs Saturated vs Black and White

6. Caption strategy

- Did they use a single line caption? Was it in all caps, or not?
- Was the caption a question or a statement?
- Was the caption a long form or short form caption?

While it might seem a little bit overkill, this is what you need to do, to increase your chances of growing.

Remember, this is **only** in the beginning.

When you start gaining momentum you can explore different things.

But in the beginning, you have to be meticulous with the way you study and extract information from viral outlier content.

The Repeatability Test

Before you think of modeling a format, you're going to want to ask yourself if the structure can be repeated at least 30 times without becoming chaotic?

If the answer is no, **it's not a scalable format.**

You are not looking for **one** viral idea.

You are looking for a **replicable structure** that allows volume **without** losing classification.

When you create your content, you **must** be able to create **multiple** pieces of content in the same format, every day without any chance of the algorithm misunderstanding or reading your content as something that it isn't.

For example:

I create content talking about relationship topics, in the podcast format. Because of this, my format **never** changes, **it never shifts**. This is what allows me to **create freely** without the algorithm confusing my content for something that it isn't.

Now if I were to start creating content on the same topic, while I'm in the gym. I'm sure you can instantly see why that would quickly lead to confusion and mixed signals.

The Core Takeaway

You need to **stop** asking yourself, "What should I post?" every day. And instead start asking, "What format already works at scale for a small account in my niche?"

That's what you study to grow.

It should take you no longer than a **few minutes** to identify these outlier accounts with proven viral videos.

The more you save them, the more you are going to see them. You will start to see more of that single format being used on your explore page.

You won't have to go looking. **They will be right there for you to dissect**. And once you find them, it only becomes a matter of execution and consistency.

Consistency inside a proven format is what raises your momentum average.

Once that happens,
Your page will start to **reach more people**.

But the key is that you **must not break momentum**.

You have to commit to this for your **first 100 posts** before you expect to see any results. But trust me, when it does happen your growth is going to compound like crazy.

That's exactly how I went from gaining 5 followers a day to gaining **over 4000 followers in a single day.**

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Chapter 6: How to Replicate Patterns

Okay so by this point, you understand two things.

Firstly, you now know that Instagram distributes views cautiously to combat risk, **maintain** its **viewer satisfaction** and keep users longer on the app.

Secondly, you understand that in order for your content to get the views it deserves, it needs to be **categorised correctly** by the algorithm so your content can be shown to the **right** people who will actually engage with it.

Now here's the thing most people don't want to accept.

In the **early stages** of your Instagram account, creativity should be the **last** thing on your mind.

Instead of focusing on creativity...

You want to focus on **structure**.

Let me break down what I mean when I say "structure".

Basically, instead of losing your shit over what outfit to wear, and how your hair looks... You want to focus on **how** your video **looks** in **comparison** to the proven viral video.

If their hair is messy, **your hair should be messy**.

If they are outdoors, **you should be outdoors**.

If they are dressed casually, **you should be dressed casually**.

Do you see what I mean now?

Okay,

So before we continue. I want to clarify something.

When I say you need to emulate a video's visual structure, it's not because I think everything about their video is perfect. Because it likely **isn't**. There are always micro adjustments that can be made that will increase a content's performance.

But this is **not** the time for that.

