

A tropical beach scene viewed through a natural rock archway. The archway is made of dark, textured rock. Through the opening, a bright blue sky with white clouds is visible above a turquoise ocean. A sandy beach is in the foreground, and a palm tree is visible on the left side of the archway. The text "THE 7-DAY LAUNCH BLUEPRINT" is overlaid in large, white, bold, sans-serif capital letters with a black drop shadow.

THE 7-DAY LAUNCH BLUEPRINT

A COMPLETE STEP-BY-STEP BLUEPRINT TO LAUNCHING
YOUR FACELESS THEME PAGE IN JUST 7 DAYS



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Welcome to the 7-Day Launch!

Are you loving the idea of theme pages but totally lost on where to start or how to set yourself up for success right from the get-go? I've been there, and I get it. **It can feel like a maze, but not anymore.**

Let me introduce the 7-Day Launch - your step-by-step, in-depth *blueprint* for launching your faceless theme page from scratch.

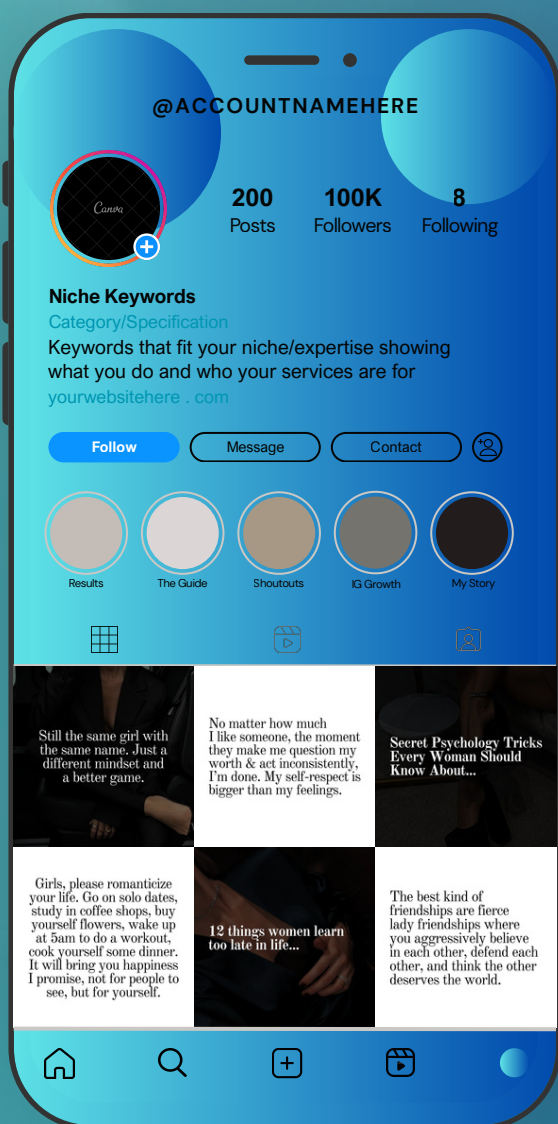
In this guide, you'll find instructions for each day over the next week. No more second-guessing or feeling stuck. **I've done all the hard work so you can follow along easily.** Creating a theme page is much more than just clicking '*create account*' on Instagram. We'll lay the groundwork together to ensure you're set up for success.

By the end of these seven days, you'll have a solid foundation, clear direction, and the confidence to make your theme page a hit. **So, let's get started and make your Instagram dreams come true!**

ALL YOU NEED
IS 7 DAYS!



What's a Faceless Theme Page?



Faceless theme pages on Instagram focus on **specific topics** like wealth, health, relationships, personal development, and more. Chances are, you're already following a few - they share quotes, inspirational videos, or funny clips. So, you've got an idea of what they're about.

But in this guide, we're going to focus on **curated theme pages**. This means our content will be carefully crafted or strategically researched to resonate with our target audience.

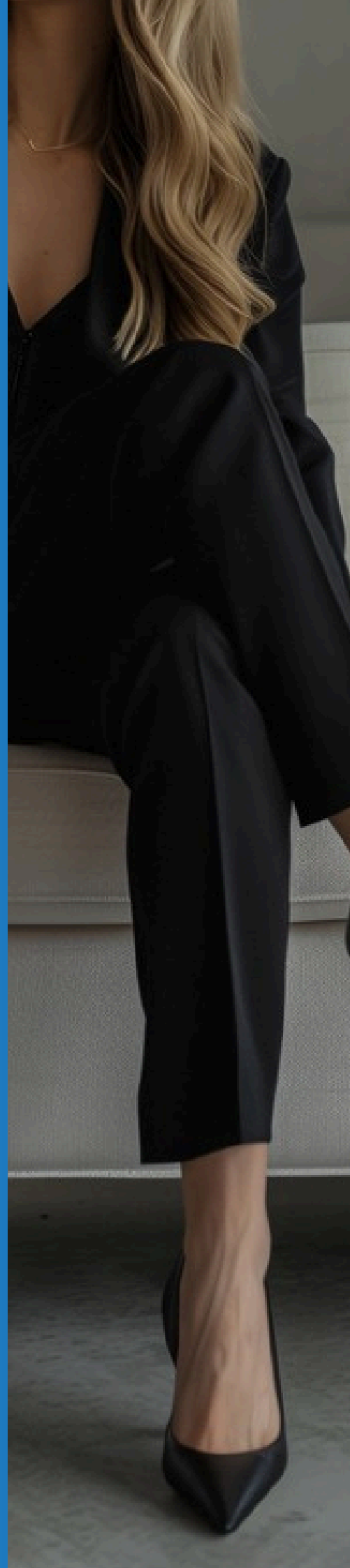
Now, the best part about owning a theme page is that it gives you the opportunity to build a **strong brand** and **promote** all kinds of products without ever showing your face. And if scaling up to a massive business is your goal, you can do that too.

Remember this one thing, owning a **faceless theme page is an asset**. In this digital age, having a community of like-minded people is **incredibly valuable**.

So, grab your favourite comfort drink and let's get started!

Why a Faceless Theme Page?

