

The Ultimate Guide to

Instagram Growth

For Health & Fitness Accounts



INTRODUCTION

Instagram is one of the most incredible ways to reach new people and ultimately help clients/customers find you. And as long as you aren't running paid ads, it's free! Whether you're a seasoned user or just starting out on your journey, Instagram can be a game-changer for expanding your reach and establishing yourself as an expert in your niche.

In this guide, we'll dive deep into the strategies that will help you grow your Instagram account quickly, organically and without spending any money. From optimizing your profile to creating effective content, each section is designed to provide you with actionable steps and practical tips that you can implement right away.



Realistic Expectations for Growth

Before we jump in, a word of caution: It's extremely important that you have realistic expectations going into this. If you think that you'll reach 10k followers in your first week, you're likely to feel your effort is for nothing and give up. The best chance you have at success is to consistently stick with the strategies laid out in this guide. There's always a chance that you'll get lucky and go uber viral in your first week but it's better to set realistic expectations to help keep frustration at bay.

Regardless of how often you post, in the beginning your growth will likely be slow but steady. Unless you already have a decent sized, engaged following, you won't have a ton of engagement to help get things rolling. It very much works like a snowball, gathering momentum over time. The more consistently you post good content, the more likely Instagram is to push it out and as you gain more followers, their engagement will help tell the algorithm that your content is worth pushing. But this also means that it will just be a trickle at first. You might start with just a handful of new followers per week but within several months, that can be more like hundreds or even thousands of new followers a week. Everything hinges on the quality and consistency of your content.

I've seen some pages claiming they gained 10k+ followers in 30 days. While that certainly does happen, those situations are few and far between and likely were a combination of the strategies we'll discuss in this guide, combined with a heavy dose of luck or already having a strong presence elsewhere. For example, large companies, celebrities or big YouTubers would all have a good chance at hitting numbers like that quickly.

If you're starting with zero followers and no online presence, chances are your experience will look something more like mine. When I first started posting, I would get under 200 views per Reel. After a couple of months I was averaging a few thousand views per Reel. My first viral Reel happened about 60 days in, when I only had around 500 followers. I gained 736 new followers from that one Reel. And to illustrate the snowball effect, I recently had another video go viral with just about the same number of views as my first viral Reel, but the newer one has brought me 2600 new followers so far. I attribute this difference to four things:

1. **My track record of quality content:** People who visit my page can scroll down and feel more sure about what they are signing up for.
2. **Followers and engagement:** Having a larger, more engaged, page can lend some legitimacy to an account and increase the chances of someone new following.
3. **Instagram learning:** Over time Instagram gets better at predicting the type of people who are most likely to enjoy your content (based on past performance data.)
4. **Call to Action:** After my first viral reel, I learned the importance of adding a call to action to all my captions, encouraging viewers to follow me. (More on this later.)

My results continued to compound over time. Within 5 months of starting the strategies in this guide, I was gaining 1k+ followers per week, only posting 1 Reel a day. I was averaging 1-3 viral Reels per month. Sometimes my older videos would get picked up and go viral a month later, so I would often have multiple Reels going viral at the same time. (I'm defining viral as anything over 1M views but I always had many other Reels with several hundred thousand views.)

So whether you're just starting out with your Instagram journey or you're looking to take things to the next level, this guide can help. Now let's dive into the world of Instagram for fitness and health accounts!

REELS

Posting Reels on Instagram has become an increasingly important strategy for growth on Instagram. Studies have shown that Instagram Reels tend to receive higher engagement rates compared to other types of content, with users spending more time interacting with and sharing these short form videos. Instagram's algorithm also prioritizes Reels, making them more likely to appear on users' explore pages and reach a broader audience. This increased visibility can significantly boost your profile's discoverability and attract new followers. For this reason, Reels should be your main content focus.

Your Reels Strategy

So let's talk details. When your primary goal is growth and reaching more accounts, I would suggest posting 1-3 Reels a day, and then cut back (if you want to) when you reach a place where you're growing at a rate you're happy with. Think of it this way, every Reel you post is a chance that you could go viral. Let's say that 1 out of every 90 Reels you post goes viral (which may or may not be realistic depending on the type and quality of content you post). If you post 1 Reel per day, it would take you 3 months to go viral and you won't go viral again for another 3 months. If you post 3 times a day you could go viral once a month.

That said, quality far outweighs quantity when it comes to your account growing. It's far more important that you post consistently and that the content you post is high quality. If you're posting 3 Reels a day but no one watches all the way through or engages with your content, Instagram will quickly learn that the quality isn't there and they will stop pushing it out to new people. If you can only produce



one high quality Reel per week, that's better than 3 low quality Reels per day, as far as growth is concerned.

The algorithm works something like this: Instagram will start by showing your Reels to a small audience, primarily your followers. If retention and engagement is good, they will show it to more people. If it continues to perform well, they will keep pushing it until it stops performing. People who see your videos will also begin to share your content. This is how highly relatable videos go viral.

If you're producing high quality content, it's only a matter of time before your account begins to grow. It should be noted that you can definitely still grow with just one Reel a day, it just might be at a slower rate.

Content Designed for Growth

When it comes to the contents of your Reels, it's important to be very clear on the purpose of every Reel you post.

I cannot overstate the importance of this step. If you want to grow your account, please take this seriously. One of the top mistakes I see people make is sharing the wrong kind of content for growth.

There are many different types of content. Things like educational, entertaining, sales, etc. All content should have a purpose behind it. Most content will fall into one of the purposes below:

- To sell your products/services
- To stay top of mind with your followers
- To establish yourself as an expert (which is technically just another way to sell)
- To grow your account by reaching new people
- To share something because you enjoy sharing it



It's vital that you consider the purpose of each Reel you create. You don't want to share a bunch of content that is aimed at educating when your primary goal is growth. Educational Reels can be great for establishing you as an expert but unless the information you're sharing is mind blowing and new or extremely controversial, it's unlikely to go viral. This content certainly has a place in your content strategy but you want to make sure you prioritize content that will help you with your goals.

You probably have more than one goal you want to work toward and that's totally fine. You can choose one goal to focus on for a period of time (i.e. growth) and then pivot to something else down the road or you can balance your content between multiple goals at once. However, this guide focuses on growth and when it comes to growth there are a few types of content that are more likely to go viral and help you reach new accounts.

