

**YOUR GUIDE TO**

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# **ULTIMATE INSTAGRAM GROWTH**

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**THE STEP-BY-STEP GUIDE TO EXPLODE YOUR INSTAGRAM**

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# ***You're in.***

*I know that you have review our IG Elites Academy because you are serious about **growing your Instagram.***

*Keep it somewhere **special.***

*I am going to give you **all my tips** to improve your reach and grow your Instagram business. I studied several courses, books and growth strategies in the last months to build this step-by-step guideline for you.*

*We're going to cover **everything**: From how to reach new followers, choosing the optimal hashtag strategy and how to setup advertisements to skyrocket your growth.*

***Follow the steps and I can assure you will explode your feed.***

*I am going to keep it **simple** because I want you to be able to implement my tips on your own Instagram feed **quickly.***

*Ready for the start of your own Instagram business?*

*Let's go and have fun!*

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# CHAPTER ONE

# 1

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# INTRODUCTION

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## 1 Introduction

DEAR FOLLOWER OF THE **IG Elites Academy**.  
FIRST OF ALL I WANT TO SAY **THANK YOU** FOR  
DOWNLOADING THE IG ELITES APP FOR YOUR  
FUTURE **SUCCESS IN INSTAGRAM**.

WITH THE INSIGHTS OF THIS CHEAT SHEET  
YOU GET A FIRST TASTE WHAT YOU ARE  
MISSING WHILE GROWING AND MONETIZING  
YOUR PAGE.

THE FULL VERSION OF THE ULTIMATE GROWTH  
GUIDE WILL BE ABOUT **75 PAGES** AND  
INCLUDES **BONUS TOPICS** SUCH AS **FACEBOOK  
ADS, MONETIZATION STRATEGYS** AND A  
HIDDEN FREE **SHOUTOUT CODE!**

THANKS A LOT IN ADVANCE, ENJOY READING  
YOUR FREE CHEAT SHEET AND **SEE YOU  
SOON!**

**KEEP HUSTLING & MONETIZING FRIENDS!**

**CHAPTER TWO**

**2**

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**CHOOSE YOUR  
NICHE**

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## 2 Choose your Niche

**This is the first and one of the most important steps.** In order to be successful on Instagram you have to choose a **successful niche**. Cause I am focused on business and finance related niches, I also advise you to orientate yourself in this direction. The type of niche you choose will determine the money you will make in the future with your own Instagram business. For additional information, the business and finance niche is the **second most profitable** niche of Instagram.

Always remember to choose a **meaningful username** that sounds similar like the niche you are working in. If you are in a business-oriented niche, choose a username like **“businessdaily”, “businessmoney” or “businessfacts”** in order to attract new followers who are looking for business facts and knowledge. Short and precise usernames without dots and underlines should be favored.

It should be added that you could also modify your usernames with relevant keywords from other niches, which are related to your niche. The more precisely and accurately your name fits to the niche you are working in, the higher is the probability that potential followers will find what they are looking for by researching "business content" or similar in the Instagram search box.

The username of my first account was **billionairebullclub** and I will tell you why I chose this username. The term **“billionaire”** is a generally common keyword in the business niche and everyone who wants to start a business wants to make money. The term **“bull”** represents the upswing in the stock market that is generally known as bull

market. Last but not least the term “**club**” should give the followers the feeling to be a part of an privileged club which makes them feel more valued.

To keep the followers on your site and don't lose them to other pages you have to set **the barriers to exit** of your account as high as possible. The so-called “barriers to exit” originates from the business industry and prevents companies from exiting a market in which you are currently working in. If you want to keep these barriers as high as possible, you need to build your own brand, which is made up of several factors such as a unique username, a recognizable logo and of course viral content. By considering these important factors, which we will discuss in more detail later, you will be able to stand out from the crowd and scale your Instagram business to unbelievable success.

After I realized how important a good username is, I created a second account named **philrypz**. I will scale both to moneymaking machines in the years coming. Especially my second account will launch like a rocket due to its unique name and high recognition. I will start growing it in **2020** on Instagram @philrypz – follow the journey! Why am I not starting earlier? I am going to scale my main account to 1M by 2021 according to my current planning. I will prove that anyone can scale their account from zero – 100.000 followers with the help of the IG Elites Academy.

An important note at this point is that you should **not** match your name with your username. In order to get new followers through the search engine of Instagram you need to focus the name itself on business-related key words. Here are some idea of how a good name can look like:

Business | Entrepreneur  
Mindset | Business | Motivation  
Motivation | Success  
Entrepreneur | Growth | Business

Check the settings in Instagram, where you can specify your name. By choosing these keywords, you will be seen more often in the search results from potential followers. You should use one or two matching Emojis at the end of your name in order to finish it with a professional impression.

## 1.1 Secrets To Know:

### 1. **Post what your customers want to see (viral posts)!**

What motivates and inspires the people most?

What don't they like?

What are their biggest struggles? What are they trying to achieve?

