



1000  
FOLLOWERS

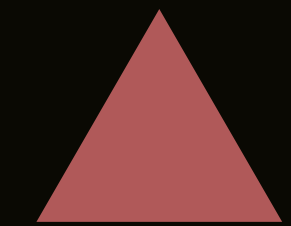
IN 14 DAYS

BY KING_MUBARAQ



KING MUBARAQ

INTRODUCTION




Hello, my name is Popoola Ayomide Mubaraq @king_mubaraq on Instagram. I'm an influencer, monetization strategist and the creative director for TheVogueTVmedia {the largest whatsapp community in West Africa} and KM FITS. I grew my page to 30k followers within the first 11 months I opened my page. This eBook is only about personal page growth and nothing else. So below are the tips/guidelines on how to grow your page to at least 1k followers within 14 days going forward. In Addition, it requires work from you.

This eBook is for you if you believe that your engagement rates can be improved and you are willing to invest time.

This eBook is NOT for you if you want quick fixes, tactics and easy way outs.

This eBook is Not for you if you are looking for some easy-to-do strategy. Also, if you are not ready to create more content and you hope to skip a few days of content creation, this eBook isn't for you.

This eBook is also NOT for you if you don't like people naturally and you think it's too much to connect with people, because one of the most important aspects of growing an Instagram account is to be social. To connect with people and be able to let them know that you see them. 

1. HOW INSTAGRAM WORKS



- Instagram expects you to post every single day.

If you're trying to grow on instagram you want to get yourself to become a daily, and on-time poster, you cannot post whenever you feel like and your audience has to expect content from you

Instagram wants you to hold the attention of your audience for as long as possible and instagram rewards you with exposure when you are able to do this effectively on a daily basis

2. PLAY FOR ATTENTION

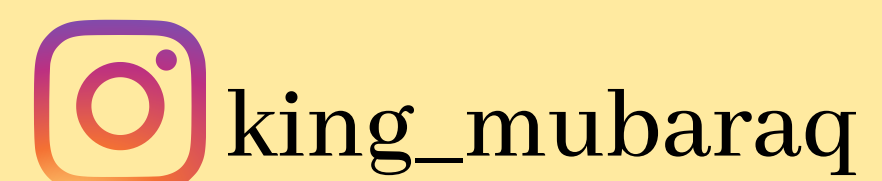
On Instagram you are playing for Attention. People are constantly Scrolling quickly away and whether you like it or not, it doesn't matter if you're unable to stop the scroll.

Attention is what you want, and attention should be what you aim to get with your content. You must grab attention with your content, the cover, the title of your post/video, the first lines of your caption, your overall feed and your profile.

Every piece of content you put out should lead with the intention to capture Attention.

HOW TO GET ATTENTION WITH YOUR POST

- Use Images that capture instant attention
- Stop the scroll with killer Titles and Headlines.
- Engage 20Mins before you Post.
- Speak to the pain of your ideal Audience
- Use Subtitles in Video Posts.
- Lead with value every time.
- Make your Post content Bold and Easy to Read.
- Create Aesthetically pleasing Graphics.



KNOW YOUR NICHE

{NICHE DOWN DEEPER}

- You have to know who you are speaking to with your content and where exactly
- You want to know what the industry Hashtags are, and what the top Accounts in
- You want to Niche Deeper and be Specific as possible as to who will benefit from
- Know the Problems of your Niche and the Major pain/problems you can solve.
- Know your Competitive advantage. What do you do better than others and where
- If your
ideal follower or client was just one person standing in front of you right now,

You can't talk to someone you don't know. If people know you have solutions to their problem, they'll follow you.



THE STRATEGY TO GET 1000 FOLLOWERS IN 14 DAYS.

