

JUMP START YOUR Instagram



**How To Rapidly Attract Followers
& Grow A Successful Page**

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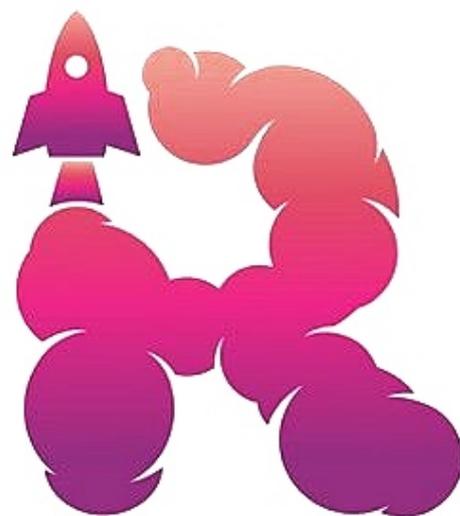
GO GET IT!

ROCKET FUEL

Whether you're an Instagram newbie or a seasoned power user, this guide has plenty to offer.

From knowledge bombs that will entirely change the way you think of Instagram, to actionable tools and tactics you may have never considered.

But before you dive in, I'd encourage you to ask yourself a few questions...



Why exactly do you want to build an Instagram presence?

What are you hoping to get out of it?

What impact will a hugely successful Instagram page have on your business and/or life?

Having a clear, concise answer to those questions is the rocket fuel to your Instagram growth journey.

Without it, you'll never take off.

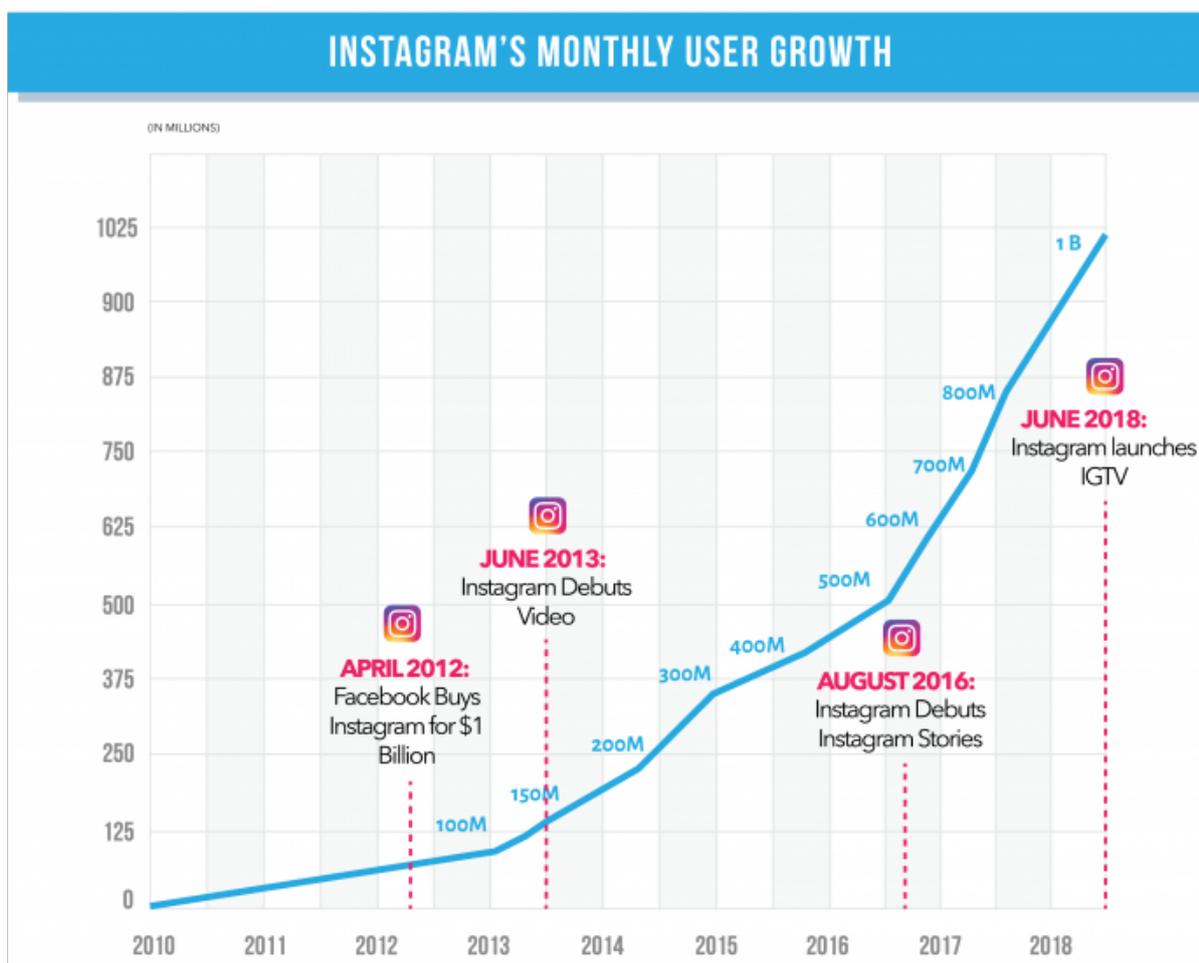
If your heart rate goes up and you feel a slight twinge of excitement when you answer those questions, then you are in the right frame of mind for success.