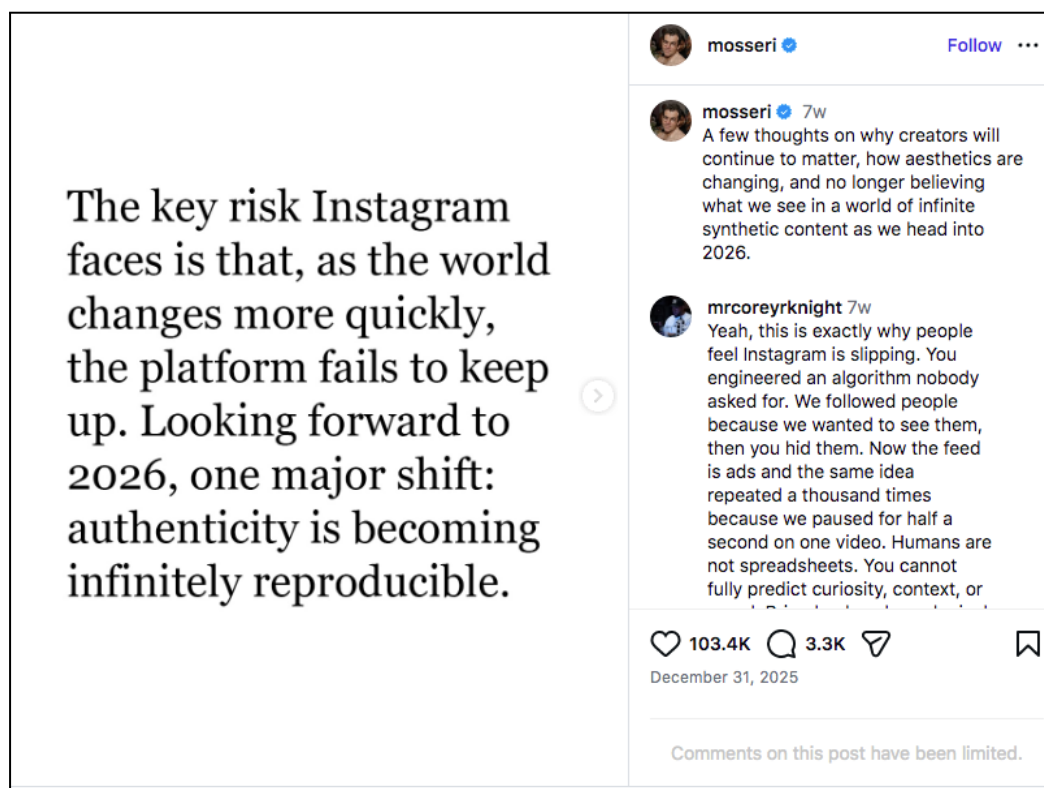
To avoid getting yourself in a war trying to improve a viral video. You need to replicate it as close to humanly possible, in a way that **allows it to stand out as your own to the algorithm**.

Disclaimer: If you have a problem with this information from an “ethical” stand point, I’m by no means advocating that you steal content, or you credit any future wrong doings to what I am about to tell you. All results both negative and positive are direct action of your own, and I do not take responsibility for any gains or losses.

Now that the disclaimer is done, let's continue.

The longer you spend on Instagram the more of what I'm talking about is going to reveal itself to you... **and when this happens you won't be able to unsee it.**

For starters, social media as we know it today is no longer what It once was, with the Instagram CEO himself saying “**As the world changes more quickly, the platform fails to keep up**”.



This is not a coincidence, this is because the rise in AI is not only rampant, but it is both **unavoidable**, and **uncontrollable**.

And the creators that understand this are the ones that will continue growing at **accelerated** rates.

This is why fighting the algorithm in an attempt to grow in the beginning based on your own creative directory is a complete **waste** of time and energy.

You have to **learn how to identify viral content**, and how to **reskin** it to make it unique **without** losing the structure that made it viral.

Does that make sense?

Here's another question for you.

1) Are you willing to adapt?

or

2) Do you want to continue trying to make something work on a platform that has already **admitted**, no longer works?

If your answer is “**yes**” to number 1, and a “**hell no**” to number 2.

Continue reading.

Why Structure Comes Before Identity

In the early stages, you **must** forget about trying to **express** yourself.

The **only** thing that matters in the beginning is **training the algorithm** about your content, and who to suggest it to.

And to do this we use **proven viral content**.

When a piece of content has already performed well across thousands or millions of people, it means something very simple.

The Algorithm understands **who** wants to view it,
And **most importantly** the viewer is **satisfied** to see it.

Viewers know how to consume, and what to expect, because their brain recognizes repeated patterns in **split seconds**.

That recognition is what lowers the friction for them to swipe away.

Think about it.

If my video opens up in a format that you've seen before, then you will **trust** it. And if you trust it, **you will consume it**.

It's **straightforward**.

This is why "**trends**" do so well on Instagram.

But,

If another video covering the same topic opens up in a **foreign** way to what you are used to, **you swipe away**.

So trust me on this.

In the early stage of your account, **please** do not try to create new patterns that nobody knows. Just save yourself the frustration and stick to **following proven patterns**.

How to Ethically Reskin Viral Content

What do I actually mean by **reskin**?

When I say reskin I mean you are essentially trying to come as close to the original piece of content **without** duplicating it. Because if you did completely rip it, it would **never** perform.

Instagram is already very capable of **flagging** if you repost someone else's content.

Things that will get you flagged for copying.

- You download and repost the original content as your own.
- You download the original content and use the audio on your own video.
- You download the original content and use different audio over their visuals.

If you do any of this you will be **flagged**, and your content will go nowhere. It might even do more harm to your account than anything, affecting your trust signals, as well as your reach distribution.

You are basically **just stealing in broad daylight** at that point.

How to Reskin Viral Content Without Getting Flagged.

