

The Down & Dirty Instagram Guide

10-Pages to 1,000 Followers





INTRODUCTION

Getting to 1,000 followers can seem like the hardest task in the world to complete. You have had your account for months and you are barely at 200 followers. After a while, getting to 1,000 followers seems less like a dream and more like a nightmare. However, it is neither of those. Getting to 1,000 followers is a process. The questions below are all the questions I kept asking myself when I started this process.

-Why do you follow people if they probably will not follow you back?

-How do you find the right people to follow?

-Where do you find the right people to follow?

-How do I target my potential followers?

-Does gender, race, and ethnicity matter?

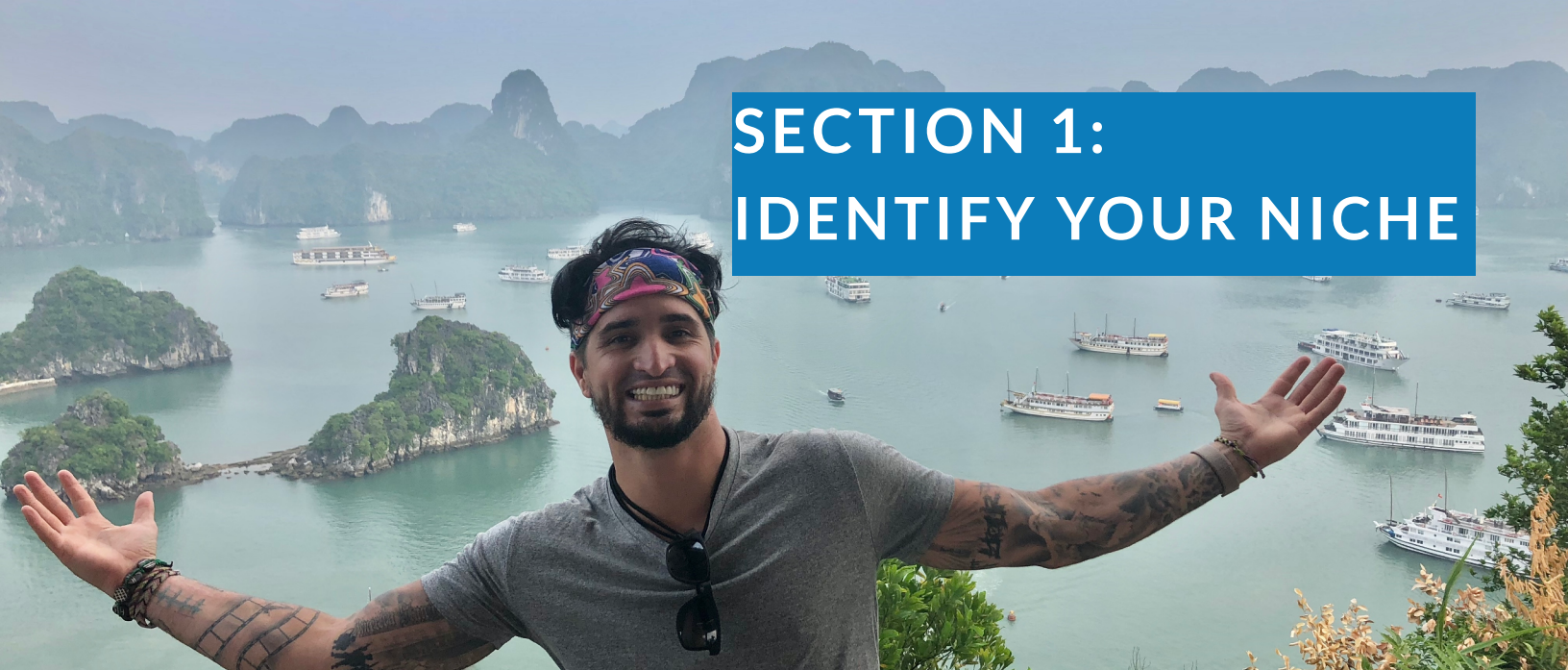
-How long will this process take?

These are great questions but not the question you should be asking. The question you should be asking is:

Why would people want to follow me back?

I am going to help you with that and show you the easiest possible way to get to 1,000 real followers and it can be done in a month. Thirty days is like an eternity in the social media world. Social media topics flow throughout social media channels than I can drink a gallon of milk.

Let us get a few things out of the way before we get started. This way will take effort, time, and commitment. Now, it will not take a lot of any of the those three, but it will take some. It is important that you do not get mad and say this method does not work because you were expecting to push a button and 1,000 followers appear. You can go and buy your followers all you want but that is not going to do anything for your comments, likes, or any other form of engagement. Getting solid engagement should be any influencer, marketers, and or business owners' primary objective. The more engagement you receive the more possible customers you may have. This way will work and has worked for hundreds of people. I would like to say thousands, but I just started teaching this way. Follow the steps and you will be smiling in 30 days.



SECTION 1: IDENTIFY YOUR NICHE

Step 1 is all about your profile. You do not have to have a perfect profile with the perfect pictures, and the perfect bio but you do have to have a profile that identifies your niche. Instagram, Twitter, Pinterest, and Facebook users want to follow people that they can identify with. Your profile needs to make them feel happy and be interested in what you are posting. If you are a traveler and want travel followers, then you need to post travel photos.