CONTENT

**CREATE 30
PIECES OF
CONTENT FOR 30
DAYS**

YOUR CONTENT IS THE PILLAR OF THE
ENTIRE STRATEGY

PROFILE

**SET UP A HIGH
CONVERTING
AESTHETICALLY
PLEASING
PROFILE**

YOUR PROFILE IS SO IMPORTANT

ENGAGEMENT

**ENGAGE WITH 105
HIGHLY
TARGETED PAGES
DAILY**

YOUR ENGAGEMENT IS THE SOURCE
{very important}

• KEY FACTS

- Instagram wants you to post every single day
- Daily posting will give you more opportunities to reach more people
- This will tell instagram that your account is alive and breathing with content everyday and Instagram will begin to increase your visibility paired with a high converting profile{post top notch photos}
- Engage with 100 active accounts daily e.g [king_mubaraq on Instagram], the more people see you and get to follow you[drop comments and like pictures on the accounts].



king_mubaraq

• CONTENT.

-WHAT TYPE OF CONTENT SHOULD YOU BE CREATING?



SHAREABLE

Content that people are happy to share. Will usually be Educational ,How-Tos,Motivational,opinionated



SAVEABLE

Content that is packed with Value and people feel like they have to come back to it later.Use lists,diagrams and Infographics



ENGAGING

Content that is both shareable and saveable are usually engaging. So if you want to get more engagement on your posts,you want to work with a combination of both

• KEY FACTS

- The more people engage with your content,the more Instagram pushes you out there
- For instance, if you have 500 followers,Instagram is going to show your post to about 10% to 20% of your followers.The way that more of your followers can see your post is when more people are commenting, liking and sharing your post and this signals to the algorithm that your post is good enough and it gets pushed out to explore feed and homepage for more visibility.
- 5 High coverting contents are Inspirational/Motivational contents[works in every Niche],Educational content[recommeneded],Informational contents,User geneated contents[for product based business,repoting pictures of people using your products e.g fashion niche] and Entertainment contents.

• PROFILE.