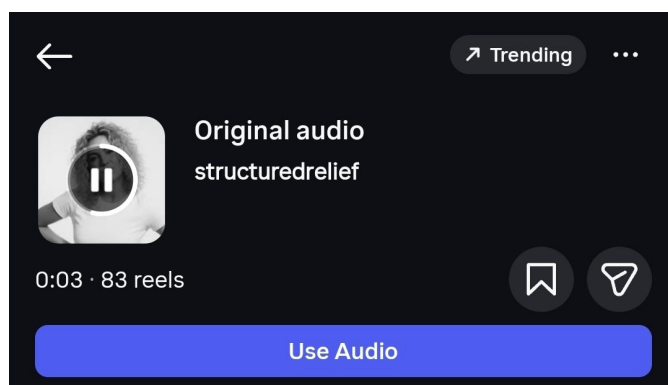
- You download the content, copy the exact script and read it in your own way.
- You apply a completely different background audio,
- You keep your own visuals tightly connected to the original. **NOT** exactly but similar.

When you do this, your content is labelled as **Original** content, because the audio and visuals are **unique**.

Even though you might be reading the same script, you are recreating it with your own unique voice, tonality, and vocal inflections.

This is what allows you to **pass the filters**.

You can confirm this by reviewing the audio page.

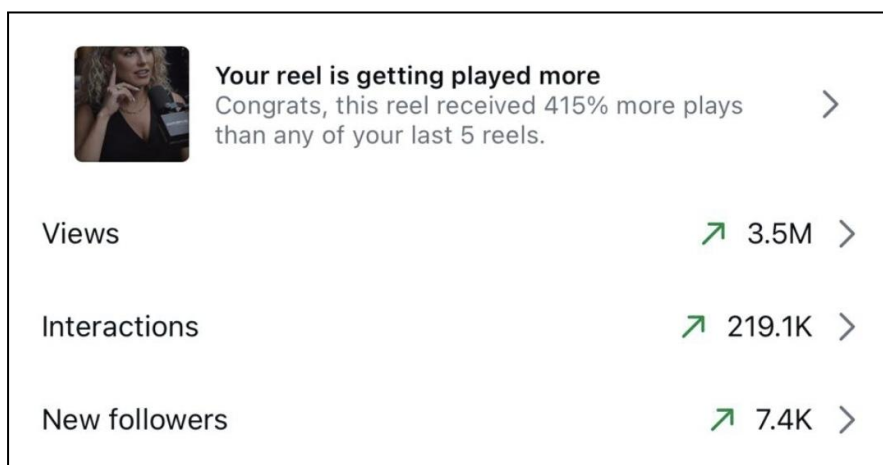


Okay, so now that you've created a video that has been reskinned off a viral video framework and passed all the filters, here's a question for you.

What do you think your odds of that video performing well and reaching your ideal audience becomes?

The answer is that your odds become significantly higher than they would have been if you tried to reinvent the wheel.

This is exactly what I did in the beginning, and the proof is in the numbers.



Now I create my own videos, my own scripts, my own flow and I manage my own creative directory, simply because the **algorithm trusts me** enough to know who I create for.

But if I had not done this in the earlier stages, I would still be struggling to train the algorithm on where and who to place my content in front of.

Why Most Beginners Struggle Here

I've seen people **try** to do what I'm talking about **but they didn't get the results.**

Wanna know **why?**

It's not because they did it poorly.

It's because they didn't stay **consistent.**

As humans, it's in our nature to always want to **change** things. If something doesn't work on the first attempt we tell ourselves:

“I need to change, I need to try something different”.

While that logically makes sense, it actually doesn't when you're working with **proven** formats and visual cues.

You see when you are creating from scratch, and have no idea what angle to approach your content from, you are figuratively just **shooting in the dark** (which is what you are probably doing now).

Let's be honest for a second.

Does every video you create look the **same** as the last?

or

Does every video look **different** from the last?

Chances are, your videos are all different. Simply because your natural instinct is chasing a breakthrough.

- You want to **increase your views**.
- You want to **increase your followers**.

So you:

- Keep **changing**.
- Keep **experimenting**.

BUT nothing actually improves, you just end up feeling overwhelmed, frustrated and stuck yet again.

This happens because you are feeding the algorithm something different every time, forcing it to relearn.

Your content is great, **but...**

the algorithm still doesn't know **who** to show it to.

However, when you create from a point of **proof**, you **don't need to worry** about **trying** something new every time a video doesn't blow.

Because you know, if this video doesn't blow, it's **not** because the content is weak. It's because the algorithm just hasn't learned who needs to see it yet. And that's exactly **why**

...you need to continue feeding it the same signals consistently.

If you continue feeding the algorithm the same signals every time you post, you will get to the point where it **finally has all the data it needs** to put your content in front of the right people and then...

BOOM!

This is why I say, it's not a matter of "**if**", it's a matter of "**WHEN**".

