

Johnnie Watson III Instagram Plan

Initial Thoughts:

Let's get you going, I have worked with several others in your niche throughout the program! The most important thing you are going to need to focus on is choosing the right hooks for your videos correctly and the right topics to focus on, this plan will make that much easier for you.

The first thing you say should be introducing the subject of the video ie. "How to Start investing if you have <this much money>" or "Are you making this investing mistake that is costing you money"

Can you please make sure you're using the following formula for your captions.

1. Hook (7-10 words)

Its job is to make people want to read the rest

2. Body (5-15 lines)

- Give context, value, keyword for SEO
- Use proper formatting with emojis and line breaks
- Avoid long paragraphs
- Repeat relevant keywords 2-3 times
- Add some space before after CTAs and before hashtags
- Give context as to why people should care about this post

3. CTA (1 line)

- Get people to take action
- Effective formula: One specific interaction + Benefit of interacting (ex. "Follow this post and level-up your [blank]", "Comment your [blank], and I will [blank]")

4. Hashtags

Instagram Algorithm Explained: Right now the most important thing you can do on Instagram is produce reels content and Reels have the most organic reach on Instagram and are essential to getting your instagram page discovered. Converting 75% of your likes on a specific video to shares is essential for having a post go viral currently on Instagram. If you want to grow faster on IG you need to make sure you're producing 1-3 reels posts a day and posting them at the times below and using the hashtags below. In addition, you **NEED** to make sure your posts have both a hook and call to action like the examples I provide below

Content To Post:

Here are some example content ideas:

Best ways to plan for your future

Best ways to make money in the market right now
How to establish a good budget for your life
Best investments during a recession
Top 5 best investments of 2024
Trading Tips everyone needs to know
5 Best tips to improve your life through smart personal finance decisions
Why Personal Finance is something everyone needs to take seriously

Here are some content formats that have worked in your niche (I'd recommend recreating these video formats to deliver prominent information that your target audience needs to hear):

<https://www.instagram.com/reel/C049q71RVYT/?igsh=MWlyNjU4MTYxNWN0OQ%3D%3D>
<https://www.instagram.com/reel/C2BDvnhx49G/?igsh=MXZxMng5NG0wNWw5dA%3D%3D>
<https://www.instagram.com/reel/C1ryrVQOtOv6/?igsh=MW5mdmIxbGZwdWJqbg%3D%3D>
<https://www.instagram.com/reel/C0WDFOSCDxZ/?igsh=MTM4eTJsNjA5Z2FmcQ%3D%3D>
<https://www.instagram.com/reel/C1n2XjkNS7O/?igsh=NzZvYXZucmdvcndI>
<https://www.instagram.com/reel/C0smthH3ikvf/?igsh=MmMzcDgwb2F4MWUz>
<https://www.instagram.com/reel/C0Fle4tJ9xA/?igsh=MWtvYmEzdDJpZmg4NQ%3D%3D>
<https://www.instagram.com/reel/C1D8tVrARcR/?igsh=MWZ5MDdnMmh1bDhxdg%3D%3D>
<https://www.instagram.com/reel/C2APRNQAaxA/?igsh=MW5kaGdjCWM2OHJwMQ%3D%3D>
<https://www.instagram.com/reel/C0PCe7KC65M/?igsh=cW9weXc2bm1vY3lx>
<https://www.instagram.com/reel/C0bwO2jyhOI/?igsh=ZzAyZXlhYzIseTcw>

^ Create posts similar to these and what these creators have done in other posts (**FYI: They should be the same length, use the same sound and almost the same exact hook**)

How Often You Should Post:

- 1-2x a day on Reels (3 should be the maximum amount of posts you put out in 24 hours as of right now)
 - 9am-11:15AM
 - 3:30-5pm
 - 8:30 - 10:30 pm
- **Stories** - Right now I'd recommend posting 1-2x a day on your story only and having it be VERY intentional! Also, to reset the views you get from stories - I'd take 48 hours off of posting them!
 - 1+ times from 11:00AM-12:00PM
 - 1+ times from 3:00PM-5:00PM
 - 1+ times after 7PM

Hashtags Strategy:

- **Use the following strategies and check out my recent youtube video about hashtags** (The hashtags listed below are an initial pool, for niche specific hashtags you can use any hashtags related to the subject of the video with at least 10K posts made to them)

- Strategy 1: 6-8 hashtags
- Strategy 2: 12 hashtags
- Strategy 3: 2-3 hashtags
- #finances #financial #budgetlife #wealthbuilder #wealthbuilders #investing#entrepreneurlife #entrepreneurshipquotes #moneymanager #investing #invest #investmentportfolio #stock #stockmarket #stocks #trading #stockinvestor ← There are plenty of other good ones, keep them post specific.

Shadow Ban Check:

- You're currently not shadow banned

How To Grow Your Channel Fast:

- Post 1-2 times a day on Reels
- Begin posting 1-2 times a day on Stories
- Begin incentivizing engagement on all of your Reels
- Make sure you keep your posts the ideal length for your niche
- **Watch time is the most important thing in the current algorithm so you need to make sure that you are hooking people into watching your entire video within the first 2 seconds of the video (there are several great examples of this above and under the hashtags above)**
- Use your stories to promote your Reels / use them as polls (this significantly increases engagement)
- Make sure every video you post has a hook
- Make sure every video you post has a CTA ← **This is the biggest thing you need to change**
- I'd recommend 90%+ of your posts that you're getting out be Reels. They have BY FAR the most organic reach right now on Instagram
- Make sure you're writing a long description on EVERY post that you do. The first 3-4 words should be a hook and you should end the description with a CTA

Closing Thoughts:

You have a lot of potential - you just need to package it in the right way by making sure you're adapting to Instagram 2.0 tactics

1. Posting only Reels, Carousels & stories (you can post the occasional photo post, but carousels/stories/reels will help you grow faster)
2. **Posting more hook based content to attract more of your audience ← do this via text on the screen OR the sound that is used / speed the video is moving at in the beginning**
3. Only doing posts with a strong hook
4. Making sure you have a call to action on every post!
5. Adjust the length of your content to maximize your completion rate