- Really impressive before and after videos
- Relatable memes (these can be funny, emotional or just relatable)
- Novel educational Reels that focus on your audience's pain points (Ex: You could pick celebrities with enviable figures and tell people what moves they should focus on to get glutes like Jessica Biel or arms like Henry Cavill. For nutrition/health you could critique celebrity or viral diets.)

Going Viral

When it comes to quick growth, going viral is everything. All of the strategies we discuss here will be aimed at creating content that will be more likely to go viral.

So you might be wondering how you can tell if a content idea is any good or has a decent chance of going viral. Well, there's one strategy that is more proven than any other at creating content that will go viral.

The strategy is to go to successful pages in your niche and look at what is performing well. Look for Reels that have gone viral. Take note of what the concept was. Maybe it was a day in the life of a fitness coach, maybe it was a funny meme about dieting.

Save any videos you're interested in emulating in a folder just for content so it's easy to come back to when you need ideas. You're going to create Reels that touch on the same concepts because they have been proven to resonate with a large audience in your niche. You're not going to COPY them. You're going to create YOUR OWN Reel on the

same topic. You can do this with memes, educational videos, before/after etc. You just need to make sure that you put your own spin on it. If it's an educational Reel, try to add even more value than the original. If it's a meme, find a different video to use to illustrate the same concept, and reword it. You can do this with your own high-performing content as well. You can rework the idea and share it again down the road.

Here is an example of two different memes that convey the same concept but have been reworked. (Click on the links below to watch the Reels.)



Reel #1 <https://tinyurl.com/4va948nn>

Reel # 2 <https://tinyurl.com/yep888j6>

With memes, you can also use the same video to convey a totally different concept. One way to find videos like this is to look at general meme accounts and find Reels that are about a totally different topic. For example, I've seen funny parenting memes and was able to use the same clip but made it about fitness instead.

As you become more familiar with what is resonating with people, you can create content that touches on these themes in new ways over and over.

Memes

In my opinion, memes should be a solid part of any content strategy because they are hard to beat in terms of engagement and shareability. When memes are done well, they are extremely relatable to a wide audience and can quickly go viral. As of writing this, the [meme](#) on the right has more than 5 million views, 116,124 likes, 224,897 shares, and 16,502 saves (and gaining every day). And it's not even close to my most viral Reel. Being in the health/fitness niche makes it that much easier for you. Most people have some experience with these topics and will find a good percentage of your memes relatable. Other niches, like real estate or investing, will have far fewer people relate to (and therefore engage with) their memes.

In addition to creating your own Reels, another strategy is to share memes that were created by popular pages in your niche, to your Stories on a daily basis. (Be sure the page is not offering competing services.) Your followers will come to expect it and will look forward to the laugh. This way you're giving full credit to the original creator but you're able to use their hard work to entertain your own audience and fill out your stories all at once. This shouldn't be the primary content you share in your Stories, you are promoting yourself after all, not another account, but it's a great addition to any Story strategy.

I have hundreds of health and fitness accounts sharing my Reels to their stories every day. They use them to bring up their services and add links or they just post them as entertainment. You are always welcome to share my Reels in your stories. The accounts you borrow from won't mind at all because it's more exposure for them. Win/win. What you *don't* want to do is download and repost other people's Reels without tagging them or asking permission and trying to pass it off as your own content. While some people do this, it's against Instagram's policies and can get your account shut down for copyright infringement. Not to mention, if people figure out you're doing that, it's going to totally undermine your credibility and there's no way you won't get busted eventually



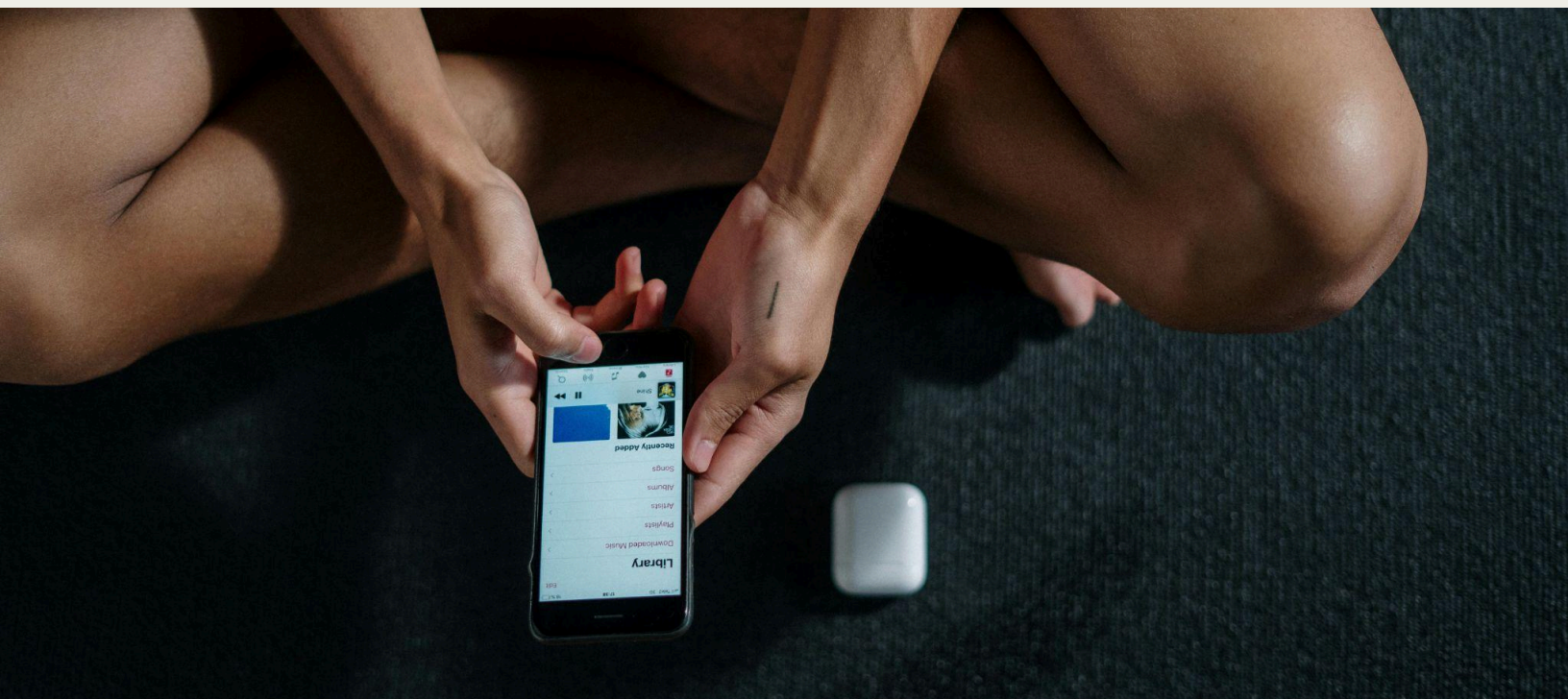
as your account gets more exposure. You must make meaningful changes to the content you find before you post it.