### 2. **Post about what you are good at!**

What do you love to do/create?

What is your story?

What is your flagship product or service?

### 3. **Post about topics, you want to be known for!**

With all the above in mind, choose between 1-5 topics - for example business, finance, money, investment, entrepreneurship and post about them regularly. This will help people to understand what your account is about and it will also help you to organize your content.

**DONE!**

### 3 Choose your Style

How do you want your overall Instagram feed to look like?  
**No idea what style to choose?** It's okay, try this:

Look at the accounts in your niche (best-case you choose the biggest and most successful accounts in your niche) and analyze their style/color scheme, the type of posts they share and how they use the color powerful in the posts.

**YOU HAVE TO UNDERSTAND THAT YOUR COLOR EQUALS YOUR SIGNATURE LOOK AND THIS EQUALS YOUR BRANDING.**

Almost all successful Instagram pages stick to a color palette (mine at [billionairebullclub](#) is orange/white). Sometimes you might not even notice it, but psychology proves that people prefer **standardized procedures/pages**.

To get an overview, which colors you can choose and what they stand for I made this list for you:

- Yellow = Optimism (e.g. McDonalds)
- Orange = Friendly (e.g. Fanta)
- Red = Excitement (Netflix)
- Blue = Trust (Facebook)
- Green = Peaceful (Starbucks)
- Grey = Balanced (Apple)

It might be one color that pops in some photos, here and there, throughout the feed. Yet that one color makes the complete feed flow. Remember this and stick to your color! Sometimes it is a combination of multiple colors that create an entire vibe.

Important note: Always choose **two** colors for your text that you stick to. Choose a **third** color to attract attention, such as red, which you can use every week once to vary your posts and keep your followers attracted.

Do you already have colors for your brand?

**GREAT!**

If not?

**GET YOUR ASS UP AND DEVELOP  
A UNIQUE COLOR SCHEME!**

You have to understand that fonts are fundamental for the success of your page. Fonts have the power to make your feed look **unique or messy**. Your text should be easy to read and have his own writing style (mine is a secret).

An easy-to-read text stands out. For example, people will be scrolling down on the explore page and your easy-to-read quote will get their attention in a hell of photos and videos.

The easiest way to make your feed look clean is by **creating templates**. Choose one font, font size, color and stick to it. If you decide to use more than one font, make sure they go well together. I would recommend to choose only **one** font as I do to maintain the structure of your site.

Tools to find/create fonts:

- Google Fonts
- 1001 Fonts
- Canva

- Powerpoint
- Creative Market
- Photoshop

## 4 Choose Your Postings

In every niche there are several topics you can post about. If you look on my page and compare it with all the other business pages out there, you will notice that my content focuses on high definition images and exclusively viral posts that are not older than one or two days. You are probably wondering why? This is how I make sure that my posts get a minimum of about 3000 likes and therefore also increases my engagement rate which is the main source for generating followers.

The engagement rate describes the relationship between the total amount of followers you have and the amount of followers who interact with your posts. The higher this rate is, the more organic followers you can generate. It can be summarized that a weak engagement rate is between 0 - 1%, a regular engagement rate between is 2-3% and a great engagement rate above 5%. I am able to maintain a continuous engagement rate with my main account (current size 80.000 Followers) of about 6-7% which is very much above the average. In order to learn how you can keep your ER as high as possible you should read the chapter "engagement groups".

My content I post about consists of topics like business ideas, inspiring and motivational quotes as well as investment related subjects. At regular times, I change the topic of my post so that variety and tension is created for the old and especially the new followers.

In order to make your followers pay attention to your postings, you should follow the steps to reach the maximum amount of existing and potential followers.

### **Trick 1: Implement Standardized Posts**

Implement an interval with standardized posts that you upload over and over again. This strategy is also famous as “**hero post strategy**”. The so-called hero post is intended to create a standardized effect and clear structure in your account. You probably wonder why? People prefer standards if these standards meet their expectations. This strategy allows you to keep people attracted to your content at a certain time of the day and thus create a high level of loyalty. With around 50.000 followers I’ve uploaded a new business idea in every 3<sup>rd</sup> post.

As I mentioned before, people love it when they have standards they can trust. Why do people always buy apple products? Because they know which value they get by apple! For this reason you should create a pretty decent standard at your account that is equivalent to apple in the mobile phone business.

Ask yourself these questions before posting random posts:

- What is your account known for?
- What do you love to post about?
- What’s your specialty?
- What makes your postings unique?
- Why exactly should I follow you?

All I want to say is that you should **post with purpose**. Every post you create should help you towards achieving your goals for your Instagram business.

## **Trick 2: Post About The Interests Of Your Followers**

What motivates and inspires the people? What don't they like? What are their biggest struggles? What are they trying to achieve?

A good start for trick 2 is to repost viral content. Take a look on the famous pages in your niche and try to highlight the content that has already gone viral the recent days. Why shouldn't this be the same case for you? This way you know exactly what your followers want to see and additionally you can win new followers at the same time with proven content.

