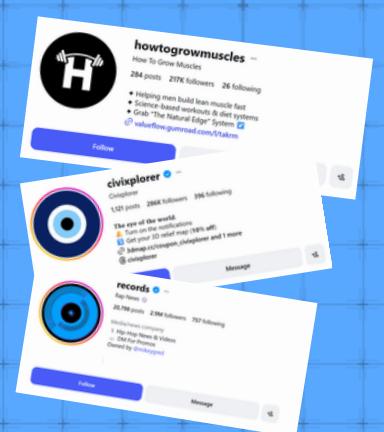


1ST STEP: CREATION

- Determine what brand or niche you want your account to be.
- Create a simple name and logo. Can use AI for name and Canva for logo.
- Create a strong CTA for your bio.



2ND STEP: CONTENT ALIGNMENT

- Find top performing creators in your niche. Look for at least 20.
- The more found the better.
- Follow these accounts and interact with their posts; comment, like, repost.
- Research their top performing posts/reels.

3RD STEP: FEED OPTIMIZATION

- Start with reels. Make your reels tab look like the content that you want to create.
 - This part might take a while. Make sure to utilize Instagram's 'interested' and 'not interested' features.
- Once the reels tab is pretty much all the content that you want to see, do the same with the explore tab and the home feed.
 - This can all be done by interacting with the high performing content that you want to also create.

4TH STEP: FIRST BATCH OF CONTENT

- To start, find 25 videos that have worked for other creators that you can also create.
- Create your first batch of content based on these videos. Your goal is to make content that works, not reinvent the wheel. Do what you know works.
- Post 1-2 times per day until performance picks up.
- Once performance picks up post upwards of 5 times a day.
- Do this until you run out of the 25 videos you made.

5TH STEP: ANALYZE WHAT WORKED FOR YOU

- By now you should see what formats and styles work and don't work. Double down on the ones that do, and do less of the ones that don't.
- Take this into consideration when making the next batch of content, it is key to always be analyzing what performs well.
- If one style of content works better than others, try producing more of those.

6TH STEP: RINSE AND REPEAT

- Continue producing content based on top performance. Do batches of 50 or even 100 now.
- Repeat this for as long as you want the page to grow.

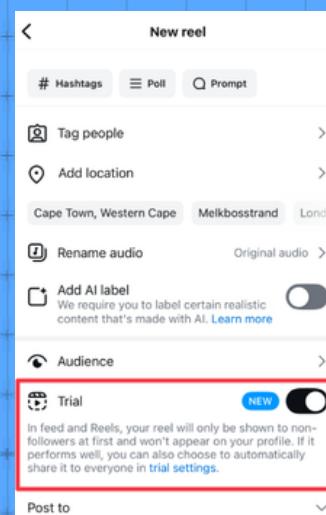
OPTIONAL STEPS TO PROMOTE GROWTH

OPTIONAL 1ST STEP: COLLABS

- Once you have established a constant content cycle, reach out to other smaller brands to see if they would collab post with you. This can promote both of you to each other's followers.
 - Ask if they'd do it for free or a low cost, if not move on, no big deal.

OPTIONAL 2ND STEP: TRIAL REELS

- Trial reels are a great way to test what works and doesn't work.
- If you have a new style that you want to create but don't know if it will perform well, post on trial reels. These allow you to post to a whole different audience than your followers and people with demonstrated interest in your niche.



OPTIONAL 3RD STEP: HIRE OUT WORK

- A lot of times creators will get burnt out of managing accounts, hiring out your content creation can help with this.
- Find an editor who can batch your videos for a week, explaining won't be hard and the time return is super helpful.