More Reel Ideas

In the previous section we talked briefly about the types of content there are but let's dive into some more specific ideas you can use. When it comes to growth, you'll want to focus on proven ideas that are already going viral on other accounts. However, if you're going to post 3 Reels a day you can certainly afford to include other types of content. And realistically, you should include content that allows your followers to become invested in you. To look forward to seeing what you're up to. That's a big part of what can keep followers around for years.

Some content ideas to get your gears turning:

- Memes & other emulated viral content
- Before/after transformations
- Nutrition tips/recipes/sample meals
- Short work out demos
- Myth busting
- Motivational quotes



Where memes are incredibly powerful for growth and virality, transformation stories are the single most powerful tool you can use to show viewers that your offerings are worth investing in. While other strategies can also be effective, nothing is quite on the level of social proof. Nothing hooks into a viewer's emotions like seeing someone else achieve the thing they want so badly.

If you're just starting out, you might not have a ton of client success stories. If that's your situation, I'd recommend sharing your own progress in various ways over time. Another option is to find some people to work with for free. Make sure they sign an agreement to allow you to use their transformation for marketing purposes when you begin. Work with enough people that you're more likely to have a handful of testimonials at the end, to account for those who drop out. My good friend, and very successful online fitness coach, posted ads on craigslist and in facebook groups to find people. She started with about 25 people and ended up with 12 killer transformations she was able to use when she was just getting started. This is the same thing companies like Beachbody do. They have test groups try the program so they'll have testimonials before the program is even released to the public.



Video Quality

We've talked about the fact that your Reels need to be high quality in order to help your account grow. And we touched on what kind of content has the best chance of going viral but there are other factors that play a huge role in your chances of reaching more accounts.

Your videos need to be high resolution, well lit and have good composition. This might seem obvious but you'd be surprised how many people miss the mark on this and then wonder why their videos are stuck at 50 views. You want to make sure that your audio is clear and loud enough. If you need to buy a cheap mic from Amazon, do it. This will also allow you to record videos from further away while retaining good audio. Your phone is more than adequate for recording videos but you do need to ensure that your angle and lighting are on point. Most phones (and cameras at large) will struggle in low light conditions.

As a general rule, more light is good and natural light is ideal. Find a window and record your Reels in front of it during daylight hours. You can also record videos outside but direct sunlight is harsh and isn't as flattering as shade or overcast skies. (I was a professional photographer before I pursued a fitness career, so trust me on this one.) If you can't record videos in front of a window or during daylight hours, for whatever reason, a ring light can help give you nice lighting. There are many affordable options on Amazon. Always be sure to face whatever your light source is in your videos. You don't want the light behind you. That's called being backlit and it will make you very dark on camera. You also don't want the light above you because that will cast shadows all over your face. On the other hand, if you're looking for a way to enhance your cut muscles, overhead lighting is perfect!

I always recommend recording videos at just above eye level for the most flattering angle. Getting a tripod that can hold a phone is perfect for this. Just make sure to get one that is taller than you are if you plan to record any standing videos. Be sure to check your background for clutter or anything you wouldn't want showing up on the internet. Think about privacy and security as well. You don't want to accidentally show your address online. Try to be centered in the frame unless there's a good reason not to be. Some Reels feature a lot of intentional dead space as a place to put text later on, so that can work as well.

Lastly, it is always recommended to add subtitles to your Reels because a huge percentage of viewers watch without sound. You



don't want them to skip your video because they had no idea what was being said. Anytime I post a video with speech, I make sure to include subtitles. To add subtitles to your videos, go through the process of adding a Reels to Instagram but don't publish it yet. Go into the editing section and then click on the sticker button (the square smiley face) at the top of the screen. Scroll down until you see the sticker that says "captions." Click on that and it will automatically generate your subtitles. Drag them where you want them. If there are any incorrect words you can click on the subtitles to edit them. You can resize them by pinching them in or out and you can change the color or style as well.

REELS THAT SELL

While the focus of this guide is Instagram growth, I know that most of you want to grow your account in order to find new customers. I don't want to send you on your way without covering some selling strategies you can use in your Instagram content.

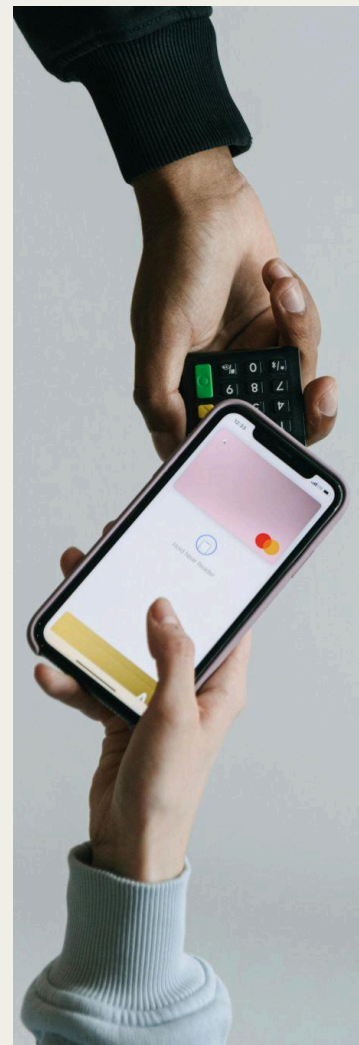
The Call to Action (CTA)

Having a clear CTA is incredibly important when it comes to growth and converting your viewers into customers. While a viewer may thoroughly enjoy your Reel, it may not occur to them to engage with it or to follow your account without a little nudge from you. Just remember to keep it simple, actionable, and aligned with the purpose of your Reel. If the goal is to gain followers, tell them how following you will help them. If the goal is to get them to subscribe to your email list, offer a freebie in exchange for their signup. If you want to get them to your website, tell them to comment a keyword or click the link in your bio.

The Hook-Story-Offer Framework

When the primary purpose of a Reel is to sell your products/services, your video should follow an effective formula for selling, rather than just winging it and hoping for the best.