When I finally understood this,

My number one focus became to get my next video out as soon as I could.

I wasn't worried about how the posts even did.

Because I knew, if I just keep feeding it the same signals consistently enough, **eventually** it's going to hit.

And guess what?, it did.

I Don't Want to Look Like Everyone Else

Look I get it, I really do. But what I need you to see is that you are statistically at a disadvantage by insisting on **not** looking like everyone (in the beginning that is).

The **truth** is this.

It's not that you don't want to look like everyone else.

Instead, you **want** to be unique because that's what your **ego** wants.

Now I'm not calling you an egotistical person or anything like that.

What I'm referring to is a **natural human instinct**.

As humans, especially in the fast paced modern world, we all want people to see us as the innovators... the person that saw it **first**, that listened to it **first**.

This is why you share reels with your friends.

Because **internally**,

You **want them to see** something you saw **first**.

This same internal back and forth is why you **might** have a problem with the concept of falling into the same lane as everyone else.

But what you **need to remember**, is that I am **not** saying that you need to reskin/remodel other peoples content forever.

What I am trying to get across to you is that you **NEED** to do this **if you want the algorithm on your side** in 2026.

Your ego is what keeps telling you:

- You don't want to blend in.
- You don't want to look like you're following trends.
- You don't want your content to feel generic.

But simply put,

In the digital world of today... If you aren't prepared to blend in, even for a short while, **you stay invisible**.

Blending into a structure that is proven to work is **not** a weakness, it is a **proven** way to **train** the algorithm.

- You are not building your final creative identity yet.
- You are building **momentum**.

Because:

- Once momentum exists.

- Once the algorithm knows more about you.

Growth becomes easy.

And only once you are growing steadily, can you afford to test and experiment with new ideas without **destroying** your reach and typical reel views.

Trying to experiment without momentum is just a **waste**.

Developing Identity in 30 Days

One of the things that you are going to notice on this journey, is that **the idea that you initially had for your page may not be the direction the audience takes you.**

This is something you will **never** identify in the start.

I'll give myself as an example:

When I started, I was actually looking for a way to sell digital products in the make money online niche.

I had a general idea of what that would mean for my profile, and what I would have to post in order to brand myself as that.

Here's what I thought:

If I want what they have, **I have to do what they do.**

They make it seem so **“easy”**.

Just create 5 second reels with stock footage, long captions and overlay text that says things like...

“How I made \$10k in 30 days”,

“How I make money posting reels”

“Making money from digital marketing saved my life”

All these kinds of spammy reels, that clearly come across as **fraudulent**, was the angle I was going to have to take.

Why?

Because believe it or not, but there are accounts out there that have blown up following that exact recipe.

The only catch?

This recipe relies heavily on **deceptive luck**.

I call these accounts lucky-rats, because that's what they are.

They are accounts that follow **no** constructive pattern, and just happen to hit a lucky jackpot.

This is why, for every 1 of these accounts you find, **there will be 20 others starving**, continuing to lead with lies, and deception.

How to Spot a Rat

They have low followers, they follow just as many people that follow them, all their engagement comes from other rats doing the same thing etc.

Now you tell me,

- Does that sound like an Instagram account that is growing?
- Does that sound like an identity you want to have on Instagram?

It doesn't!

And that's simply because the pattern is not based on value, structure or anything replicable **without luck**.

Here's the funny part...

Today, those very same “successful” accounts are in my DM's asking me how they can grow like I did.

After finally realising all of this, I knew that my best bet would be to just **remodel proven viral content** that would appeal to the masses in a format that was clearly **understood**.

This is why my content revolves around **relationships** in a **podcast format**.

The algorithm knows that it is relatable to people from a relationship standpoint (we all have a relationship that didn't go smoothly).

And,

It also knows that content in a podcast format **should** be distributed to people that seek out education/information.

Doing this **4 times a day** for **30 days straight** and reaching millions of followers shifted my identity to somewhat of a life coach online.

Even though that was never the direction I had thought about in the beginning. It somehow fits me **perfectly**.

I get to talk to people about real things. Without feeling icky about what I'm doing. I make it clear I am by no means a psychologist, and guess what?

People don't care. You know why?

Because **people just want to feel**.

Do they care that I use AI to show up daily?

NOPE.

They just care about how the content makes them **feel**.

The biggest lesson I took from this was that **money in itself is tied to value**. But if you can gather enough attention with your value.

Money will flow, **naturally**.

- You won't have to beg people to buy your offers,
- You won't have to hard sell,
- You won't have to prove or convince,
- You won't have to create deceptive content.

Today, people find my content, relate to my content, and decide for themselves if they want to work with me. Or learn from me.