- **More Privacy:** You don't have to worry about people knowing about your side business, especially when you're starting out, or giving out any personal information.
- **Less Pressure:** Without your face showing, you don't have to worry as much about looking perfect all the time. Your main focus is your content and community approach.
- **Time Flexibility:** You can pre-schedule posts and take time off when needed without disrupting your brand's flow.
- **Creative Freedom:** You're able to fully create and showcase your skills without feeling the pressure of being judged.
- **Asset Building:** Having a sizeable community dedicated to a certain topic can open a lot of new doors for partnerships and monetization, which can lead to bigger business endeavours.
- **Breaking Geographical Barriers:** Connecting with like-minded individuals all around the world and building strong connections.



Varieties of Faceless Theme Pages



The Variety Kind: This theme page is an all-in-one platform focusing on a particular topic, such as women empowerment. They share content related to women that ties into empowerment - whether in knowledge, character, education, spirituality, and more. These types of theme pages can sustain most trends and are long-term assets.

The Reel-Only Kind: These theme pages primarily focus on creating video content and thrive on virality. As they progress, they may incorporate static content to remain relevant.

The Quote/Hook + Background Reel Kind: These pages emphasize generating content with strong hooks and incorporate tip-like posts, often sourced from platforms like Pinterest or other creators.

Other Types: There are many other types, including meme-focused theme pages and more specialized variations.

Launch Plan

DAY 1: CONDUCTING RESEARCH

Figuring out how to turn your interests into a profitable and successful Instagram page.

DAY 2: BUILDING THE FOUNDATION

Pinpointing the niche of your new faceless theme page and ensuring it is the right fit for you.

DAY 3: SETTING UP YOUR ACCOUNT

Getting all the optimization bits ready to welcome your target audience.

DAY 4: BRANDING

Figuring out your brand and visual identity to stand out by applying the elements of magnetic branding.

DAY 5: CONTENT PLAN

Creating your content plan, categorizing your content buckets, and developing a content strategy.

DAY 6: BATCHING + PLANNING AHEAD

Creating your content plan, categorizing your content buckets, and coming up with a content strategy.

DAY 7: LAUNCH TIME

Launching your new faceless theme page and moving to the next stage of your Instagram journey.

Day 1: Conducting Research

Doing thorough research is super important if you want your theme page to succeed on Instagram. This first step is all about **figuring out what you want to do** on the platform.

Grab a piece of paper and start jotting down your answers to these questions. Be honest with yourself, and don't get distracted by the shiny vanity metrics you might have seen previously.



What do you love talking about? What are your passions and hobbies? This will help you figure out what topics you're genuinely interested in.

Can you easily find your topic on Instagram? Does it fit into categories like motivation, wealth, personal development, travel, fitness, etc.? This will help you determine if your topic is in high demand.

If your topic falls into one of these categories, can you commit to posting regularly and maybe even selling something related to that topic?

Once you've picked your topic, hop on Instagram and look up some accounts. You can find those by researching specific keywords that your ideal audience would most likely be typing out.

Screenshot 3-7 accounts you really like and that feel like the kind of account you want to create. Check out everything about these accounts. Note their follower count and engagement such as comments, likes, shares, views, keywords, terminology, brand tone, colors, fonts, and visual style.

You can use tools like Google Sheets or Airtable to keep track of these key factors.

Day 2: *Building the Foundation*

Your niche is the first step in setting a strong foundation for your faceless theme page.

A niche is a specific area or topic that you focus on. It's what makes your content unique and helps you attract a targeted audience.

When you have a clear niche, **you attract a specific audience interested in the things you talk about and sell.** It's much easier to monetize your content when you build a following with a high focus on interest.

That also builds credibility because you become an expert in that specific area. People start to see you as someone who can be trusted and knows what they're talking about.

You probably already have an idea of what topic you'd like to create your account about after the research you conducted earlier, but let's go over a couple of aspects that can help you further ensure your pick:

Start with self-reflection. What are you passionate about? What topics do you find yourself constantly drawn to?

Consider market demand by researching what people are looking for on Instagram. Use tools like Google Trends, Instagram Explore, and competitor analysis.

Evaluate long-term viability by choosing a niche that you can see yourself being involved with for a long time. Ask yourself if you'll still be interested in this topic a year from now, or even five years down the line.

Analyze monetization potential by considering if there are products, services, or affiliate marketing opportunities within the niche.

Still Can't Figure Out Your Niche? Try This Step-By-Step Manual:

Step 1: Identify Your Interests and Passion

Start by listing what you love doing - your hobbies, interests, and passions. Pick a niche that genuinely excites you and matches your expertise. Your enthusiasm will shine through in your posts and interactions.

Step 2: Evaluate Market Demand

Check out Instagram to find popular niches with active communities. Look for areas where people are searching for and engaging with content. Check out keywords, hashtags, and trends related to your niche. Are people showing interest and involvement? Remember, you don't have to go for the biggest niche - sometimes, a smaller but passionate audience can be just as rewarding. Make sure it aligns with your interests too.

Step 3: Consider Your Expertise

Think about what you know well. If you're an expert in something, that can really make your content stand out and be more authoritative.

Step 4: Target Audience Analysis

Figure out who your audience is. Think about their age, interests, what they like, and what problems they have. Your niche should focus on a specific group who will find your content helpful.

Step 5: Differentiation

Decide how you'll make your page unique. What sets you apart from others in your niche? Having a special angle or viewpoint can attract followers.

Step 6: Passion and Consistency

Make sure you'll stay passionate about your niche in the long run. Being consistent is super important on Instagram, and staying excited about your niche will help you keep going.

Step 8: Scalability and Monetization

Think about if your niche could grow and make money. Are there products or services you could offer?

Your Niche Worksheet

Brainstorm your interests, skills, and expertise.

Write your answer here...

Research popular topics within those areas and identify gaps or underserved niches.

Write your answer here...

Define your target audience by considering demographics, interests, and needs.

Are they male or female?

How old are they?

Single? Married? Kids?

What do they do for work?

Where do they live?

What worries do they have?

What are they frustrated with?

What are their values in life?

Why will they want to visit your site?