-CREATE A **HIGH CONVERTING PROFILE**



A MEMORABLE HANDLE



NAME + INDUSTRY/NICHE

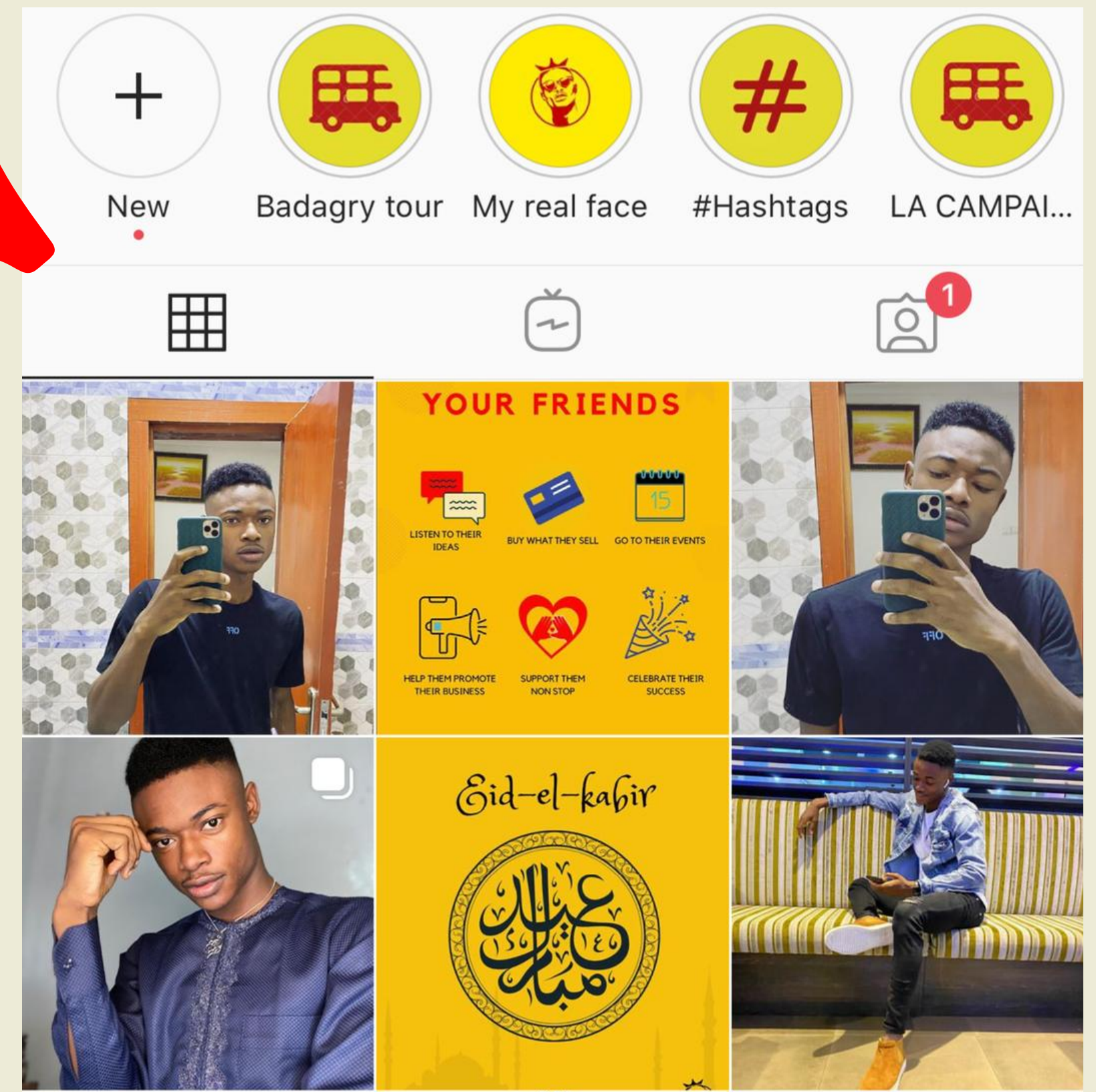
A HIGH CONVERTING BIO

A CALL TO ACTION + LINK IN BIO

• KEY FACTS

- Your Bio must be able to clearly tell people why they should follow you
- A high converting Bio will call potential Followers by Name/Associated groups, and will tell a potential follower how following the page will help them.
- A Call-to-Action in your Bio description is important to tell followers how to proceed with you. If you want people to DM you,ask them to DM you, if you want them to click your Bio link, you have to tell them and make your pleasing to watch,make it beautiful.

AESTHETICALLY PLEASING FEED



• ENGAGEMENT



The 3 Step Engagement Strategy that Works 100%



IDENTIFY YOUR COMPETITION / A LARGE PAGE IN YOUR NICHE

TURN ON POST NOTIFICATION SO YOU CAN ENGAGE WITH THEIR POST AS SOON AS THEY POST

ENGAGE PERSONALLY WITH ALL OF THE PEOPLE WHO ENGAGE WITH THEIR POST AT TIME OF POSTING

DO THIS WITH 10 LARGE PAGES DAILY
e.g [king_mubaraq]



GO TO THE COMMUNITY HASHTAGS OF YOUR NICHE / TARGET AUDIENCE.

ENGAGE WITH THE ACCOUNTS IN THE RECENT POSTS OF TAG SEARCH

ENGAGE WITH THE ACCOUNTS IN THE RECENTS POSTS OF TAG SEARCH

REPEAT FOR 10 OTHER ACCOUNTS IN THE SAME TAG

REPEAT FOR 10 OTHER TAGS IN YOUR NICHE



OPEN UP YOUR PAST POST AND SELECT YOUR FOLLOWERS WHO LEFT COMMENTS

GO TO THEIR PAGES TO ENGAGE WITH THEIR POST. YOU ARE RETURNING THE SUPPORT OF PEOPLE WHO SUPPORTED YOU.