And that's how it **should** be.

So in short, what I will say is, don't get caught up on an identity you **don't already have figured out.**

Instead,

Let the content you post, create your identity, **because it will.**

Chapter 7: The Memory Feedback Loop

Building a Brand That Lives Rent-Free in Their Heads

In this chapter, my focus is going to move a little towards the importance of branding. If you follow everything we've covered till this point, there should be no reason why you can't grow and see steady views.

But **views alone are nothing more than vanity metrics**. If they aren't actually leading to your brand's growth, from a follower and brand equity standpoint, then you have a **big branding issue**.

As you already know,

I am a big believer in posting 4 times a day.

You also know that Instagram is a **high value attention marketplace**.

In today's world,

Attention is the drug.

And creators are the **addicts**.

This means that your biggest enemy as a creator will be "**the scroll**."

Let me explain.

If a user sees your video at 10:00 AM and another at 4:00 PM, but doesn't actually realise both videos came from **you**. Then you have a **big problem**.

In simple terms, your branding has **failed** you.

Instead of the viewer being like "**oh shit, it's her/him again**", they see you as **just another random person** on their feed.

You rather be recognised as the **annoying person that keeps showing up**, than the person **nobody** even knows exists.

Read that back carefully.

If you **don't** have something a viewer can **instantly** attach to you and your brand in every piece of content, **you don't have a brand**.

Now believe it or not, but this is **not** something that you just achieve over time. You **must** create it.

And this is where the concept of **memory feedback loops** comes into play.

What The Hell Is A Memory Feedback Loop?

Okay so I'm going to go into geek mode for a second lol, because I want you to understand that the stuff I'm talking about here is **not B.S but actually based on real research**.

The term **Memory Feedback Loop** is a psychological term used to describe a trigger where a person's brain recognises a recurring visual or auditory pattern over time.

The signal feeds into a specific brain processing where memories of similar past situations are remembered. From the initial output, the signal is then fed back to the input and re-entered into the brain's processing system for re-appraisal. The final output determines the appropriate response.

[A role for neurological memory feedback loops in psychiatric ...](#)

www.sciencedirect.com > science > article > pii

This is why despite how old you might be, you can **instantly** recognise theme songs from your childhood. **It's because you heard it over and over again every single day**.

It can get so spooky, that even slightly similar sounding songs will trigger that **exact** same memory.

This is what Nobel prize psychologists, Fortune 500 brand experts and world class advertisers have spent **decades** studying.

Not because it's "fun",
But because it makes a huge difference on a **brand's equity**.

And brand equity means more **attention**
More attention means more **money**.

I hope things are starting to click for you at this point.

You see, when you can manufacture strong memory feedback loops you are instantly able to establish **strong recognition, build trust faster, and convert viewers to followers faster** than any silly "Bio optimisation" strategy ever could.

Simply because you are "**force**" training people's brains to **expect value from you**.

How to Create a Memory Feedback Loop?

To create a memory feedback loop, you need what is known as **brand anchors**. Think of it like the things that **never** change in your content that are **strongly attached to you**.

For example:

You wouldn't want to change your logo or font every time you release new content would you?

That's an example of a brand anchor on a macro level. Macro, because **everyone** already considers that. But what will **separate you** from the rest are the **micro brand anchors** that go unnoticed but have a huge impact when seen enough times.

I'm going to give you **3 of my own brand anchors**, each under separate categories.

1. **The Visual Anchor:** The curly hair that you see on my AI Twin is not because I always have my hair styled in curls. I **deliberately** chose to make the hair stand out. I wanted the hair to be the visual anchor people instantly tied to my brand.

Think of it like this...

If someone was **trying** to explain who I was to a friend **without** knowing my name, what would they say?

In my case, they would say:

“Have you seen that podcaster with the curly blonde hair that talks about edgy relationship topics?”

Instant brand equity.

I could’ve easily chosen to switch hairstyles, go with different colors every second post, but guess what? THAT **doesn’t** create a visual anchor.

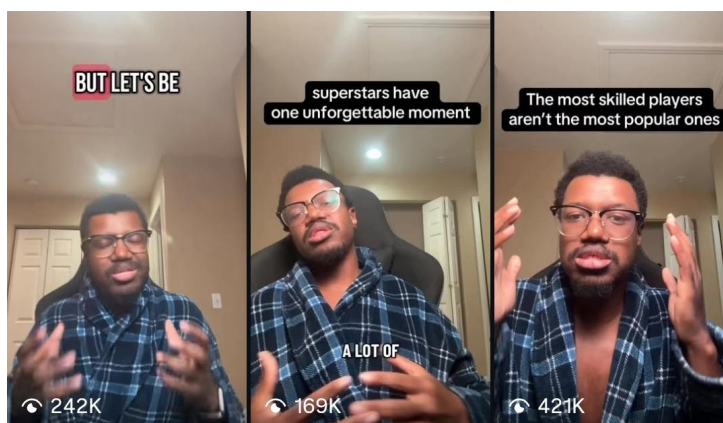
Having something **unique, and sticking to it** does.
That’s what makes you **stand out**.