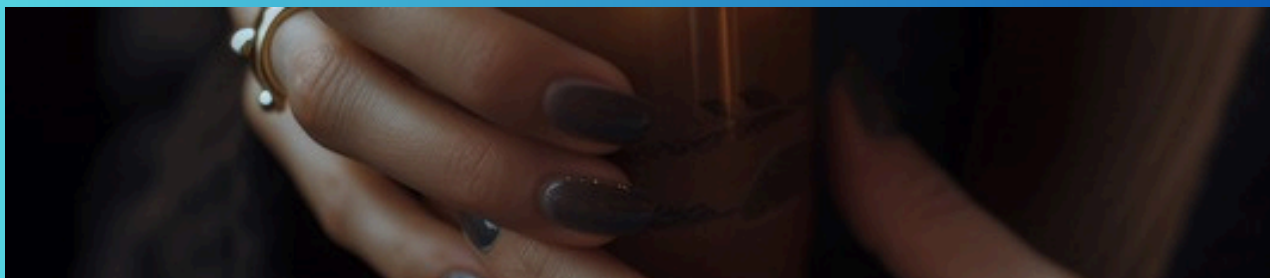
Create a Venn diagram or list to find the intersection between your passions and your audience's interests.

Your Passions

Audience's
Interests



Notes:

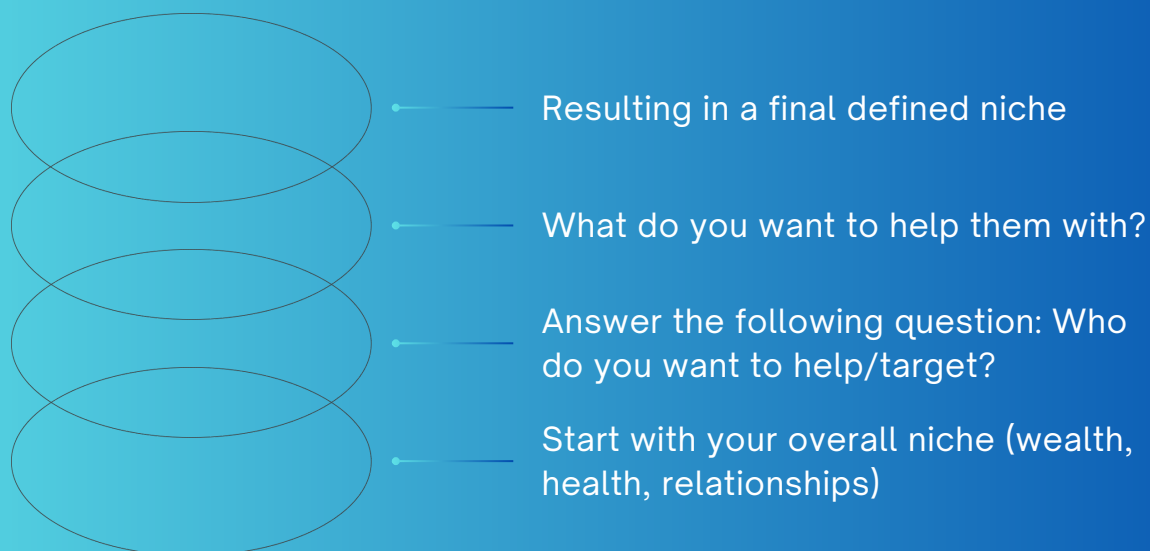


Deepening Your Niche...

After you inspect your niche further, it's important to **narrow it down to a specialty you feel truly excited and curious about daily**. Consider yourself knowledgeable already (you DON'T have to be an expert!) and capable of creating endless content around it.

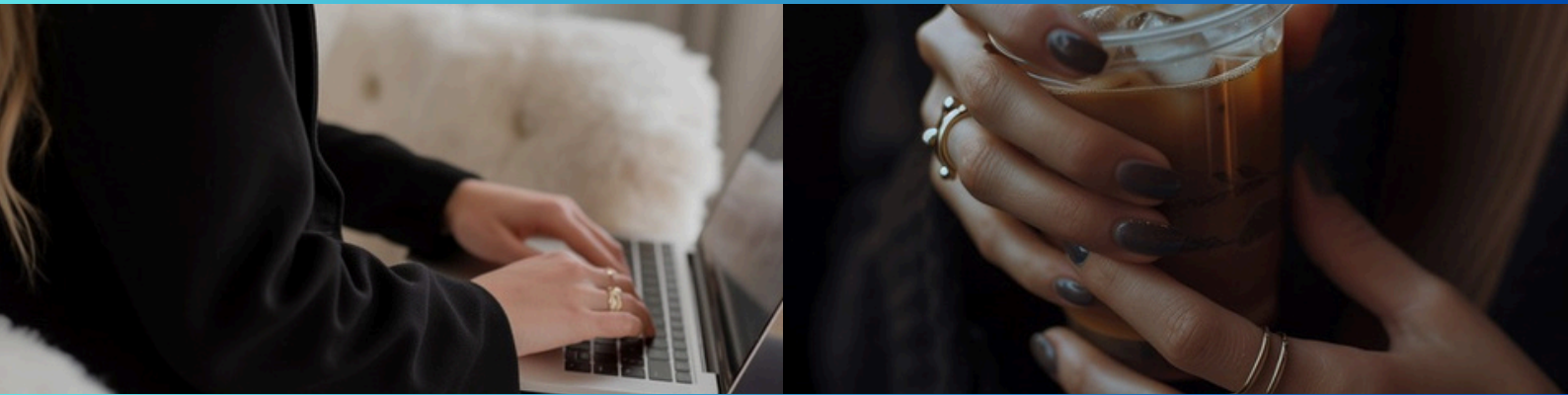
Picking a niche is one of the most important things you'll do to build a successful theme page business and monetize. It determines your audience, content topics, and revenue potential.

To deepen your niche, you can start at the end of this funnel and move your way upwards:



For example, let's say your overall niche is digital marketing. When you go through the funnel, your end result will look something like this: helping 9-to-5ers stop living paycheck to paycheck by selling digital products. This is much more focused.

Niche Warnings...



Avoid making your niche too broad...

A broad niche can make it tough to attract an audience since it's not specific and can confuse the algorithm. That's why it's important to narrow it down to a particular genre or target audience.

