

# New IG account research (personal/anonymous brands) part 1

## Personal brand & anonymous theme pages:




A **personal brand** themed account is usually based around the creators name, face, voice, and personality.

An **anonymous** theme page focuses on a specific topic, niche, or aesthetic rather than a person.

1. **Minolee.mp4** - content creation, very good and pleasing to watch videos, documenting his life, his journey, has a content academy which makes him ~20k a month and a 1/1 mentorship (high ticket) which makes him ~50/60k a month, very good example of an personal brand
2. **Cameasty** - easy content, clean, aesthetic, easy to go viral, already made good money before instagram (ex. crypto, trading, dropshipping), now wants to promote it and make even more money while teaching people how to do it
3. **Mussy.02** - came from tiktok, promoting his tiktok account where he earns money, has his course in which he teaches people how to edit, nice and good content
4. **Heyeaslo** - clean content, minimalistic, promoting his digital offer, all videos filmed in his room, 4 offers or more
5. **Peter.visuals** - story telling, how someone made money, tricks to go viral, teaching and selling people how to think better and make people intrigued by your content
6. **Digitalwithmary** - aesthetic videos, teaching how to make money digitally without showing your face, kind of a theme page
7. **Timdanilovreels** - making self made content, all videos are on the same principal, showing ways to make money online, promoting his main account, selling reel scripts to go viral
8. **Incogni** - anonymous profile, aesthetic videos, teaching you how to make money without ever showing your face, selling faceless social media growth, selling digital products on autopilot

9. **Jordan.bown** - story telling, talking to the camera, overly personal, but good content

10. **Danieldalen** - new nieche, public figure, stedy camera, very aesthetic looks, clean, Iman Gadzhi #2, cinematic

  Pogledaj vise  

11. **Maurits** - very well edited videos, filming and documenting his life, trading, crypto

12. **Zedan.mutlu** - self-improvement page, being better, more comunicative, gym stuff, teaching people how to look better, healthy lifestyle, community with high number of people that pay him monthly