And the more you show up every single day, **multiple** times a day.

The anchor only gets **stronger**.

So when you’re thinking of what your visual anchor should be, think of things that will separate you from the masses in a way that **doesn’t take away from you**, but **adds to** your branding potential.

I’ve seen some people do this by simply showing up in the same outfit lol.



Anyways, regardless of what it might be, **make sure** you have a visual anchor that **sticks**.

2. **The Environment Anchor:** Your environment anchor is basically where you are located in all your videos.

For example:

If I was your friend in a different country and I called you every day, I would get to the point where I could instantly tell if you were at home or not.

Not because I've been to your house,
but because of the environmental anchor.

You can achieve the same effect simply by recording all your content either in the same location... OR in the same pose.

Trust me...

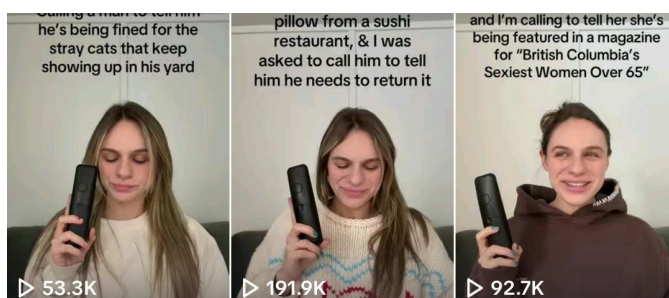
Your mind remembers things, you'd never expect it too.

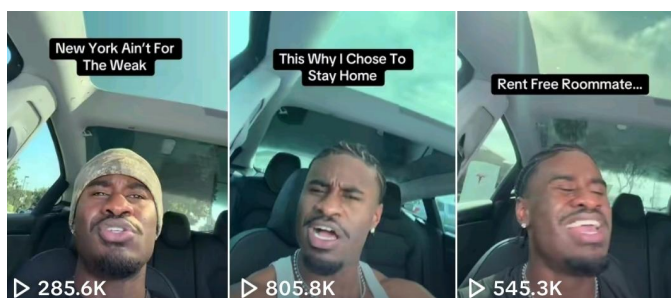
Here's another example:

The reason YouTuber's build such strong brand equity is because their setups are **unique to them**. You can instantly identify a YouTuber just from the room they record all their content in.

This is **environment anchoring**.

Which means, if you decide to create content from your **bedroom with a Britney Spears poster in the background**. Then ensure that it remains **consistent** in all your content.





By continuously changing your location in every video, you are unknowingly **breaking** your environment anchor, and losing out on powerful subconscious branding potential.

Now I am by no means saying, your content must **forever** be confined to one location. **NO**.

What I am trying to say is that, in the early stages of your growth, it works to your advantage to maintain a **single** location.

When you begin to establish more brand equity you can experiment with different setups. But in the beginning you should try sticking to only **one fixed location**.

3. **The Typography Anchor:** In my honest opinion this is the easiest anchor to establish, and because of this, it often takes a lot **longer** for it to have an effect on the **memory feedback loop**. But once it is anchored, changing it can be **devastating** to your brand.

So pick **correctly** from the start.

For example:

In 2024 the well known car company Jaguar, decided it would be convenient to change their brand logo and font.

And guess what happened?

Everyone, and their dog lost their shit. **Huge brand fail.**

(I'll leave a link below for you to go see the comments under the video.)



Why do you think they got so much negative backlash?

Here's **why**.

Because Jaguar changed their typography anchors. They failed to understand just how closely attached it was to their brand's **history and core identity**.

You wouldn't think it means much right?

But can you imagine how weird it would be if Coca Cola suddenly changed their font?

Exactly!