The more specific your niche, the more relevant your target audience, leading to higher engagement and more conversions. Just be careful not to narrow it down too much, as that can backfire in the long run!

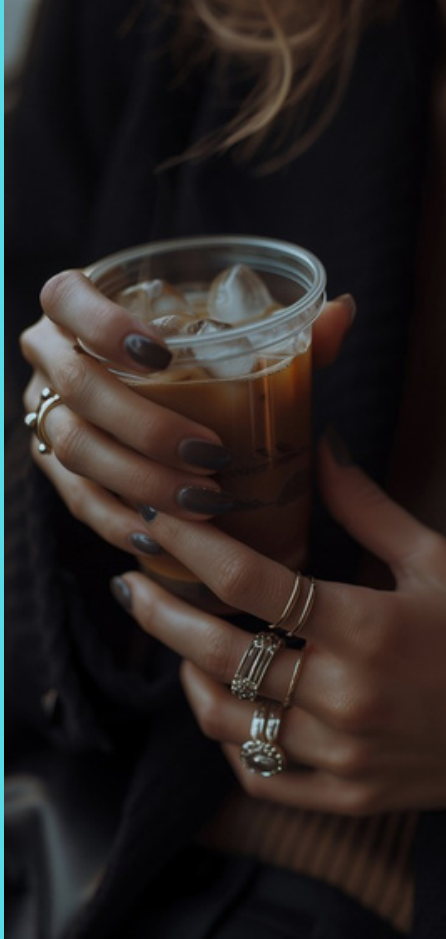
Don't change your niche after you've grown a significant amount of followers.

Switching your niche can make you lose followers fast. People followed you initially because they liked what you were posting. If you change it up, they might not be into it anymore and could unfollow because it's not what they signed up for. Imagine starting an empowerment page and then switching to sharing only muscle cars. See how that would be confusing?

That's why sticking to one niche, one main topic, is key. Changing your game can throw off your followers, risking their trust (especially if you're selling something) and messing with your chances of growing naturally.

If you're really into exploring a new niche or focus that's been on your mind, think about starting a fresh Instagram account. That way, you can attract the right audience from the get-go – people who are genuinely interested in your new content.

You can always give your new account a shout-out on your main page, asking your followers to join if they're keen on the topic. It's a win-win situation.



Still Day 2...

Once you've figured out your niche, it's time to create your Instagram account. But before you hit the sign-up button, you've got to think of a username that really fits your niche.

Remember those keywords you noted down on Day 1? **They're about to come in handy.**

Maybe you already have the perfect username in mind. If not, no worries! You can ask **ChatGPT** for ideas or check out **Namelix**. Just input your keywords and browse until you find a username that perfectly reflects your topic (and one you'll love).

Username Do's

- ✓ Keep your username short and concise.
- ✓ Opt for a simple username that's easy to remember.
- ✓ Include widely searched keywords relevant to your niche.
- ✓ Make your username memorable with short phrases that reflect your content.
- ✓ Use the same username across all social media platforms for consistency.
- ✓ Ensure your username is relevant to your niche.

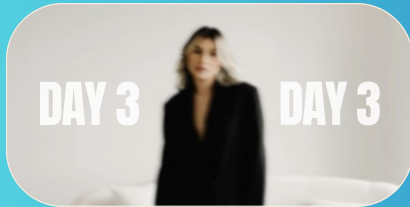
Username Don'ts

- ✗ Avoid overly complicated spellings or strings of numbers that can be easily forgotten or mistyped.
- ✗ Don't narrow down your username to a specific niche.
- ✗ Choose one that can evolve with your account and accommodate future content expansions.

After choosing your username, go to **Gmail** or your preferred email provider and create an email with your new username. This is useful if someone wants to contact you via email in the future, so you don't have to give out your personal email.

Now you're ready to hit the sign-up button on Instagram!

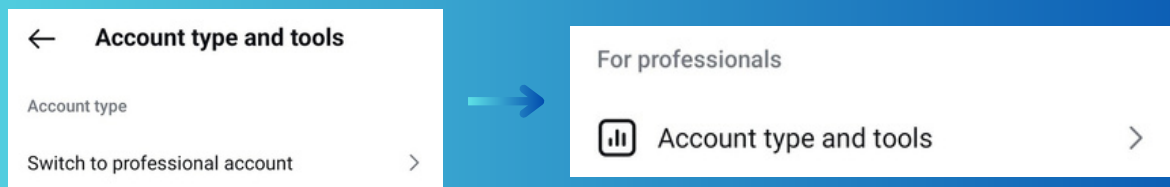
Day 3: Setting Up Your Account



It's time to set up your profile and complete all the necessary optimizations so you're ready for what comes next.

Type of account

Instead of keeping your account personal, switch to a **Creator account**. This gives you access to all the features + insights available to Creators.



Profile Picture

Your profile picture is super important for **making a great first impression** on Instagram. The more eye-catching your profile icon, the more likely people are to check out your page and hit that blue follow button.

Go for a logo or a shortened version of your brand name. This not only impresses viewers but also boosts brand recognition. To keep things consistent, make sure to use the same logo across all your social media channels and even your email. A popular choice for theme pages is a *monogram*, which is just your initials combined into a unique design. You can easily create one with **Canva** or hire a graphic designer later on.

- *Pick a logo with initials or a unique graphic element. This makes it clear and visually appealing, especially since profile pictures are small and make the first impression.*
- *Use contrasting colours for the background and font of your logo. This makes sure everything stands out and looks great.*

Name field

Retrieve those keywords from Day 1 and identify the most common ones. **Pick the ones that fit your page best.** Avoid adding anything that people won't search for. Having keywords in your name is key because this part of your account is *searchable*. When someone looks up those keywords, your account is more likely to show up in the results.

Bio

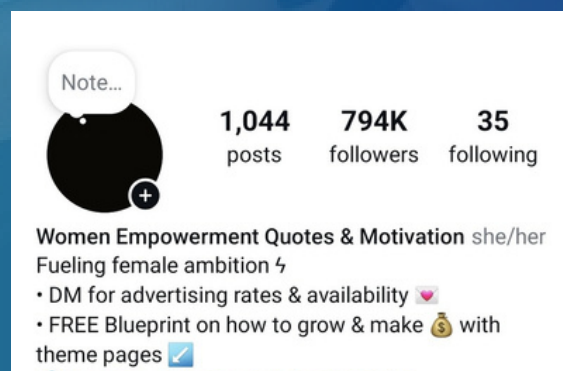
Your bio is really important because it's one of the first things visitors see on your page. Keep it clear and to the point with short sentences or key phrases that explain what they'll get from following you.