WHY INSTAGRAM

Let's face it, Instagram has been the hottest social media app for the last three years, and is showing absolutely no signs of slowing down.



...And that's exactly why you're here reading this guide. You know what having a successful Instagram page can do for your business, your brand & your life.



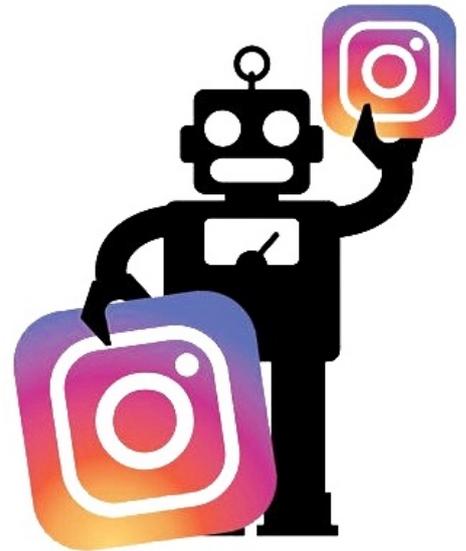
Bottom line....

If you want your business or personal brand to be taken seriously, you need to have a dominant presence on Instagram. It really is as simple as that.

DON'T BE LIKE MOST PEOPLE

There are no shortage of 'quick fix' tactics to gain followers on Instagram.

**Most people like quick fixes.
And those people always fail with their attempts to grow a successful page.
ALWAYS.**



The most common quick fix is the use of a BOT.

BOT's are 3rd party apps that can add fake followers, likes & comments to your posts.

They are also used to engage with other posts on your behalf and even follow/unfollow other accounts.

Listen, the top dogs over at Instagram HQ know exactly what you are doing, so as soon as your account is connected to a BOT, they will dramatically reduce your organic reach per post for up to 3 years (yes, 3 years!).

I know it's tempting to use the BOT's when you're desperate to grow, but you are doing your account so much long term damage.

AVOID AT ALL COSTS.

IS YOUR PAGE A LEAKING BUCKET?

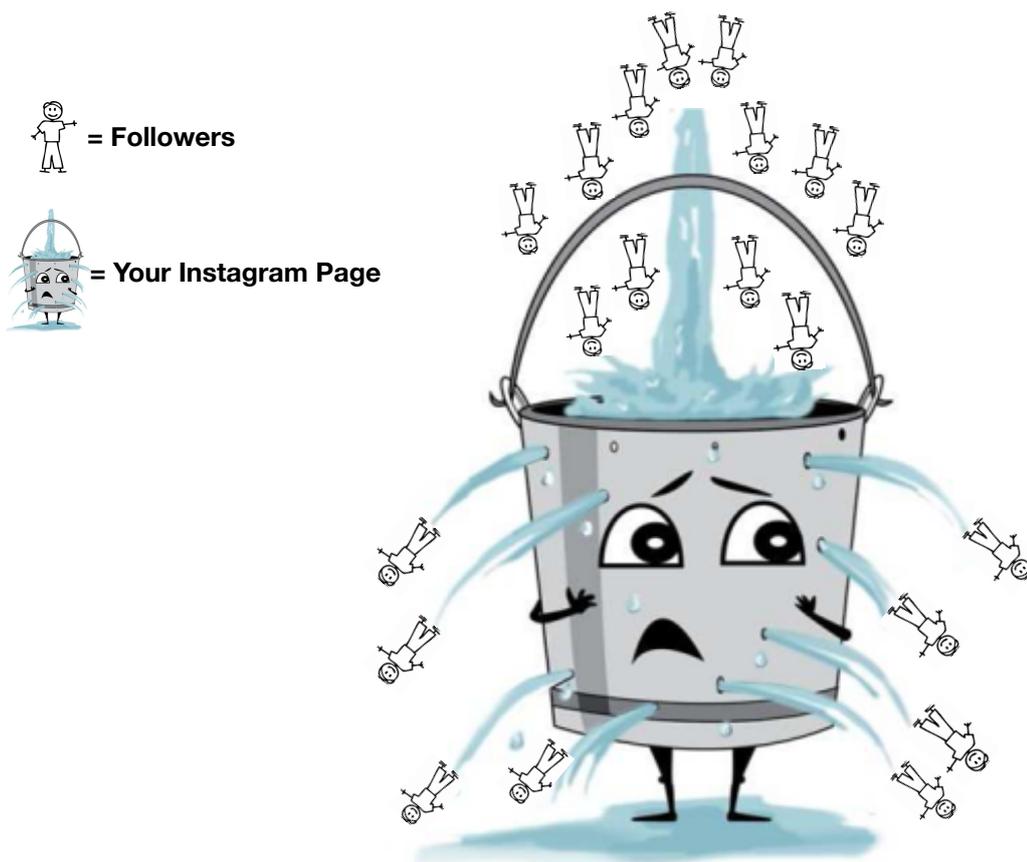
There are other quick fix tactics, which are absolutely fine, such as...