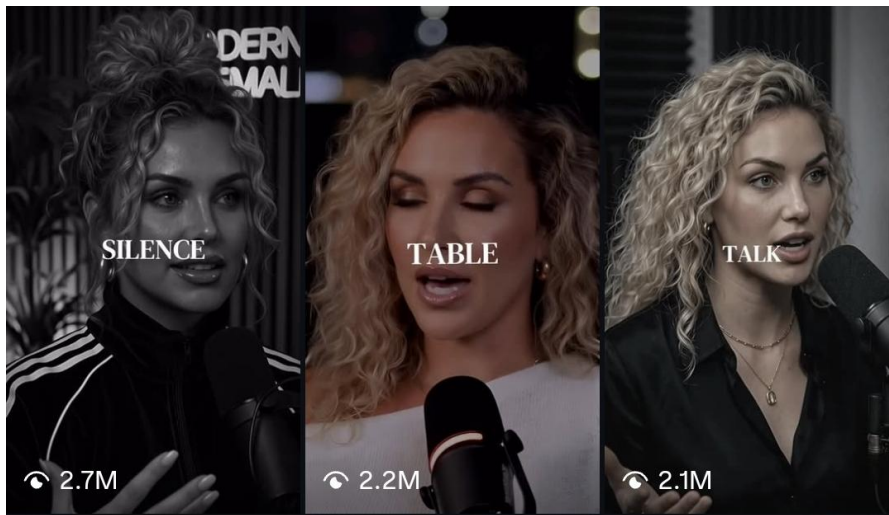
Just because it isn't the central focus of your brand **doesn't** mean it isn't working in the background.

Here's what you need for a typography anchor:

- Pick a font that suits your brand,
- Pick a color that best represents you,

and **stick** to it... **simple**.

Don't over complicate this.



Personally, I only use **one font**. And that single font stays white on **every** reel cover. I **don't** even include sentences on my covers like everyone else does.

I use **single words**.
And I **stick** to it.

That's my typography anchor.

If I were to suddenly start using sentences, this would **break** the anchor.

How to Maintain Content Alignment

Now that your reels are starting to pick up views, **you need to lock in memory feedback loops when it comes to your content distribution.**

What do I mean by this?

If someone follows you, are they able to predict **after** a week what your typical **daily content schedule** looks like?

Or would they be clueless?

- Do they expect you to post a reel?
- Do they expect you to post to your story?
- Do they expect a certain number of reels from you?
- Do they expect certain stories from you?

Remember this,

People love the comfort of predictability.

This is why we follow actors, **not** shows.

I'll give you an example:

Let's say that you like the Netflix show **Stranger Things** with the original cast members. But if they were to remove the original cast members from the show, you would probably **no longer feel connected** to the show in the way that you initially did.

However,

If the original cast members moved to a spin off show... You would **most likely follow them to watch the new show.**

This is because **humans follow predictability.**

We hate inconsistencies.

We prefer the **comfort of knowing** opposed to the **guessing** that comes with **unpredictability.**

The same concept applies to your content.

If I follow you, I am following you because I **want to see more of what initially got me to click follow.**

If you have a catalogue of videos on British history, I **expect** to get British history videos from you.

If you suddenly start switching up, **you lose me.**
It's that simple.

You want your audience to be so connected to your brand that they can **comfortably predict** your daily content schedule.

This however must stretch across **all** your content placements.

For example:

My followers expect the following from me every single day.

- 4 reels on relationship topics.
- 5 story posts.
- My question of the day poll.
- And a growth update/promo.

Anything less or more and I break the anchor I built.

The point here is that my page is **very predictable**.

And so should **yours**.

Predictability is what keeps people **happy**.

Chapter 8: Final Conclusion

Congratulations! You made it.

Okay, so at this stage my hope for you is that you no longer see Instagram as just a **creative playground**.

But instead you see it as a **technical marketplace** driven by **attention** and **algorithms**.

Behind the “**funny**” reels, memes, and lifestyle clips there are algorithms, and **probability engines** designed to keep users on the app for as **long** as humanly possible.

You also see just how important it is to feed this data hungry engine (algorithm) exactly what it needs, in order to get what **you** need (views, followers, brand equity).

You also understand at this point that **your reach is influenced by your recent posts average, (typical reel view insight)**. Meaning growth can only come, when you compound upward with momentum.

Low momentum = no growth.

The wrong momentum = poorly aligned growth.

We have also covered the negative effects **holding an emotional attachment to your Instagram page** can have on the signals you send to the algorithm.

It should also be clear by now that your fastest track to growth is **not** to try and **reinvent the wheel** but to **reskin already proven content**, by leaning into visual cues and memory feedback loops.

I showed you how to identify the right content, and how to bypass filters that would get you flagged if done incorrectly.

Growing on Instagram becomes easy, when you understand who you are up against “**the scroll**”. Because of this we covered how to **statistically** increase your chances of beating your competitors by simply out-posting them.

In today's world, **volume beats quality**.

But without volume, quality can **never** increase.

This guide was **never about hacks**.

It was about bringing the **truth** to your attention.

The truth that all the “myths” and “hacks” you’ve heard don’t mean a thing if the algorithm is not in alignment with your account.