Here are some casual + engaging tips to consider before you write your bio:

- Make sure your bio speaks directly to your audience.
- Use short phrases or keywords that sum up what you're all about.
- Remember, people skim bios, so keep it snappy.
- Sprinkle in some emojis to grab attention.

Crafting a winning bio begins with:

- ✓ A value statement that tells more about what you do. Do you motivate, entertain, teach, or help with something? [your expertise or skillset]
- ✓ Followed by how you do what you do [through XYZ/methods]
- ✓ Followed by what you offer to your potential followers [coaching program, 1:1 mentorship, personalized strategy, ebook].



Link in Bio

Include just one link and stick to it. Choose a platform like Beacons, Stan Store, or Linktree that can effectively showcase all your offerings in a simple yet effective way.

Highlights

Instagram Highlights are like curated story collections that stay on your profile permanently. So, they should include the most **valuable** and **interesting** info you want your audience to see.



Avoid naming your highlights with unfamiliar word combinations or using emojis without context. Doing so may annoy your followers and discourage them from opening your highlights to see what's inside.

Instead, **use keywords or short phrases that describe the content.** This immediately informs viewers about your highlight's content, helping them decide whether to view it or move on.

- *Stick to a maximum of 3-7 highlights. Remember to create collections only for the most important information beneficial to your audience.*
- *Limit your highlights to 30 stories maximum, however tempting it might be to keep adding more.*
- *Nurture your highlights with new information when needed, ensuring they remain fresh. No 138-week-old stories.*
- *Ensure your highlights speak directly to your ideal customer or follower.*

Highlights can be: my story/who am I/about me, ig growth, tips (that have personally helped you achieve x thing), product/services, promos/paid advertising, disclaimer, reviews, client wins.

Day 4: Branding

Your branding is one of the first things people notice when they visit your page. It's not just about colours and fonts though.

There are two sides to branding: **brand identity** and **visual identity**.

Your brand identity is all about you - what you stand for, your values, tone, story, and how you communicate. Visual branding covers things like colours, fonts, alignment, and other elements.

For your brand, you will want to consider things like:

- **The “tone” of your messaging** (i.e. serious, casual, funny, sassy, professional, inspiring, authentic, etc.)
- **The style of your products and social media** (i.e. feminine, modern, minimal, luxurious, bold, bright, moody, etc.)
- **The values you communicate in your content and decision-making** (i.e. ambition, gratitude, family, success, motivation, freedom, adventure, joy, etc.)
- **Your “brand story”** (i.e. your personal story or parts of your journey that will resonate with your target audience)

When brainstorming your visual identity, note what your favourite accounts have done. You can take inspiration or create an entirely new unique identity. Don't copy others - be respectful.

Play around with your brand's visual identity until it feels just right. You may nail it on the first try, or it might take a few attempts. Either way, you can always experiment when needed, but try to maintain consistency.

The 4 Elements of Magnetic Branding

01

Visual Identity

Your visual identity is everything from your profile picture to the fonts and colours you use in your content. When you have a consistent visual identity, it can make your brand more memorable and recognizable to your audience.

02

Tone of Voice

Your tone of voice is the way you express yourself through your words, both written and spoken. It's not just the words you use, but also your choice of emojis, sentence structure, and even punctuation. All of these contribute to the way you communicate with your audience.

03

Consistency

Branding is consistency. Make sure that your content, visual identity, and tone of voice are consistent across all of your social media platforms and stores. Also make sure you stick to your posting schedule so you don't let your audience down!

04

Engagement

If you want to build a strong community around your personal brand, it's important to engage with your followers on a regular basis. Whether it's responding to comments & messages or creating opportunities for your followers to interact with you and each other.



Day 5: Content Plan

After you've defined your branding and have a clear idea of how you want to portray your identity and visual branding, it's time to outline your content plan. This plan typically includes several key elements:

- **Type of content:** Will you be posting single posts, carousels, or reels?
- **Content pillars:** What topics will you cover? Content pillars are mostly for you and not your audience. Make sure everything you post leads to one main goal or topic.
- **Posting frequency:** How many times per day/week will you be posting?

Users might spend more time reading your carousels and engaging with them. While reels can be super engaging, they often lead to shorter attention spans.

Balancing both can help keep your audience engaged and interested in your content.

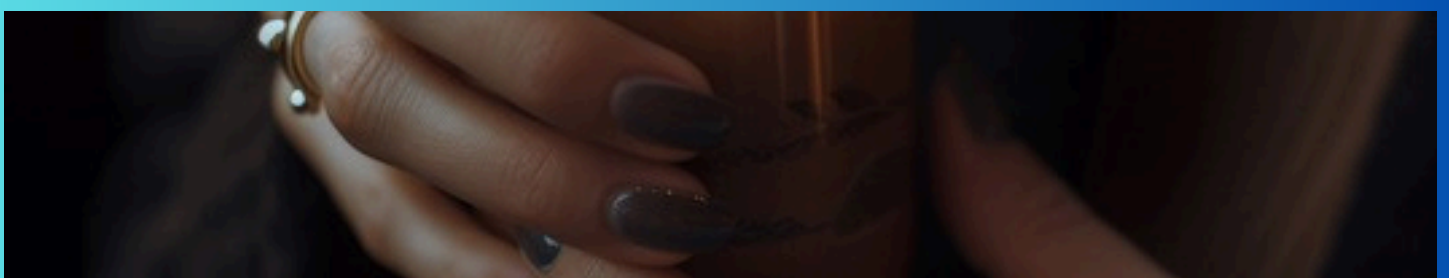
Remember these:

- *It's crucial to have variety in your content types.*

If you limit yourself to only one type, you might miss out on different audience segments who prefer other formats.

Try to use all formats so there's something for everyone. This way, you appeal to a broader audience and don't neglect anyone's preferred format.