The Hook-Story-Offer framework is a highly effective tool for engaging your audience and turning viewers into buyers. Start with a hook that grabs attention, then dive into a relatable story, and finish with an irresistible offer.



To help you understand how to use this strategy to craft your video scripts, let's break down each element and look at some examples.

Hook: The purpose of the hook is to grab their attention. Make them want to keep watching. You can do this by talking about a problem they have, sharing impressive results you've produced or stating something controversial.

Story: This can be a client success story, a personal experience, or even just an educational moment. The goal is to tell a story or talk about things that your audience values.

Offer: This can be any goal you have. It can be to get them to sign up for your program, to become a follower or to sign up for your newsletter. Any action you want them to take.

Now let's take a look at some examples of the framework in action.



EXAMPLE A

HOOK	<i>Ready to escape the never ending cycle of gaining and losing weight?</i>
STORY	<i>I used to be stuck there, too—for years I tried every diet and exercise program out there but I just kept gaining and losing the same 15 pounds. Sometimes I'd gain even more back. But then, I discovered a totally unique weight loss strategy that finally allowed me to lose 25 pounds and keep it off for the past 5 years. It changed everything! Now, I'm on a mission to help others break free.</i>
OFFER	<i>I created a 90 day challenge using the exact strategy that helped me lose and keep the weight off. I've helped dozens of clients create the same results and now I want to share it with you. Join the challenge and say goodbye to that unwanted weight for good. Comment "CHALLENGE" and I'll DM you the details!</i>

EXAMPLE B

HOOK	<i>Here's how my client Jane lost 50 pounds and kept it off.</i>
STORY	<i>Jane came to me 6 months after having a baby and she told me she just didn't feel like herself. She was doing everything that worked for her in the past but it wasn't giving her the results she wanted. As part of my 1 on 1 coaching package we were able to figure out that Jane's hormones were really out of balance and that was affecting her ability to lose weight. Using the strategies in my program, we were able to balance out her hormones and get her a diet and exercise routine that supported her in the postpartum period and the weight began dropping off. She ended up losing 50 pounds in about 5 months and has kept it off for a year now.</i>
OFFER	<i>If you're struggling with losing weight postpartum, your hormones might need some help. My 1 on 1 coaching program includes a full hormone panel and customized diet and exercise plans tailored to your specific needs. I'm offering 10% off to the next 10 people who sign up. Click the link in my bio for details.</i>

EXAMPLE C	
HOOK	<i>Stop doing cardio if you want to look good naked!</i>
STORY	<i>Did you know that cardio can actually sabotage your attempts to lose fat? A lot of people think you should do a bunch of cardio and diet to lose fat and change the way your body looks. That's a bad idea and here's why: When you focus on cardio and dieting, you're going to sacrifice a lot of muscle mass. That's the worst thing you can do for your metabolism. Muscle mass directly increases your metabolism and helps you burn calories even at rest. Eating enough protein and focusing on strength training will help you hold on to that valuable muscle, which means that more of the "weight" you're losing will be fat rather than muscle. Strength training will also help change the shape of your body, whereas cardio will just make you a smaller version of the same shape. You can always add in some cardio to help increase your calorie deficit without dropping your calories too low but strength training and adequate protein should be your priority.</i>
OFFER	<i>Comment "MUSCLE" below and I'll send you my FREE questionnaire that will tell you exactly what diet and exercise plan you should be doing based on your unique body and goals.</i>

If you've spent much time on Instagram, I'm sure you've seen successful accounts post Reels with this strategy. I recommend when you're writing a script for a sales Reel, that you break it down into these three sections and then bring it all together at the end. This will ensure that you hit all the key points.

Urgency and Scarcity

Fear of Missing Out (FOMO) is a powerful motivator. Creating a sense of urgency and scarcity can prompt immediate action. Whether it's a limited-time offer, a flash sale, or a special discount code, let your audience know that time is of the essence. The fear of missing out on something valuable can lead to quick conversions. You can see the

FOMO principle put to use in the “offer” section of Example C above, by offering a discount of 10% off for only the next 10 people to sign up.



Links

If you're selling a product or service, you're going to need a way to share links. Instagram doesn't allow clickable links in Reel captions, but there are a couple of ways around this.

The first option is to add a link to your Instagram bio. You can tell viewers in your captions to click the link in your bio to check out your offer.

Another strategy is to use an automation software like ManyChat. This allows you to set up a keyword that viewers can comment with and the software will automatically send them a DM with the associated link. Both link sharing methods can be effective, but with the link-in-bio option, you have no way of following up with someone. If they don't follow you or convert on the spot, they may never come across your profile again.

With ManyChat, your automated DM will remain in their inbox where they can revisit it. You can also create automated follow ups via DM. ManyChat is an official Meta partner so you won't ever have to worry about violating Instagram's terms, which is a huge concern with most automation software. Keep in mind that you can (and should) also add a link in your bio even if you use ManyChat.

I personally use ManyChat and highly recommend it if you're serious about selling on Instagram.

GOING VIRAL

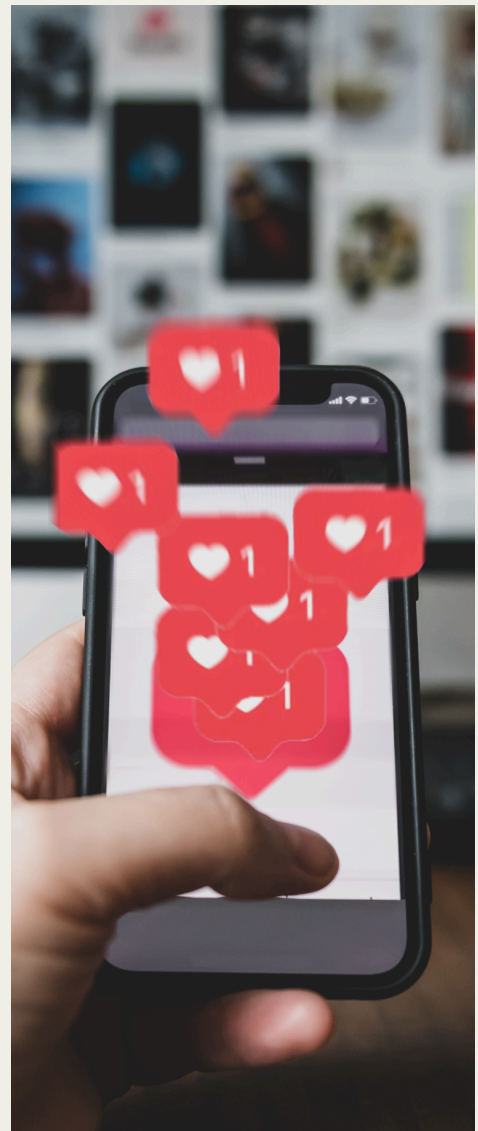
We've covered some strategies for creating viral content. Now we're going to go over some tips and tricks that can give your Reels an even better chance of going viral.