If you are a gamer and want gamer followers, then you need to post gamer pictures. This is not rocket science but often the commonsense route is bypassed in social media. A yoga enthusiast who has never played a video game is not going to follow profiles that only have video game pictures on them. Why would they? That makes no sense. What does this mean? This means a travel Instagram user is going to target travelers and a yoga enthusiast is going to target yoga lovers. It is that easy and I will show you how to do this in step 4.

Step 1 Conclusion – Establish your profile in your niche! Move on once this has been accomplished.

A man with a beard and a headband is smiling and holding his mountain bike up in the air with both hands. He is wearing a red and grey cycling jersey with the text "Follow BiggersWorld IT'S WORTH IT!!" on it. He is also wearing red shorts and black gloves. The background is a rocky, forested hillside.

SECTION 2: APPLY CORRECT PICTURES

Okay, your profile is established in your niche now and you are ready to get started. Let us tweak a few more things in the profile before we move on to step 4. Remember, people judge a social media channel in seconds, so you need to have the basics covered. Let us start off with having posted at least 20 pictures. When people see your profile and they only see 2 or 3 pictures they will immediately think one of two things, 1) You are a newbie or 2) You are spam. You do not want them to think either of these because the next button they push is the back button. All 20 should post should be in some way connected to the niche you have chosen.

Next, the profile picture is by far the most important picture on your entire social media profile. This goes across the board on all social media channels. The profile picture is your first impression. First impressions can make or break your account in the social media game.

Make them want to follow you. You have the niche identified, you have some good niche content, now add a great profile picture. Regardless of what you have heard before I am here to tell you that the best profile picture you can put up is one of yourself!! People want to follow other people not a picture of a “hammock on the beach.” Who or what is that? Do not make people search to find out whose profile they are looking at. A nice up-close picture of yourself is perfect.

How do I make a close-up picture of me look cool? Let me show you. After taking your close-up picture let us take your picture to Canva. Canva.com is one of the most resourceful websites I have ever used. This website is all things social media. You can take your picture over to Canva and there you can delete the background. After which, you can add new backgrounds, make your background stand out, and so much more. I would advise you to make it simple and stand out and nothing more. A nice head-shot picture with a bright colored background should do the trick.

Step 2 Conclusion – Put up 20 post related to your niche & spend time making a great profile picture.



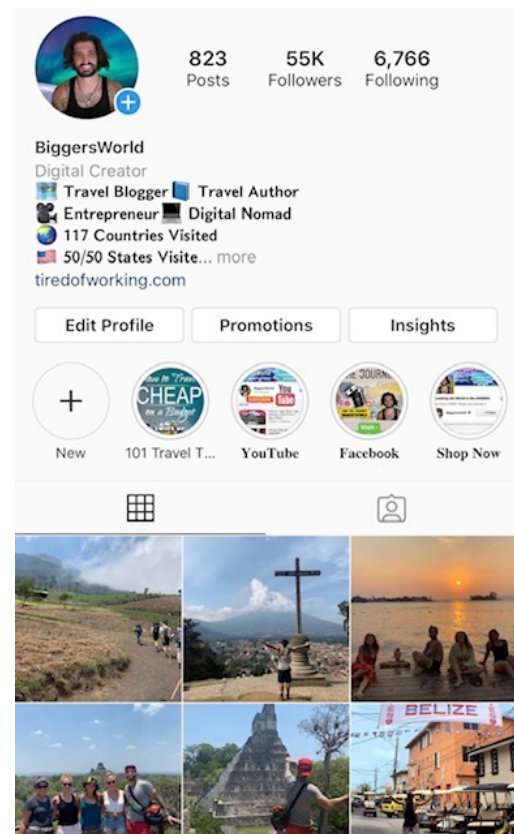
SECTION 3: BIO DESIGN (BE CREATIVE W/EMOJIS)

The bio is an area that can add a lot of extra attention to your profile. Grabbing the persons attention looking at your profile could be that extra amount you needed to get the follow. The bio can only be a few lines but make them count. Utilize emojis and acronyms to minimize the space you need to tell your story.

The example below provides a great example.

Step 3 Conclusion

-- Use emojis and acronyms to save space
and make your bio stand out --



A photograph of a man in a yellow robe, likely a Buddhist monk, gently touching the face of a large elephant. The man is on the right, looking towards the elephant on the left. The background is a lush green forest. A blue banner with white text is overlaid on the bottom part of the image.

SECTION 4: INSTAGRAM TIME!!

Step 4 is where the process begins. You have a niche profile and your profile is equipped with several niche pictures and a great profile picture. Your bio adds extra attention and sets you apart from other Instagram users. It is time to find the right target candidate and get to work. A target is a person that you will use to find your potential followers. The target profile is needs to be someone in your niche with a lot of followers but even more comments & likes. Why are comments so important? Comments are important because the people that comment are extremely active on Instagram and those are the people you want to target. When choosing your target profile be sure not to aim to high.