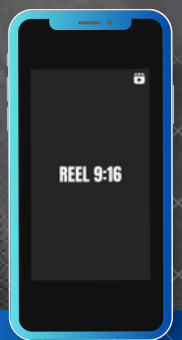
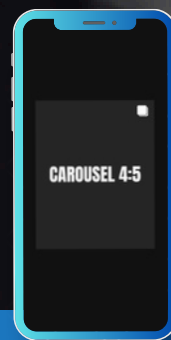
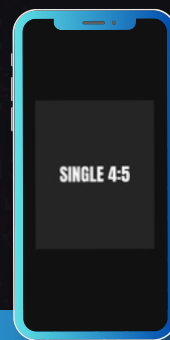
- *Static content like single posts or carousels usually hold viewers' attention longer than reels.*



Still Day 5...

On Instagram, there are 3 main content types you should know about:

- **Single posts:** These are your classic Instagram posts.
- **Carousels:** These are a compilation of photos all bundled up in one post. You can upload up to 10 single photos.
- **Reels:** These are short, snappy videos - usually between 2 to 90 seconds long. You can jazz them up with music, effects, and text overlays. Reels live in their own tab on Instagram and can pop up in your main feed and Explore page.



When it comes to creating those content types, you can find content practically everywhere online; however, creating content with intention requires thorough research.

As a theme page, you can source inspiration for your content from the following places:

- Your competitors on Instagram
- Pinterest
- TikTok

All you have to do is conduct thorough research and save the content. **Here's a tip!** Every time you scroll through your home feed, if you come across a content piece that fits your niche and account, save it to a folder on your Instagram account. This way, when it's time to batch some content, you can refer to your folder to gain inspiration and start creating.

Another strategy is to dedicate a specific day for deep-dive research. Set a goal for the number of pieces you need to research that day and start scrolling.

Content Buckets

Content buckets, also known as pillars, are the main themes or categories that make up your Instagram feed. They form the foundation of what you share and help keep your content focused and engaging. **Stick to 3-5 themes** to maintain clarity. To ensure you're choosing the right content pillars, make sure they **pass the 'Who Cares' test**. Ask yourself: Do these 3-5 themes matter to my ideal audience?

Make sure your followers don't see clear lines between your content buckets. Let your feed flow naturally from one topic to another to keep it interesting and engaging.



Here's why you need content buckets:

- *They help you organize your ideas instead of randomly posting whatever comes to mind.*
- *They keep you on track and prevent you from diverting from your main topic.*
- *They ensure there's something for everyone because each bucket may appeal to a different segment of your audience.*
- *They form the basis of your content strategy and allow you to plan ahead.*

For example, if you're into fitness, your content buckets could include workout routines, healthy recipes, motivational quotes, and transformation stories.

Each bucket serves a specific purpose in showcasing your expertise and connecting with your followers on different levels.

The 5 Social Media Content Pillars

INSPIRATIONAL

Inspirational content inspires and motivates your audience. It usually consists of quotes or words of motivation.

EDUCATIONAL

You can always tie educational content to your niche. Ensure that when you present a solution to a problem through education, it sounds natural and easy to understand. Remember that your audience is here to learn from you.

ENGAGING

Engaging content is all about interaction; it sparks discussions and prompts your audience to engage with the content.

PROMOTIONAL

This is where you promote your digital offers. Mix promotional content with a strategic CTA to encourage people to TAKE ACTION on your offer! Showcase your products and guide your audience on the next steps.

ENTERTAINING

Entertaining content is usually designed to make your audience laugh. It can include meme-type reels or something relatable with a hint of humor.



Creating a Content Calendar and a Posting Strategy

01 *Set Clear Objectives:*

Define your goals as a theme page. These typically include follower count, specific milestones in terms of reach, comments, likes, or sales.

02 *Content Categories:*

Organize your content into different categories. For example, for motivational quotes, you could have daily quotes to post every day, monthly or yearly quotes to post at the start of each month or end of the year, and engaging quotes to post when you need a boost in engagement.

03 *Consistent Branding:*

Maintain consistent branding across all social media platforms. Use the same logo, color scheme, and tone to reinforce your brand identity.

04 *Frequency and Timing:*

Identify the optimal posting times for your target audience. Experiment with different posting frequencies, but prioritize quality over quantity to maintain engagement. For example, you can stick to posting twice a day for 5 or 6 days a week. On the days when you don't post, be active on Stories + engage with your audience.

05 Scheduling Tools:

Explore scheduling tools like Canva Pro, Meta Business Suite, or Later to plan and automate your posts if you can't post manually. Keep in mind that posting manually might lead to higher engagement.

06 Engaging with Your Audience:

Actively respond to comments, messages, and mentions. Social media is a two-way conversation, and engagement builds trust and loyalty with your audience.

07 Leveraging Viral Content:

Keep track of your viral posts and your competitors' viral posts. These can often trigger virality a second or third time.

08 Using Hashtags + SEO Strategically

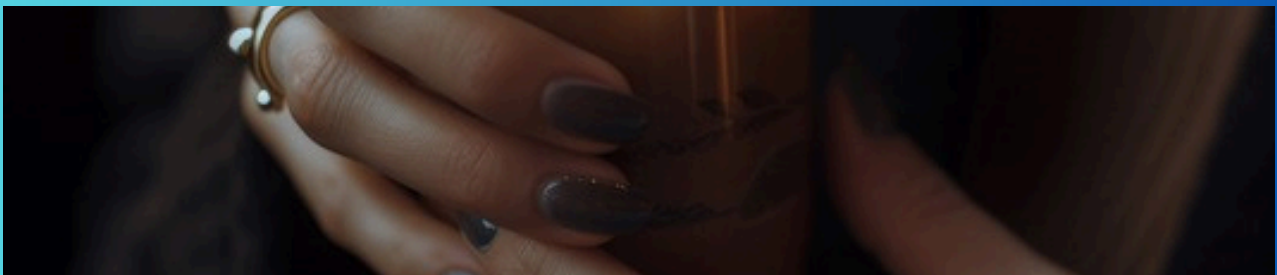
Research and use relevant hashtags and SEO keywords to expand the reach of your content. Experiment with different hashtags to see what works best. Include SEO keywords and hashtags at the end of your caption.