Early Engagement

There's a lot of debate over whether or not early engagement makes a difference in your Reels gaining exposure. A lot of people swear that doing the strategy I'll outline below helped their Reels explode. Others have said it didn't change anything. One thing is for sure though, it isn't going to hurt. Even if it doesn't help, when someone comes across your Reel and it already has a couple likes and comments, it might help break the ice. It will certainly help lend some credibility when you're small and your content isn't generating a lot of engagement yet.

What I recommend: Immediately after posting your Reels, comment on it. You can add an additional thought, ask a thought provoking question, say something witty etc. Then switch to your personal account or even a dummy account, and then like, comment, save and share your Reel. You can create a folder on Instagram for your content to keep things organized.

Again, this early engagement may or may not help with exposure. The jury is still out on that, but it will definitely help your content feel more inviting until you are getting enough engagement on your own.

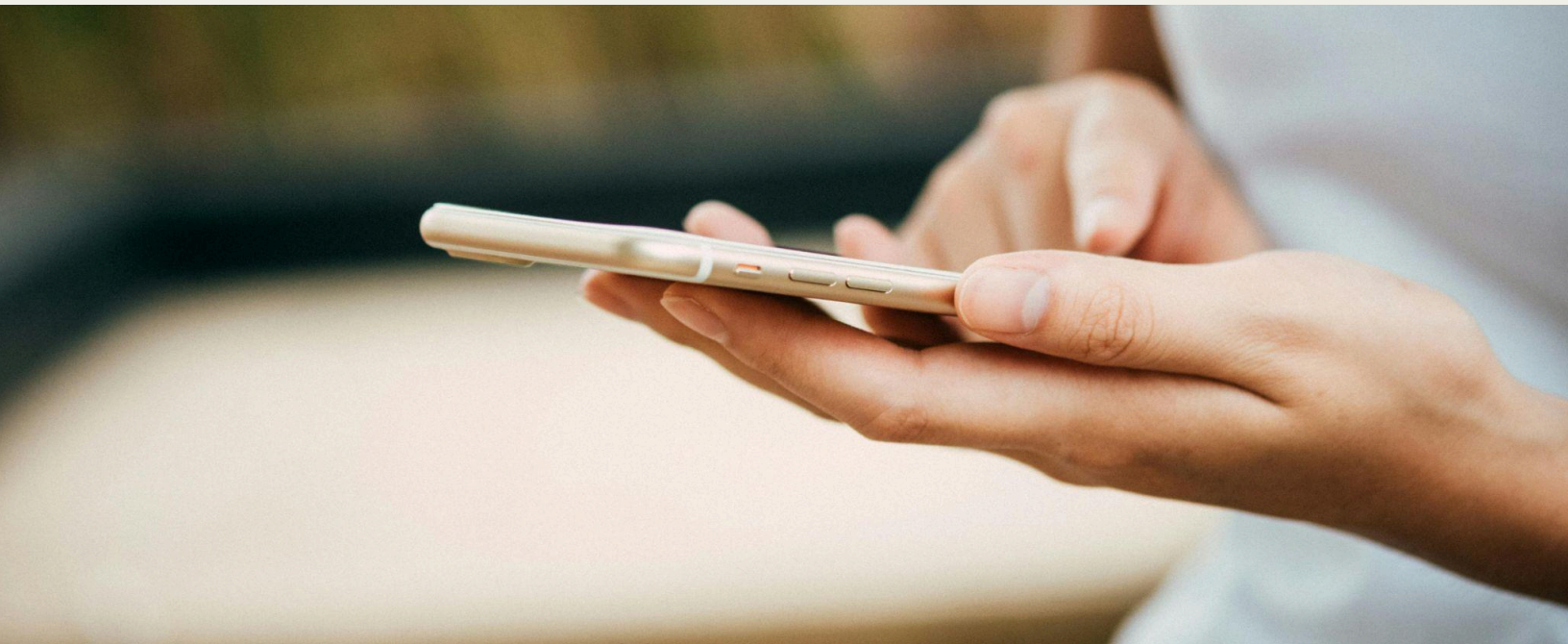


Interact and Encourage

Because engagement plays such an important role, you want to do what you can to encourage your viewers to interact with your Reels. Invite them to leave comments sharing their thoughts, questions, or reactions. Invite viewers to DM you if they have specific questions or want to dive deeper into the topic. Personalized interaction builds trust and rapport.

This is another place where ManyChat's automation can help. We previously looked at how ManyChat can help with selling (link sharing) but the strategy is also huge for driving engagement. You can tell viewers to comment with your keyword to have ManyChat automatically DM them things like the link to products shown in your video, a free guide, or a recipe pdf. Even if you're not trying to sell anything, offering some kind of incentive for people to comment can encourage loads of engagement and send the signal to Instagram that your Reel should be shared.

When you're trying to grow, do your best to respond to every comment to show that you're actively involved in the conversation. At some point your account may become too large to continue responding to every comment or you may just reach a point where you don't have the time or energy to keep up. That's totally fine and most large accounts reach this point. I would recommend trying your best to keep up with it in the beginning. It can really help your commenters feel valued and you can create some die hard fans this way. These will be the people who give you that early engagement and who start sharing your content, so do your best to engage with them. You can also use ManyChat to set up automated comment and/or DM responses to save time.



Hashtags

Including relevant hashtags and location tags in your Reels can make them discoverable to users who search for content using those tags. This can lead to increased visibility and potential followers.

According to Meta, it's best to use 6-8 hashtags. Depending on your account type there might be limitations on how many you are allowed to use but this is a good range to aim for.

For keyword research, you can use a site like best-hashtags.com. You just type in your niche (ex: personal trainer, nutritionist, fitness coach etc) and they will give you a list of quality hashtags to choose from. Create a list of hashtags that you like and save them in a notepad for easy copy and pasting. If you have a large list you can rotate which ones you use.