...Paying for 'shout-outs' from big pages/influencers, or 'Boosting' a post via the Ads Manager.

These have the potential to work well if you have the budget.

However, if you don't have foundations in place and your content doesn't resonate with your target audience, your Instagram page is essentially a bucket full of holes.

**You'll get followers coming in, while even more fall out!
Meaning you never grow!**



WHO IS ADAM CAM

**So what makes me
qualified to write
this guide?**

**And why the hell should
you listen to me?**



**Well, I've amassed an organic Instagram following of 380,000
in just under 2 years, with an engagement rate that would light
up the eyes of any influencer and business owner.**

**The success of my page has allowed me to quit full time work,
start my own business, and live life on my own terms.**

**I've now made it my mission to cut through all the bullshit &
misinformation on how to be successful on Instagram...**

**...And I help small businesses and influencers grow their
Instagram pages and dominate their market.**

**Ok that's enough about me.
This ebook is about helping YOU to grow YOUR Instagram
page!**

So let's get into it...

YOU READY TO ROCK N ROLL?

Over the next few pages, you'll be introduced to the art of growing a successful Instagram profile that attracts your ideal followers organically, authentically and continuously.

It's what I've learned on my journey over the last 2 years through research, geeking out on algorithms...

... And most importantly TRIAL & ERROR.

What took me almost 6 months to figure out, you'll learn in the next 5 minutes.

However, if you are expecting to get 10k followers without putting in any kind of effort, then you may as well stop reading this right now.

The strategy I share with you in this e-book is not a quick fix.

It's the a foundation to building a fucking epic Instagram page.

It'll open up the flood gates to endless business opportunities and attract followers who love you and your brand.

If that sounds good to you, read on...



PICK & STICK

You've all heard the old sayings...

“Try to please everyone, and you'll end up pleasing no one”

“Jack of all trades, master of none”

These couldn't be truer for modern day Instagram!



If you cast your net wide, and try to satisfy every person of the population with your content, no one will really resonate with what you are posting and they'll have no real interest in following your page.

Likewise, your existing followers will lose interest and be less likely to engage with your posts.



PICK a theme, PICK a specific audience, and STICK with content tailored specifically to them.

Otherwise you'll end up like this, and no one will really give a shit about what you are posting.

FEED YOUR AUDIENCE WHAT THEY DESIRE

**Now that you've picked an audience
and a theme, here's the harsh
reality of the online world...**

No one cares about you.

**They only care about the VALUE you
bring.**

**The more valuable you are perceived
as being, the more you'll get
what you want.**

Read that over and over again



Look at the picture above...

**Do you think the Crocs would be so excited if there was a piece
of broccoli being dangled above them... NO!**

The same goes for your followers...

...FEED them what they DESIRE on a silver platter...

...and they'll keep coming back for more!



HONE YOUR SENSES

...Ok, but how do you know exactly what your audience desire??



You're not a mind reader right!?



You don't need to be!

Being successful on Instagram is much like being a comedian. You have to quickly understand your audience, and your engagement with them is vital.

If a comedian fails to understand their audience, they'll get booed off stage, and may even get a few tomatoes thrown at them!

In order to avoid this, they need to know if their audience is laughing at their jokes, and they need to know this in real time.

They do this by...

...WATCHING the reactions to each joke. LISTENING to the laughter. And FEELING the energy of the crowd.



Pro Tip

Engage with your audience regularly, ask them questions, & get a 'feel' for their energy. Look at what the followers of your competitors are saying. WATCH, LISTEN and take notes.

**Once you know their problems, pain points & desires...
...Go and be their saviour!**

LOVE AT FIRST SIGHT

Whether you're a believer in love at first sight or not...

...I can tell you that it very much exists on Instagram.

When someone lands on your Instagram page, they perform a '10 second scan.'