09 Monitor Your Analytics:

Regularly analyze social media analytics to understand what works best. Track metrics such as engagement, reach, and click-through rates to refine your strategy over time.

10 Stay Informed about Trends:

Social media changes fast. Stay updated on new trends and features in your niche. Use trends to increase your reach and engagement.



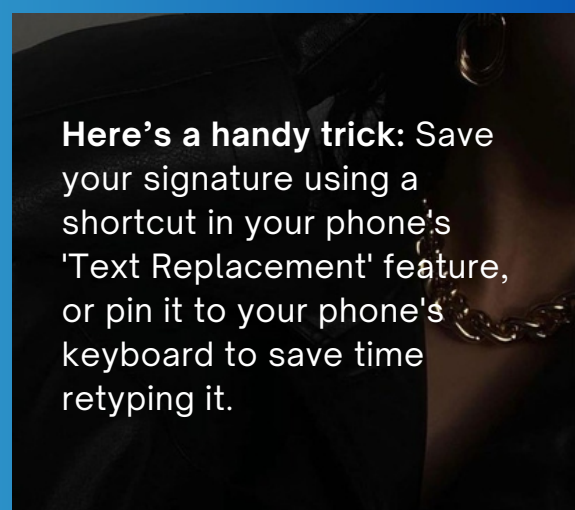
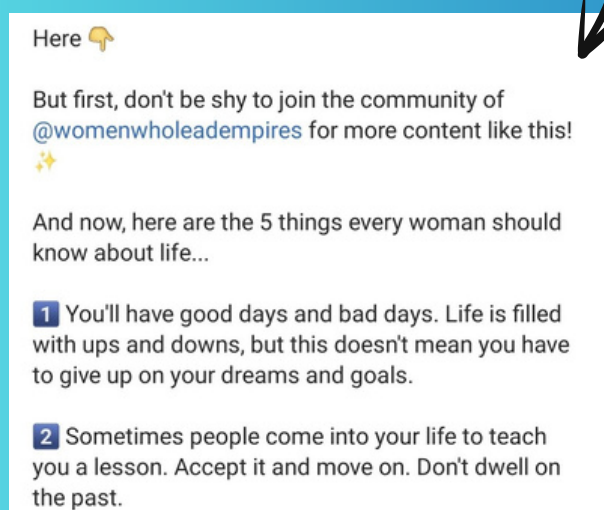
Signatures + Hashtags

While you're focused on creating content, let's talk about another important aspect: **your signature in your captions**. It serves as your call to action for people to follow you, usually placed at the end of each caption. **Here's a tip:** for longer captions aiming to attract more followers, consider placing it right after your hook.

For example, 'Here are the 5 things every woman should know about life.'

But first, follow @yourusername for more like this!

[Proceed to list your 5 things]



After your signature, another thing you should keep in mind is **hashtags**. You probably already know they're important for expanding your reach, but remember **they're more like the cherry on top**, not the main ingredient for maximum reach.

Try to mix it up with relevant hashtags across different types - popular, trending, and niche-specific. How many? Well, that's really up to you. Generally, **more hashtags can give better results**, though Instagram's algorithms might change things. Currently, you can use up to 30 hashtags per post. If you're stuck for ideas, **check out what hashtags other pages in your niche are using**.

Day 6: Batching + Planning Ahead

Batching is the process of researching and creating all your content at once. It's a *game-changer* and a *must-do* if you want to spend less time on your phone or have other things to take care of. All you need is a couple of hours to research and edit your content on tools like **Canva** or **CapCut**. This process can take some time, especially if you're aiming to batch over 50 content pieces at once. The best part is that once you're done, you're done!

If you come across a content idea you like and want to add to your content vault, you can do it on the spot and move on with your day. **Start by batching at least 10 to 30 content pieces** so you're set for the upcoming weeks.

BATCHING + PLANNING AHEAD

DAY 6 BATCHING + PLANNING AHEAD

DAY 6 BATCHING + PLANNING AHEAD

After batching your content, **planning ahead is the next best thing**. This way, you won't have to go through the whole research and editing process again. Planning ahead might seem silly, but if you're busy, it will be a huge relief. It not only shortens the time you need to be on the platform but also helps you stay consistent and not miss your posting schedule.

HERE ARE A FEW TIPS YOU CAN FOLLOW:

- **Use Google Sheets** to create a calendar for what to post and when. Even better, use **Canva's** calendar or tools like **Later**.
- **Set reminders or alarms.** Posting manually can be irritating, but it's the best way to stay engaged. Set reminders or alarms at your chosen time to post daily. It will only take a second if you have your plan + content ready.
- **Plan your captions** if you're writing long ones. Having these ready in advance saves a lot of time.
- **Plan a week in advance.** Choose a day to plan the whole week's content. It could be Friday night or Sunday morning. Planning your posts in advance will make your week stress-free, and you won't have to worry about what to post, what to write, or if you're too late to post.

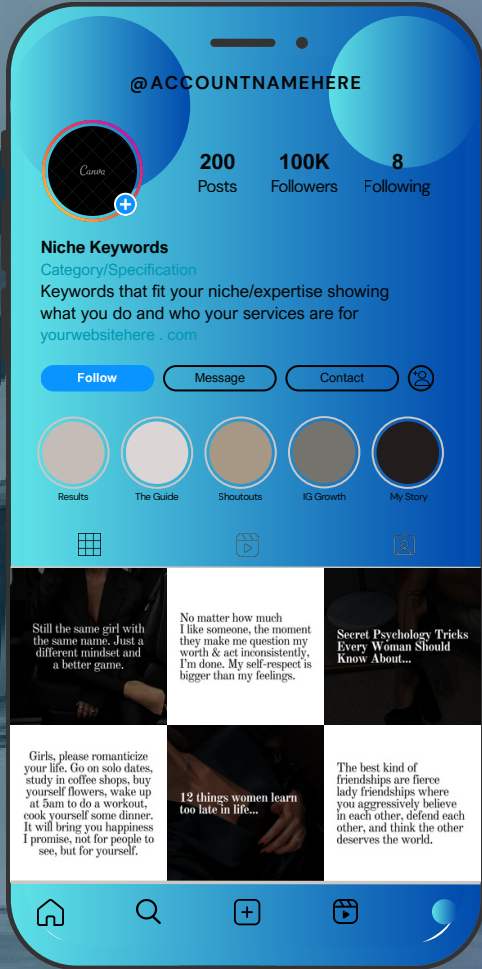
Day 7: Launch Time!