If you apply what you’ve learned:

- You stop sabotaging your own view distribution.
- You stop confusing the algorithm.
- You stop resetting your momentum.

You start operating with **intention** instead of **hope**.
That alone will put you ahead of most creators.

How to Use AI To Speed Up Your Growth

There’s one final layer.

Even with the correct strategy, you are still limited by:

- Time
- Energy
- Filming capacity
- Burnout
- Inconsistency

Which is why the next logical step is leverage.

An AI Influencer (or AI Twin) is not about replacing yourself entirely.
It is about **removing the things that are humanly slowing you down** to increase the speed to your goal.

It’s about **amplifying** this roadmap.

Just to be clear,

it does **not** have to be a digital version of you.

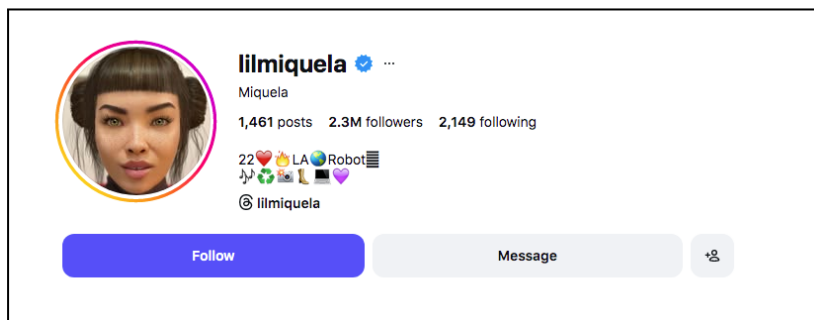
It can be:

- A stylised avatar
- A niche persona
- A fictional authority
- A faceless expert
- A brand character

It doesn't matter.

What matters is that you understand the direction we are moving towards. And adapting is key in a world where **Instagram themselves admit** to not being able to keep up.

We're living in a world where virtual influencers like Lil Miquela have built **real** audiences with **millions of followers** and **brand deals** with big companies like Spotify and Netflix.



This is no longer experimental.

Even Instagram CEO Adam Mosseri publicly acknowledged the rise of AI-generated content across Instagram, stating:

“The direction is clear: AI-assisted creation will be embedded into our platform’s future”

That should make you think.

The creators who lean into this shift will operate at:

- Higher volume
- Greater consistency

- Cleaner structural signals
- Faster testing cycles

The creators who resist it will **compete against those who don't**.

This guide gave you all the mechanics you need to grow on Instagram,

However,

If you want to make executing these mechanics easy, I highly encourage you to look into introducing AI into your brand's toolkit.

This will help you:

- Maintain visual consistency
- Post at scale
- Remove emotional friction
- Stay on-structure
- Avoid burnout
- Reskin proven content faster

Think of it as a way to streamline your Instagram growth in a way that doesn't **lead to burn out, mixed signals and a lack of consistency**.

The way I see it is that you either accept and adapt,

Or

You sit on the sidelines and **watch** others outgrow you.

If it takes you **12 months** to get to 10k followers,
It takes the person that adapts **4 weeks**.

They can simply **out perform you in every way**.

Not because they are better than you.

Because they understood one thing that you refused to accept

AI is here, and it's here to **stay, whether we like it or not**.

Next Logical Step: Join The AI Influencer Waitlist

If you want to learn how to:

- Design your own hyper-realistic AI Influencer or avatar
- Position it correctly in your niche
- Replicate proven formats 10x faster
- Systemise high-volume posting
- Use it to amplify everything in this guide

I am giving you a chance now to join the AI Influencer waitlist, at a much reduced price, similar to how you signed up for this guide.

Those that sign up for any of my waitlists understand the **savings** that come along with the **value**.

I refuse to:

- Promise you something,
- Get you to commit.
- And then **not** deliver on my promise.

My waitlist prices are not fake “scarcity” tactics, when I say the launch price is X the launch price is X.

And those that commit to joining the waitlist **deserve** to get the promised discount.

Simple.

You purchased this guide for \$50 **because you joined the waitlist**
Now it sells for \$100.

As I continue to grow so will my prices (naturally).
This is why joining the waitlist makes sense.

Who is this for?

This is for creators who understand that adaptation is **not optional**.

You've invested in understanding how Instagram works.
The next step is moving towards **execution**.

Growth in 2026 **isn't** about "**effort**".

It's about **executed leverage**.

If you are interested in the next release of this journey
Join the AI Influencer waitlist below:

Full Pricing Transparency:

- Early Waitlist Price: **\$500**
- Launch price: **\$1,400**

[CLICK HERE TO JOIN THE WAITLIST](#)

Best of wishes, and good luck

Take care

Anneke