Trigger Words and Banned Hashtags

Instagram has a list of hashtags and words that flag any content that uses them. You want to make sure you aren't adding them to your Reels.

You can check your list of hashtags by going to a free website like metahashtags.com/banned-hashtags/ and pasting it in. You should only need to do this once but it wouldn't hurt to periodically check if your visibility ever drops unexpectedly. The list does change from time to time.

Settings to Help Visibility

You want to ensure that people can share your content in their stories for more exposure. To double check this setting, go to your Instagram settings and scroll down to "Sharing and remixes." Click on that. Look for the setting that says "Allow post and Reels sharing to stories." Make sure it's turned on. Check through the other options in this area to make sure everything you want enabled is turned on.



For the next tip you'll need to login to your Instagram via a desktop.

1. Select the hamburger menu on the bottom left
2. Click "Settings"
3. Click "Edit Profile"
4. Scroll down to "Show account suggestions on profiles" and make sure it's enabled.

This setting will allow Instagram to suggest your account to users who are following similar accounts to yours.

Trending Audios

When you use trending sounds, your Reel has a better chance of landing on the Explore page and reaching a wider audience.

Look for a tiny diagonal up arrow next to the audio track at the bottom of a Reel. (See the red circle in the image on the right.) That will tell you that an audio is trending. If you like the audio, click on it. That will show you the original Reel the audio came from, how many views it had and how many times the audio has been used in other Reels. You want to look for Reels that have over 1 million views on the original video but have a low number of uses. Anything under 10k uses is good, but the lower the count, the better. If you find audios you like with fewer than 1k views or even in the hundreds, that's excellent.

You can train the algorithm to start showing you early trending audios by going to the home page and clicking on the Reels icon on the bottom of the screen. (See the red arrow in the image to the right.) Swipe through Reels until you see one with a trending audio that you're interested in. Click on the audio and if it has a



higher number of views than you want, swipe away quickly and don't save the audio. Repeat this until you find one with low enough uses and save it. Repeat this process and within days you'll notice Instagram is showing you trending audios with lower counts.

SEO and Keywords

Another strategy you can experiment with is hiding keywords in your Reels. These are the keywords your ideal audience would be typing into Instagram's search bar.

List out 10-30 relevant words, then shrink that list down as much as possible. Match the color to the edge of your screen, and drag it off screen. The algorithm will pick up these words and use them to find your ideal audience. I have seen people saying that Meta has picked up on this trend and they see it as spammy, but I have made dozens of Reels with and without it. Sometimes the Reels with it go super viral and sometimes they don't. I don't feel like it has ever hurt my results. You can try experimenting with it and see which way performs better for you. Either way, you should definitely incorporate your keywords into both your caption and any on screen text, when appropriate.

Adding Topics

After you've typed out your caption for your Reels, click on "add topics", scroll down until you see the topics that best relate to your Reel. Choose three. This will help Instagram know who to show it to. When your content is shown to the right people (and not the wrong people) it has a better chance of performing well and gaining further reach.

Location

You can also experiment with adding a location. If you work with local clients then you definitely want to choose cities in your service area. If you're an online coach/influencer, you can try rotating through big cities like New York, Miami, Chicago, Los Angeles, as well as no location and see what gives you the best results.



GAINING FOLLOWERS

With time and enough quality content, you will find your audience and will start attracting new followers without doing anything special. However, in the early days of growing your account it can help get the ball rolling if you take some active steps in getting your account in front of other people.

Proactive Strategies

One strategy you can implement is finding a few accounts that are either competitors or serve the same audience you do. Click on some of their posts and find people who are liking and commenting. Look for people whose profile picture shows they have stories posted. Click on their stories and engage with them. You can do this by sending an emoji or by sending them a DM. Make sure you DON'T invite them to follow your page or try to sell them anything. The goal is to show their content some love, connect with them, and hopefully to have them check out your page. If they like what they see, you might get a follow out of it.

Instagram limits the number of interactions you can do per hour and per day, but your limit will be different than the limit on someone else's account. It's based on a trust score Meta gives you and there's no way of knowing what yours is. I do know that your limit is partially based on your activity for the previous week. So it's a good idea to start slow and try increasing a little over time, without pushing it too far. Try not to do more than 20 per hour and 100 total per day, just to be on the safe side. Instagram will give you a warning if you are doing too much too fast. If that happens, just back off for a few days and then return to doing it at a slower pace.



Another strategy you can do using competitor accounts is to follow the people who are engaging with their content. When they see the notification, they may follow you back. To keep your following count down, you can opt to only request to follow private accounts. That way your number only goes up if they see your request and approve it, making it more likely they will take note of your account. And if they don't approve the request or follow you, you won't end up following a bunch of people who aren't interested.

I would recommend periodically unfollowing people who haven't followed you back or whose content you don't genuinely enjoy, to keep your feed cleaned up and your following numbers lower.

Another strategy is to go to large pages that can't possibly (or just don't) keep up with all the comments and questions they get. You can head to the comment section of any post and look for unanswered questions. You can hop in and answer the question. This not only puts you in front of the person who commented, but anyone else who sees the comment, and positions you as a knowledgeable expert right off the bat. People might be attracted to someone who is on par with the larger account, in terms of knowledge, but who is more responsive.

You can use these strategies indefinitely to continue to grow your account but I personally only used them until I was gaining several followers a day. After that I let the algorithm do its thing.

Disclaimer: *Instagram wants to see genuine engagement, so respect the limits they have in place. Don't abuse these techniques to try to grow faster or you run the risk of having your account shadow banned, where you can't engage with any content or follow/unfollow anyone. Used modestly, most people don't run into any issues with these methods, but please use your own discretion and use these strategies at your own risk.*



Shout Outs

Instagram shout outs are another strategy that health and fitness accounts can use to get in front of a larger audience. Shout outs are when one account promotes another account. This can be an effective way to gain new followers because you can essentially “borrow” a larger account’s audience.

To find shout out partners, you can look for accounts that serve the same demographic that you do. Just make sure they aren’t in direct competition with you. Try searching relevant hashtags and keywords and reach out to any accounts that look like a good fit.

While shout outs are not typically free, I wanted to include them in this guide because they are an inexpensive option for great exposure and there is a free way to do shout outs. Prices can vary widely from a few dollars to thousands of dollars. I personally have seen large fitness/wellness accounts promoting shout outs for \$30-\$80. To get free shout outs, you’ll want to reach out to partners with a similar number of followers and offer to trade posts promoting each other. More on this later.