Now that you've got everything covered, you can **start by posting 6 to 9 posts right off the bat**. Post in intervals.

This might seem like a bit much, but if your account has only one post and you're already interacting with other accounts, people will likely hop on your page to take a look. When they do, **you need to have some content ready for them to consume.**

If people land on a blank, unoptimized page, they'll probably move on without considering following you.

Having multiple posts gives them something to engage with and shows that your page is active and worth following.



TIME DAY 7 LAUNCH TIME DAY 7 LAUNCH TIME DAY 7 LAUNCH TIME DAY 7 LAUNCH TIME

After Launch...

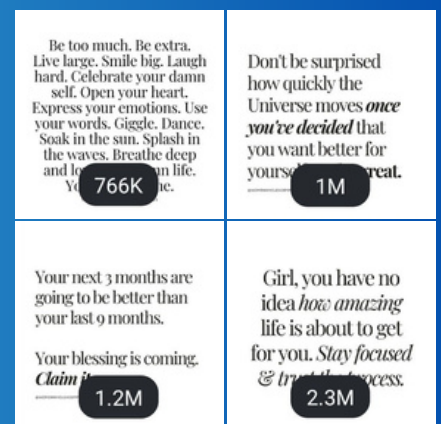
Sticking to your content schedule not only gets you results but also shows you what works and what doesn't. Remember, **putting in the effort pays off**. To keep track of your account, look through your *insights* at least once a week to analyze your metrics.

Instagram Insights provide analytics about your content and followers. They are very valuable for businesses because they help determine which content your audience likes or dislikes, among other important growth-related information.

Spotting Engagement Patterns Through Insights:

If you notice that a particular type of content consistently gets more engagement, such as saves or shares, this indicates an engagement pattern.

It means your audience is specifically interested in that type of content, so use it to create similar and more content.



Getting to Know Your Audience Through Insights:

One very helpful tool is the 'Total Followers' section. Scroll to the bottom of that section to see the demographics of your audience and your most active times. This can guide you on when to schedule your posts accordingly.

It's beneficial to post at least 10-20 minutes earlier than when your audience is most active. (Make sure to check the 'i' button on the top left corner to see the timezone of the shown insights.) Sometimes your most active time may not align with your timezone, so stick to the common rule of posting when people are scrolling. This is usually early in the morning before work, at noon during lunch breaks, at night before bed.



Insights Breakdown

Understanding Reach and Impressions:

Reach and impressions are about how far your content travels. Reach indicates the number of unique users who saw your post, while impressions show how often your post was seen in total. Tracking these metrics helps in understanding the effectiveness of your hashtags, posting times, and content types in attracting a wider audience.

Analyzing Engagement Metrics: Engagement metrics include *likes, comments, shares, and saves*. These indicators tell you how your audience is interacting with your content.

Follower Growth and Demographics:

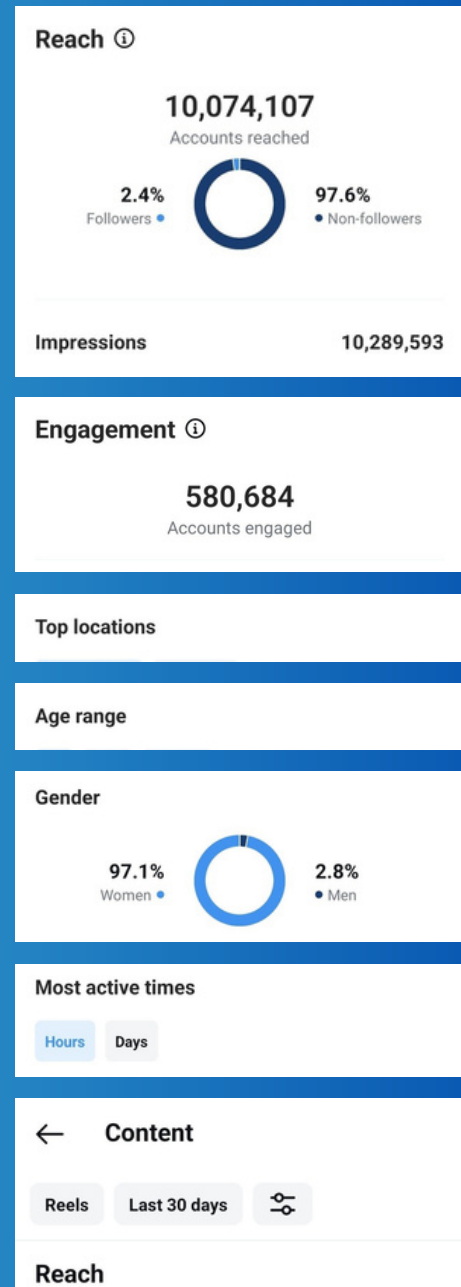
Instagram Insights also provides data on follower growth and demographics. This includes *location, age range, gender, and most active times* of your audience.

Evaluating Instagram Stories and Reels:

Don't overlook the analytics for your Stories and Reels. These features often have different engagement patterns compared to regular posts.

Armed with this data, the next step is to adjust your strategy. If some posts are always underperforming, it might be time to switch things up.

On the flip side, If you notice some content doing really well, consider making more of that type.



Final Thoughts...

Congrats on launching your awesome new faceless theme page! You're now ready to grow it organically!

I am sharing this 7-day launch plan because, let's be honest, starting a theme page can be a bit *overwhelming* and *confusing*. The concept is straightforward, but figuring out where to start can leave you feeling a bit lost.

Instead of wasting time on trial and error or falling for bad advice, just dedicate 1 to 2 hours each day for a week. **By the end of those 7 days, your page will be up and running.**

After that, it's all about keeping the momentum going. Stick to your batching process, stay engaged, and focus on building that community vibe.

Happy building! You've got this!