Let me break it down, do not target a profile that has millions of followers. A good rule of thumb is to aim at a person that has between 10k and 100k and gets 50+ comments. There are exceptions to this rule but for most this a good starting point. Drew Binsky was a target I used when I first started. Since then I have used profile that have had a few thousand followers to a few hundred thousand followers. You will know when it is time to go around the rule. Drew Binsky is a very well-known travel blogger and has tons of followers. He also gets a lot of comments on his pictures which is what I needed. Do some research and find someone in your niche that has a solid following, post regularly, and receives a lot of comments. All of these numbers are suggestions and not rules so keep that in mind. Your target selection may take you a few attempts before you find the usable target profile.

Finally, it is time to start following. The next steps will be followed and repeated several times a day for the next 30 days. It is absolutely imperative that you keep a schedule, and I will explain why this is in the section 6. The following steps I am going to describe is the exact way that I used, and others have used to get thousands of followers.

Every day you will need to do the following steps

- Find your target profile - You can use the same one for a week or so, but you will need to have a couple targets because you will find out that many of the people who comment repeat daily.
- Go to your targets most recent post.
- Click on the profiles that have left comments.
- Go through the entire commenter list and follow each commenter – This may take some time because you do not want to follow too many too fast.
- Do not forget. Remember to like and comment on their most recent post.
- Do not over think. Do not worry about how many followers the commenters have, in all actuality the less followers they have the better because that ensures that they will see that you liked and commented on their most recent post. This means they will most likely follow back.
- Do not exceed 20 of these an hour at first. The algorithm is ridiculously smart, and I assure you that the moment you think you are smarter than the algorithm, you will end up with a 24 hour ban from Instagram.

Repeat the process 4-5 times a day. Schedule Section 7

Step 4 Conclusion – Acquire Targets





SECTION 5: CONTINUE THE PROCESS

As you continue this process, each week you can add a few more followers an hour. The more engagement your profile is getting the more engagement you are allowed to give out. Remember, incoming engagement is receiving likes, receiving comments, having people follow you back, and posting more content. All of this you will begin receiving as you gain more followers. When I started, I set reminders on my phone to ring every 2 hours to remind me to take 5-10 minutes to do my follows, likes, and comments. After a week this will become routine and take no time at all.

Schedule Example

12pm – Follow 20 people that have commented on your target profile most recent post, after which you will like and comment that person most recent post.

2pm - Repeat

4pm - Repeat

6pm - Repeat

8pm – Repeat



SECTION 6: ALGORITHM LIFE

While trying to understand the Instagram system and Instagram algorithm the number one goal is not to get flagged. A ban last for only 24 hours but can really piss you off when you are on a roll and have the momentum. Just keep in mind that as soon as you can start again to not repeat the same mistake and continue the process. If for some crazy reason you get flagged the first day, simply reduce the numbers to 10-15 an hour and continue. Remember that YOU are the only thing standing in your way of getting to 1,000 followers or adding 1,000 more followers.

Figuring out the Instagram algorithm is like trying to find the “Fountain of Youth”. Meaning that it is super hard to figure out and there is no reason for you to even try. It changes often and only the computer programmers doing the work know how it works. Do not believe a single person that says they know the secrets to the Instagram algorithm because they are full of crap. If they did, they would have millions of followers and would not have the time to be trying to hustle you for more money. One thing has become clear to any successful Instagram user and that is the algorithm rewards consistency. The more engagement your profile receives the more you are allowed to give out. As your profile grows your engagement will grow as well.

Step 6 Conclusion – Stop Trying to Figure Out the Algorithm



SECTION 7: STICKING THE 30 DAYS *NUMBERS DO NOT LIE*

This is a process that takes time. A schedule needs to be developed and kept. If you implement the profile suggestions I mentioned above and keep to the routine, then you will be successful. Do not give up after 5 days into the process and complain that it did not work. This process is 100% successful if implemented correctly. I did not say 95% or 99% but 100% of people will be successful and reached their goals when done correctly. Let me lay out the numbers so nothing is left for chance and you can be 100% confident in this process. The equations below will demonstrate potential outcomes.

Week 1

20 follows 5 times a day 7 days a week = 700 follows

30% follow back (very obtainable) = 210 follows for week 1

Week 2

25 follows 5 times a day 7 days a week = 875 follows

30% follow back ————— = 262 follows for week 2

Week 3

25 follows 5 times a day 7 days a week = 875 follows

30% follow back ————— = 262 follows for week 3

Week 4

30 follows 5 times a day 7 days week = 1,050 follows

30% follow back ————— = 315 follows

Week 1 (210) Week 2 (262) Week 3 (262) Week 4 (315) =

1,049 Followers Received

Step 7 Conclusion – The Process Will Work

This process will take no more than an hour a day to complete, if an hour a day is too much for you to put towards this goal then getting to 1k is not your priority.

Smile and feel proud because you are about to have 1,000 followers that are actually interested in you profile!



**DON'T BE AN ELEPHANTS BACKSIDE
"COMMIT TO THE PROCESS"
IT WILL WORK!**