Shout outs can be a really effective tool but your results will depend on many factors. For example, the quality of the content you have them promote will play a huge role. Don’t just pick a popular Reel and have that promoted. Create something (or choose something you’ve already created) that would fit in with the other content regularly posted on the account that will be promoting you. Make sure that it’s crystal clear what you have to offer and how you can help them.

Giveaways

Another strategy is to contact pages who have followers that fit your demographic and offer a giveaway. Something like a free coaching session or a 30 day custom workout/meal plan. Make sure to share your best success story as proof.

Giveaways are good for both pages involved if done correctly. The requirements for entering should be that the person must be following both accounts and must comment and like the post. You both share the post so you both gain followers and engagement from it. Be sure to point all this out to the accounts you reach out to so they will be more likely to agree to hosting the giveaway. This strategy can work for both local and for broader audiences.

Local Followers

Some of you work with in person clients and will be looking for ways to gain local followers. You can apply the same strategies above, but look for local pages. Even if you don't work with local clients you might find some helpful tips in this section.

I would recommend starting by finding some local pages that aren't in your niche but who would likely serve your demographic. You could look for popular pubs, bakeries, restaurants, gyms, health food stores, musicians, massage therapists, chiropractors, photographers, artists etc. It would be beneficial to not only engage with their followers but with the account owners as well. Because these businesses aren't your competition, they can be great people to forge relationships with. You can support each other through mutual engagement, without having to worry about vying for clients. The more people you can build relationships with, the better, because they can become followers too and their regular engagement with your content can help with the algorithm.

You could even trade "shout outs" on each other's pages. Your followers might love to hear about that amazing juice bar you went to and the juice bar can post about your best client success story.

Another place you could look for engagement buddies is local small business groups. Facebook groups and word of mouth can be good places to find these. I found the best local business group through my massage therapist, so don't be afraid to ask around.

If you serve local clients exclusively, another great way to find engagement partners is to look for people who do the same thing you do, but in other markets. You can support each other without ever being in competition.

Another effective strategy for reaching local audiences is to add location tags to each Reel. If you serve multiple cities, you can alternate which city you tag on each video. You can do the same with local hashtags. You should add tags like #yourcitypersonaltrainer to every Reel and you can alternate the cities you use. This will make it much easier for local searchers to find you.



STORIES

Stories are key for building relationships with your audience, connecting with them throughout the day, and for selling. Although Stories won't have much of a direct impact on your growth, fostering connection can improve follower retention and that will have an impact on your growth over time.

Why Stories Matter

- **Immediate Visibility:** Stories appear at the top of the Instagram page. This prime placement means your content is one of the first things users see when they open the app.
- **Authentic Engagement:** Stories allow for more authentic, behind-the-scenes content, which helps in building a deeper connection with your audience. This authenticity is key in establishing trust and loyalty among followers.
- **Versatility of Content:** From images, videos, polls, and interactive stickers to live broadcasting, Stories offer many ways to encourage user engagement.
- **Direct Link to Products or Services:** With the ability to add links and product tags, Stories can directly lead viewers to your website or product pages, making conversions easier.
- **Automated DM response:** Auto Direct Messages (DMs) can be set up to automatically respond to followers who engage with your Stories. This is especially useful for sending instant replies, sharing information, or distributing digital freebies like e-books or discount codes.
- **Engagement Metrics:** Instagram provides analytics for Stories, allowing you to track reach, impressions, replies, and exit rates. These metrics are super helpful for understanding audience behavior and refining your strategies.

Strategies for Conversion

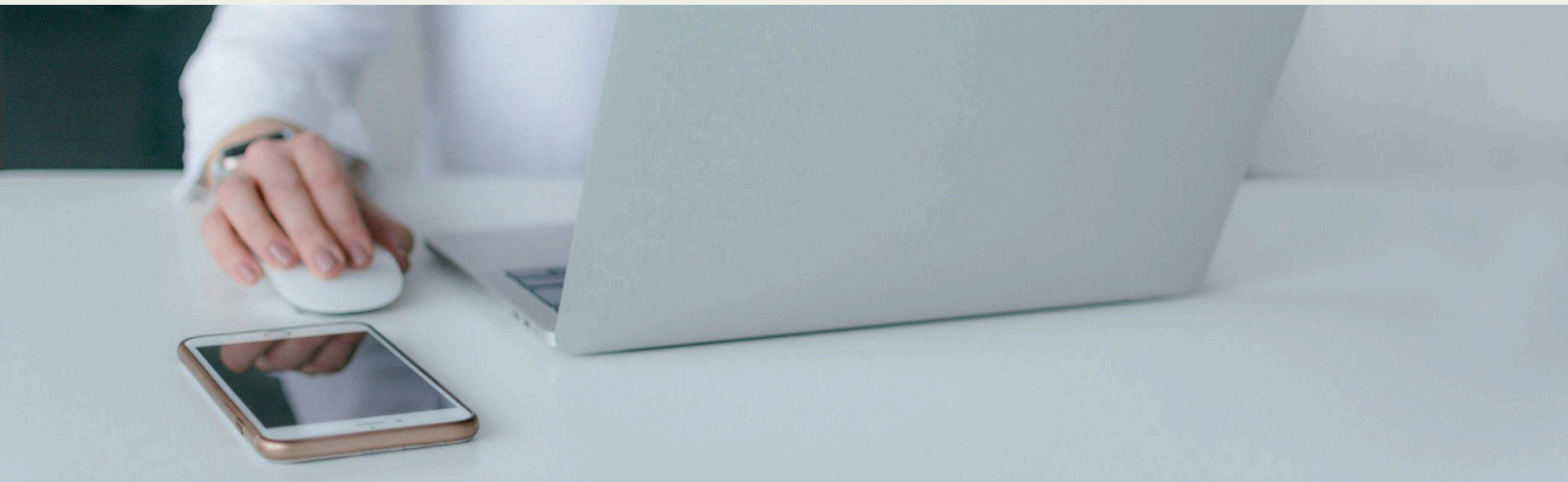
To effectively use Instagram Stories as a sales tool, you need to employ targeted strategies that resonate with their audience. Here are some strategies you can start using in your Stories:

- **Storytelling:** Stories are a great way to capture the attention of viewers. Tell a story about your product/services, or customers. This can include client testimonials, the journey of a product, or the story behind your business.
- **Creating Urgency:** With Stories only lasting for 24 hours, they are perfect for creating a sense of urgency. Limited-time offers, flash sales, and exclusive previews can be used to encourage immediate action.
- **Interactive Features:** Use interactive elements like polls, questions, and quizzes to engage your audience. These features not only increase engagement but also provide valuable insights into your audience's preferences.
- **Consistent Posting:** Maintain visibility by posting stories consistently throughout the day. (Meta has said that spacing your Stories out will result in better performance.) This keeps you top of mind with your audience and encourages frequent interaction.
- **Highlight Reels:** Curate your stories into Highlights on your profile. This allows new and existing followers to engage with your content beyond the 24-hour window. This can be a great place to put FAQ, client testimonials, a sales pitch with links, and other high performing Stories that help people connect with you.