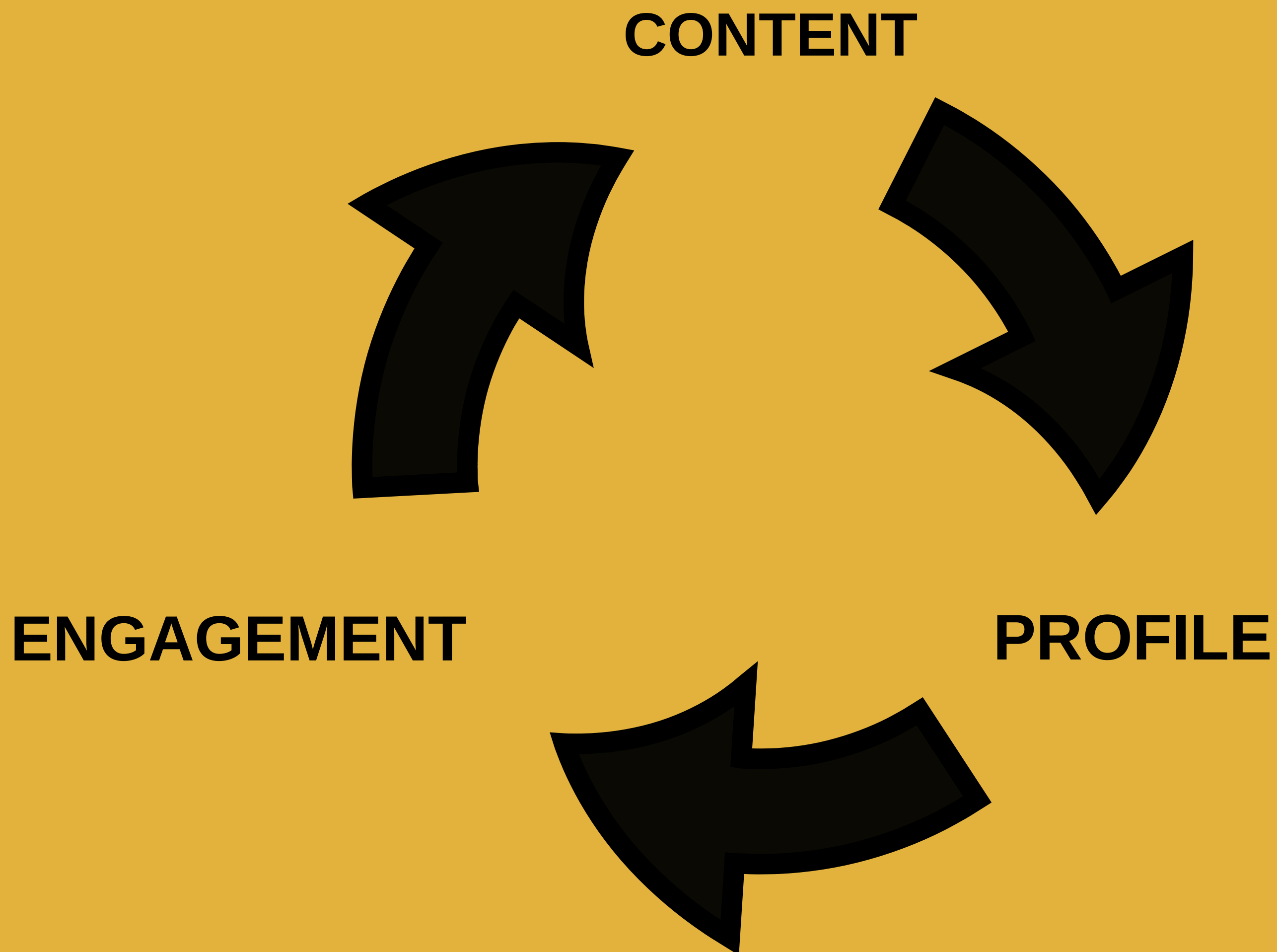
REPEAT THIS FOR 35 FOLLOWERS EVERY SINGLE DAY

DO THIS IDEALLY 30 MINUTES BEFORE YOU MAKE A NEW POST

• NOTE

- You are going to engage with 105 total pages per day
- Begin with 30 pages per day and slowly increase every single day till you can engage with more and more accounts.

• SUMMARY



- These 3 strategies work hand in hand because your bio should correctly explain what your page is all about ,it's the first thing people get to see when they come across your page.
- when engaging with niche accounts,it's the passport to gain more profile visit to your page and the only way Profile visitors can intergrate into followers is when your page creates value or possess pleasing posts and thats where your content comes in place.
- Try this everyday and watch your page grow. My page is 11 months old and i sit comfortably at 32k followers currently...Follow me on Instagram@king_mubaraq if you find this helpful.