## **Trick 3: Post about the products you want to sell**

Put yourself in the shoes of your customers. If you were on the market for a product like the one you are offering, what would you want to see in order to buy it?

Always represent your products and other offers in your stories. When you sell a coaching call, **upload the customer feedback in your story**. That builds trust to the community and will give you a bigger chance to receive your next sale.

**One of the most important parts of Instagram sales are the proofs to your future customers. You have to be**

**able to show them that your service is reliable and that they found a trustworthy seller to work with.**

Especially in Instagram it is very difficult to build trust, which makes it even more important for you to establish a high level of trust with your account, so that your products are recognized for quality and above average performance.

Different kind of proofs can be helpful to achieve new customers. If you have made a sale and you want to sell your followers a course about “how to make money with shopify”, you should upload the screenshot from the money you received with your sales. It can be so easy if you use small but effective psychological tricks.

If you are looking for a certain posting time strategy for your page, I would recommend you to align your posting times with the times of the highest engagement (check your insights) on your Instagram channel. Generally, I try to upload my posts three times a day at 05:55 am, 08:55 am and 11:45 am (EST).

### **Now you're probably wondering why?**

Basically, if you post between the 6 hour timeframe you are more likely to reach the whole world in the shortest period of time within a day. If you look at the time shifts between each country, you will notice that at 05:55 pm (EST) almost everyone is awake, except for the citizens of the united states (I call them cash cow followers). 3 hours later at 08:55 am everyone is still awake and our favorite cash cow followers just wake up and move to work. Finally yet importantly at 11:55 am all over the world people will get

home to take a break from the day while the americans are still working hard and checking their Instagram feed at the lunch break.

The strategy is designed to achieve the **highest number of potential followers** with the least effort you could put in. However, you should always post shortly before 06:00 am, 09:00 am and 12:00 pm in order to take part in the engagement rounds (which usually begin at this times) and get your freshly uploaded post a high engagement.

My recommendation is to pick a schedule that works for you. You should post everyday maximum 3 times and minimum 2 times in order to get the algorithm into work and grow your followers. If it is not fitting into your schedule, you can also post 2 times a day at 03:00 pm and 06:00 pm. The key to grow your account from zero to hundred is **to be consistent**.

## 5 Choose your Hashtag Strategy

Now you know the basic principles for your Instagram business. Let's move on to the next step, which is crucial for your success on Instagram. The hashtags are used by people to find related posts, gather news or actually find your account through the search engine of Instagram.

You have to view hashtags as a kind of free advertising, as you can reach 5000, 10000 or even 20000 depending on the hashtag strategy you use. You want to know how the hashtags work? If you use hashtags the following situation can occur in your favour:

- Your posts can be in front of the right eyeballs

- Your posts can appear on people's home feeds (if they are following a hashtag you are using)
- You connect with communities
- The Instagram algorithm becomes friends with you
- People can find you because your posts are searchable
- You can get featured on other people's accounts

So which hashtags should you use in order to get the maximum reach for your account size?

**First rule:** Never use the maximum of 30 hashtags in your posts. Why shouldn't you do this? Have you ever been blocked by Instagram because of commenting or liking too much? That's how the Instagram algorithm works. If you spam the system, the algorithm reduces the range of your account and also the range of your hashtags. My personal recommendation would be to use about 18-24 hashtags. If you reach a certain size with your account you can reduce it further and focus on big hashtags.

**Second rule:** Use a mix of hashtags where you use small, middle and big hashtags. I recommend to use 70% small, 20% medium and 10% large hashtags. What's the meaning of this? Usually small hashtags are defined as hashtags which are used in 10-50k of posts. At the middle range you'll find about 50-300k posts. Last but not least the big hashtags are the ones used by every page and have a reach of above 300k posts. Which hashtags should you use? Continue reading until the end of the chapter!

**Third rule:** Always refer your hashtags to the current posts and vary your hashtag setups. In order to be flexible with your setups save at least 3 different hashtag sets, which you can vary in relation to your posts. If you have a good

set of hashtags where you reach about 2500-10000 people, you find a good setup to work with. I would leave the core of the hashtags in place and replace up to 5-10 hashtags with new ones, which are focusing on the content you post. The more often you use the same hashtag set, the more often you should also change the order of the hashtags, as this will be considered as spam in the worst case.

**Example:** If you upload a new businessidea, your first hashtags should focus on the content and look like “businessidea”, “businessideas”, “businessidea101”, “businessideadaily”. The algorithm will link the hashtags to the content posted and extend the reach of your hashtags. Facebook uses a tool to analyze the content of the posts and links it to the hashtags from top to bottom ranked. The more precise and according to the posts your hashtags are, the higher your range will be.

## 6 Youtube: IG Elites Academy

<https://www.youtube.com/channel/UC7DovjE2yNZi28NgCIk56Aw>