OPTIMIZING YOUR BIO

When someone enjoys your Reel, there's a possibility they'll check out your profile. It should immediately clear what you do and how you can help them reach their goals. They need to know in no uncertain terms why they should care about following you. Your bio is your first opportunity to communicate this to visitors.



Crafting a Compelling Bio

Your bio should clearly state who you are, what you do, and your unique value. What makes you stand out from other accounts? It must resonate with your target audience, reflecting not just your offerings but also how you can help solve their problems. Aim for clarity, conciseness, and relevance. Visitors should know exactly what your page is, and what it can do for them, within the seconds it takes to read your bio.

You'll also want to incorporate relevant keywords into your bio. This can play a big role in people finding you in search results. Think about what your target audience might be searching for. Those words are the ones you want to include in your bio. If you work with local clients, including your location is vital.

It's important to include a Call-to-Action (CTA) in your bio. You don't want to attract viewers just to have them click away and never find you again. Your CTA should clearly guide visitors to take a specific next step. Whether it's visiting your website, checking out your latest post, or signing up for a newsletter, choose a single CTA and make it clear and compelling.

Here's an example of a good bio for a personal trainer:

Jane Ezra

📍 Denver personal trainer helping women over 40 look better than ever in only 20 min a day.

Join my 30 day fat loss challenge here 📌

[🔗 www.yourwebsite.com](http://www.yourwebsite.com)

This bio frames the trainer's services from what the client wants instead of what the trainer has to sell (client-focused instead of you-focused.) It clearly states who the target demographic is. It sets this trainer apart by stating that she can help women over 40 look better than ever. That's not something you'll find on every trainer bio. It includes the keywords, "fat loss," "women over 40," and "Denver personal trainer." It also includes a clear call to action, directing visitors to click on the link and join the challenge.

To ensure your Instagram identity resonates with and attracts your target audience, I've included a more thorough checklist on the next page to guide you.

BIO OPTIMIZATION CHECKLIST

Bio Text

- Does your bio clearly state who you are, what you do and who you serve?
- Have you included relevant keywords for discoverability?
- Is there a clear, compelling CTA?

Profile Picture

- Is your profile picture clear and recognizable?
- Does it align with your brand identity?

Highlight Covers

- Do your highlight covers have a cohesive design?
- Are they aligned with your brand's color scheme and aesthetics?

Highlight Organization

- Are your highlights organized in a way that makes sense for new visitors?
- Do they effectively showcase the breadth and depth of your content?

Overall Aesthetics

- Does your profile's visual presentation (images, colors, fonts) consistently reflect your brand identity?
- Is your aesthetic appealing to your target audience?

GO FORTH AND GROW

Congratulations! You've reached the end of this comprehensive guide on growing your Instagram account. Hopefully by now you've got a solid plan of action to expand your reach, engage with your audience, and ultimately, convert followers into loyal clients.

Remember, building a successful Instagram presence isn't just about the number of followers you have; it's about creating meaningful connections and providing value to your audience. 500 truly engaged followers are going to produce more results for your business than 10,000 followers who don't feel any connection to what you post.

As you go forward with your Instagram journey, keep these key takeaways in mind:

- **Quality is King:** Valuable Reels that are aimed at your target demographic are going to get results. Focus on what has already been proven to resonate with your ideal audience as well as ways you can serve them.
- **Authenticity is Key:** Your followers want to see the real you. Share your journey, your struggles, your triumphs, and your expertise authentically. Authenticity breeds trust and connection and will attract the RIGHT clients for you. You won't have long term success with the wrong clients.
- **Consistency Pays Off:** Consistently posting high-quality content, engaging with your audience, and staying active on the platform are essential for sustained growth. Set a posting schedule and stick to it.
- **Engage with your Audience:** Creating loyal followers requires active engagement. Implement strategies to encourage engagement with your content. Respond to comments, DMs, and mentions promptly.

Most importantly, remember that success on Instagram – like in fitness and health – is a journey, not a destination. Stay patient, stay persistent, and most importantly, stay true to yourself and your mission.

Thank you for investing your time and energy into mastering the art of Instagram growth. I wish you all the best on your journey to becoming a standout presence in the fitness and health community.

Now, go forth and inspire others to live their healthiest, happiest lives!

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Disclaimer:

The strategies and techniques outlined in this ebook are intended to provide guidance and advice for growing Instagram accounts. While the methods discussed have been proven effective for many individuals, it's important to understand that results may vary depending on factors such as the uniqueness of your content, your target audience, and your consistency in implementing the strategies.

Results Disclaimer:

The success of your Instagram growth efforts cannot be guaranteed. While the strategies presented in this ebook have the potential to increase your follower count, engagement, and overall presence on the platform, individual results may differ. Factors such as the quality of your content, your level of engagement with your audience, and changes in Instagram's algorithms can all influence the outcome of your efforts.

Risk Disclaimer:

Engaging in any strategy or technique discussed in this ebook involves inherent risks. While the aim is to grow your Instagram account in an organic and sustainable manner, it's important to recognize that there are no guarantees of success. Additionally, certain actions, such as using unauthorized (by Meta) automation tools or engaging in aggressive growth tactics, may violate Instagram's terms of service and could result in account suspension or other penalties.

By choosing to implement the strategies outlined in this ebook, you acknowledge and accept the associated risks. It is recommended to exercise caution and discretion in your approach to Instagram growth, and to always prioritize the long-term health and integrity of your account.

Consultation Disclaimer:

The information provided in this ebook is for educational purposes only and should not be construed as professional advice. While every effort has been made to ensure the accuracy and completeness of the content, the author cannot be held responsible for any errors, omissions, or consequences arising from the use of the information provided.

For personalized advice or assistance with your Instagram growth efforts, it is recommended to consult with a qualified professional or seek guidance from reputable sources.