The 10 second scan consists of:

A **2 sec** look at your Profile Pic

A **4 sec** read of your Bio

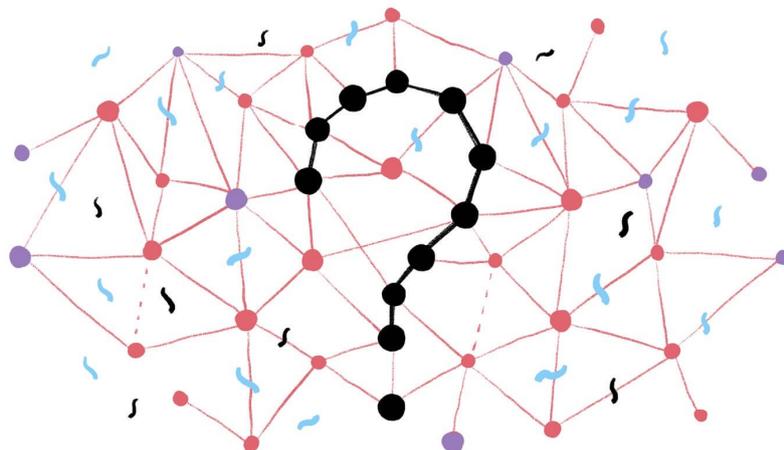
A **4 sec** glaze over your First 9 Posts

Only after this 10 second scan do they make a decision on whether or not to actually bother checking out your content in more detail...

...And more importantly hitting that 'follow' button.

How to massively increase the chances of them doing that is by ensuring your profile pic, bio and content clearly show what you are about, and the **BENEFITS** they'll get from following you.

ALGORITHM HACKS



For the last few years the Instagram algorithm has been causing so much confusion, frustration & headache for people on Instagram.

There's a belief out there that the algorithm is making it harder than ever to reach target audiences, get more followers, and improve engagement on your posts.

To that, I call Bullshit.

It's absolutely no coincidence that the people who complain about the algorithm are the owners of accounts that never grow...

...And the people who embrace the algorithm and study it, are the proud owners of accounts that are flourishing!

Good news for you, is that I stay up at night studying the algorithm and spend most of my time geeking out about it.

Here are a few of my findings that you may find useful...

CONSISTENCY



A consistent posting schedule not only builds expectation & anticipation amongst your followers (which is the key to Instagram growth)...

...But it is also recognised by Instagram and rewarded by increasing your organic reach by up to 35% (YES 35%!!)

What does being consistent mean?

Post on the same DAYS at the exact same TIMES and COMMIT to it.

It doesn't matter if it's 4 times per week or 7 as long as you keep the days the and posting times consistent every week.

For example:

Posting Days: Mon, Tue, Thurs & Fri

Posting Time: 5pm



KEEP EM GLUED

The longer you can keep your audience looking at your post, the higher ranking it'll get with the algorithm.

The more 30+ second views your post gets the more it'll get shown to the rest of the World.

You can "keep em looking" by writing a long form caption, that is well spaced out, entertaining and provides a lot of value.



Pro Tip

Use more than one photo per post, so your audience spend time swiping to see them all.

TENACITY



**Some people may not like the sound of this one...
...It may sound like a lot of work or too much commitment.**

But for those of you willing to go ALL IN and grow your page at a rapid rate, then this is for you.

Post twice per day.

Since I have started doing this, my average weekly following has shot up from 1,522 to 4,653!! & that's with no change to my content style.

Listen, Instagram wants to reward people who are providing consistent content that people like and want to engage with.

If you've nailed your content strategy and you're getting a good response from your audience, put your foot on the fucking pedal and go dominate your market

You will be rewarded. I promise you.



BUILD RELATIONSHIPS

The algorithm will restrict or enhance the exposure of your post, based on the relationship you have with your followers.

So if you engage with a follower via the comment section or DM, it signifies to Instagram that you are 'close' to this person, and will reward you by always showing your content on their feed.

PLUS... It'll show your post to their friends via the Explore Page, opening you up to a wider audience.

This is why loving your audience & being passionate about helping them is so important. It makes doing this enjoyable!

GO GET IT!

So there you have it...

**A guide on how to fix the leaks
in your bucket.**

Build solid foundations.

**And get 10,000 quality Instagram
followers within 4 months.**



**What I'm not going to say to you right now is...
"Trust me, this works!"**

**Why should you trust me? You don't know me that well (...Yet).
Trust always has to be earned, & I intend on earning it from those
who follow through and commit to the strategies in this e-book.**

What I will say to you for now though...

...Is trust YOURSELF.

Trust yourself to put in the work.

Trust yourself to remain committed.

**And trust yourself to create something amazing that you,
your business & your brand deserve.**

NOW GO GET IT!