

The Instagram Success Sheet

from YourBestInsta.com

In my Million Follower Immersive I break down IG Success into three categories: Story, Show, and Share. Story is your brand – how you make yourself a unique and compelling presence. Show is your production – how you shoot and post amazing, must-follow content. Share is your marketing and monetization – how you grow tons of followers and make lots of money off them.

So you need to think about all three. Your brand needs to be clear, unique, and compelling. Your production needs to be frequent and result in amazing posts. And your marketing and monetization need to be informed, thorough, and constant.

In the Story module of the MFI (Weeks 1-3), I cover three basic elements: 1) your brand, 2) your business model, and 3) your profile. Your brand is what makes you unique. It includes your past, your interests, your ambitions, your wardrobe, your locations, your aesthetic choices, and more. Your business model is basically how you plan to compete. You need to look at the models you admire and learn from them. You need to understand how your profile is going to lead to money-making. And you need to know your assets and how you're going to use and show them off as effectively as possible. Finally, you need to fashion your profile (name, bio, link, and highlights) so that you have as high a conversion of visitors-to-followers as possible.

To help you figure out what to write in your profile text, I've broken it down into five categories: Who, What, When, Where, and How. Who is your name, and this should be different than your username. What is what you do, what your page offers. When is any upcoming event people can see you in, so it provides follow incentive by saying "follow me now so you can hear about this cool upcoming

thing.” Obviously, you’ll want to change this with some frequency. Where is anywhere you appear outside your main IG page. This can be press you’ve gotten, a second page, or a particular link you want to highlight. And How is your Link in Bio, or how people can see more of you. All in all, your profile needs to make you seem like a real, compelling, must-follow person.

For your link in bio it is currently recommended that you use a linktree or allmylinks equivalent, a bit.ly that redirects to one of these, or a personal website. All these pages should have a few links (for example your OF, your TikTok, your Twitter). Do not link directly to Onlyfans in your link in bio!

In the Show module of the MFI (Weeks 4-6), I go over planning, producing, and processing your content. All three of these steps are super important. When planning a shoot, you need to consider all the different kinds of content you need, and for this I recommend “shooting the outfit.” For each outfit you get in, get as much content as possible. You also need to choose great wardrobe, location, props, etc. In terms of production, your content has to be well-lit and highly aesthetic. IG is all about aesthetics (way more than OF). So you need to take great pics and vids that show off your assets! Finally, in terms of processing, you need to learn the basics of touching-up and body-shaping your photos because it will really help your content get the likes.

Finally, there’s the Show module of the MFI (Weeks 7-9). This is all about achieving huge growth and monetization. You achieve growth in three ways: 1) trades, 2) promos, and 3) natural growth.

In terms of trades, this means SFSing with other pages. Ideally the pages you trade with have a similar aesthetic to you. You can do story for story or page for page or story for page (depending on your relative size/engagement). Finding good pages for trading is very valuable, and I can help you do that through the YBI SSC.

In terms of promos, this can be from other models or from collection pages. Telegram and Shoutoutexpress are good resources for finding promos, as is the YBI SSC. To find promos:

- Go to models you like and look at the “tagged” photos of them - what other pages are posting them? Usually promos from models are nonpermanent but promos from collection pages may be permanent.

- Ask pages you like if they offer promo.

- Go to the Explore page and see what shows up. These pages are doing well and are not shadow-banned (as they are showing up on the Explore page). DM pages you are interested in trading or buying promo from.

Do not purchase promos that promise a number of followers. These are usually fake. Also, always assess the quality of a page prior to purchasing. Does their engagement seem real or are they using bots? Look to see if the pages that are liking and commenting on their posts are actually following that page. If they are not they are likely buying engagement. I give all my MFI students access to my Golden Formula for Assessing Ad Value, which is a very valuable tool because it helps determine the actual “View/Dollar” you can expect for a page.

Backup pages can help you grow. You can have multiple pages at a time that have either the same or different content.

It does not matter if you are on public or private for growth (unless your page isn't that good yet, in which case you should be on private and work on your content).

It does not matter to growth if you are personal or business. The advantage to business is that you can do swipe up after you hit 10k. The other advantage is you can have insights that give you statistics on your following. You can only be on private if you are personal.

I don't recommend Instagram promotion (paying for boosted posts). Since you are selling sexy content I don't think you want to call attention and potentially make IG liable for your ad. There are so many accounts with mostly male followers, so your target audience isn't hard to find. In other words, buying promo from and trading with other models is your best bet.

You will get natural growth if your page has a high conversion rate. This means that a relatively high number of visitors end up following you. If this happens, Instagram will think you have a good page (as long as you don't have too many reports and get shadow-banned), and thus start suggesting you to other users.

On that topic, be sure and review my DO NOT list for what to not put on IG. This will keep you from getting deleted. I also go in depth in my MFI how to keep from getting deleted. NONE OF MY FORMER STUDENTS has been deleted. It is completely possible to post sexy content on Instagram, not get deleted, and grow into the millions of followers. You just need to follow the rules!

There's a difference between natural growth versus paid or trade growth. Natural growth is when your profile comes up as a suggested profile when someone hits follow on another page. This is the largest form of natural growth. The second largest form of natural growth is showing up in the Explore Page. Both of these kinds of natural growth will happen to you if you can have a highly converting page that does not get a lot of reports (and thus get shadow-banned).

For optimal natural growth and engagement you should post once a day (photo, reel, or video), post something in your story every day, and go live sometimes (this helps show you are a real person and not a bot to the algorithm).

Interestingly, it was reported in early January 2021 by BusinessInsider.com that Instagram had recently reached out to some exclusive influencers and told them how often and what they needed to post to boost their growth. Here's what Instagram recommended:

- 3 in-feed posts a week (including Reels or IGTV posts).
- 8 to 10 Stories a week (and at least 2 a day).
- 4-7 Reels a week.
- 1-3 IGTV a week (including Instagram Live).

Good luck!

