

# The Road to 2000 Followers

For best results, get your first 200 followers first. Then apply using this cheat sheet. There are 3 main lanes to your first 2000 followers! For more info check me at www.chowyoulater.com For optimal results, follow all three lanes. If you must choose 1, go with the F4F.

To get to your destination, you'll need to use all three lanes.

There will be road accidents, speed traps, road rage, tempting exits. Be prepared.

# **Lane 1: Growth Strategies**

### Follow for Follow (F4F)

### 1.) Hashtag Search pt 1

Use hashtags related to your theme account. ie. For food, #foodies #delicious #vummy are my faves.

Step 1: Look for hashtags in the 1 million+ range Step 2: Go to the Most Recent Posts tab Step 3: IF you've just started out, follow any account. with a following to follow rate of >0.5

If you're more experienced and know your targeted followers. Follow the accounts that fit under your targeted follower avatar.

Note: As a guideline, any posts older than 30 minutes may have gone stale. Fither refresh hashtag search or search for new hashtag.

### Hashtag Search pt 2

As you're scrolling down the hashtag search look at the comments and likes for each post. These users liked a post related to your theme.

Chances are they'll like yours too and they're online and active.

Again, before following them, go to their profile if they're following to follow rate is above 0.5 Follow them!

Optional: like ONE image before following them.

## 2.) Applying same concepts in home screen.

Look for the most recent posts. Anything < 30 min is ideal.

### 3.) Story Shoutouts

This one takes a while to execute. Lonly reccomend it if you

hannen to be on Insta Stories for other tasks Check out their profile, if Follow rate is > 0.5. Follow

# **Lane 2: Content Creation**

Optimize your Profile. Be as human as possible.

- Be relatable. Open opps to establish commonality such as including your occupation, your city, school, and/or any other potential groups of interest to other accounts
- Update Bio every so often (approx every 2 weeks)
- Along the way you'll discover yourself such as
- who are most likely to follow you,
- Try not to change your profile image too often.

You want people to remember you so make sure you upload a

- Make it clear what you're account is about by keeping it niche.

- Use hashtags. Switch it up. Do not go over 25. IG may shadowban.
- If the location/business/post subject has an IG account, tag them!

- Open caption with an action word. Makes for an enthusiastic post.
- Write a short story, answer the why's of the post.
- Use emoiis. It's hard for people to know what kind of





## A session a day, keeps the unproductivity away







4.) Catch up Engagement Pod (5 min)



6.) Follow up w/ Notifications & DMs (5 min)

# Your Profile

### Do This:

- what kind of account you want to be
- what keywords resonates with your prospective followers.

great one the first time!

- Use a picture of yourself to be interpersonal

### Post your Content right!

Geo-tag the location of post. More accounts can find you this way.

### Write Great Captions

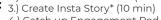
- Keep Captions brief @ 150 words max
- personality (serious, humorous, etc) you have without emojis.
- Ask a SIMPLE open ended question.

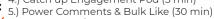




# 1.) Follow For Follow (30 min)







One Session = 90 min

### Average Minimum Week THE 3 CHOWS IN ACTION W CHO!

PURPOSE

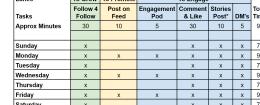
HOW?











# Notes:

I promise it will get lot easier when you exceed 2000 followers. You'll start to see the benefits at around 1800.

Lanes	10 Grow	10 Promote	io Engage				
Tasks	Follow 4 Follow	Post on Feed	Engagement Pod	Comment & Like	Stories Post*	DM's	Total Time
Approx Minutes	30	10	5	30	10	5	90
Sunday	х			х	х	х	75
Monday	х	x	x	х	×	х	90
Tuesday	х			х	х	х	75
Wednesday	х	х	х	х	х	х	90
Thursday	х			х	×	х	75
Friday	х	х	х	х	х	х	90
Saturday	х			х	х	х	75

# Newbie Level: 0-200 Followers. Take what you can get

Rookie: 201-1000 Followers, Trials and Tribulations.

DO NOT GHOST THEM. You're losing an opportunity here.

Milestones: Chess, not Checkers With different follower counts, come different strategies

Lane 3: Engagement

How to Comment

The reason I'm commenting is because.... (the more descriptive and visual the better)

Avoid generic responses. Be human. If something is delicious answer the why!

If there's an opportunity, tag the post's subject such as company, IG user, etc.

Bonus Points if you're able to add in something you remember about them

Bonus Points if you can start a comments party by adding more peeps to convo

How to Optimize your Likes:

Like at least 10 posts per account. The likes will take up that account's whole phone screen

- If they're noticing you, take it to the next level by commenting on their posts or stories.

- In the world of IG comments are worth more points than Likes but that doesn't mean you

**Engagement Pod** 

This will take some time but they can be found by asking around IG or on other platforms

Overtime, you're going to notice users who are very engaged with you and others. Reach out

Protip: You may want to set up a voting system as these pods may grow out of hand fast.

Note: If you notice the same account watching your stories, liking and commenting your posts

They are letting you know that they want to connect with you. Give them the time and day.

These are your Day Ones and Support system. Show them as much love as possible.

Use Emojis, but don't only use emojis

Comment why you're posting.

I like your \_\_\_\_ because...

Your image reminds me of...

Something in the image sticks out

Ask a question about the image

Make your likes count by BULK LIKING

such as Facebook groups, Reddit, Twitter.

2.) Like each post before posting your own (catch up).

Insta Stories (The BFF Maker)

Post stories at least once a day. Stories are easier to post than Feed Posts. Interact! If something resonates with you leave a response.

3.) Comments are optional but highly encouraged.

To Join or Start one:

How to start on IG:

General Rules of a Pod:

To be used after 1000 followers.

Don't expect to hold a long conversation. The idea behind this is to get them to notice you.

1.) Follow everyone.

out to them!

Something in the caption invoked an emotion

Supplemental Info: some additional tips, helpful info, advice.

- If you keep doing this often, they will begin to notice you.

can't use these in combinations and by the bulk!

Bench: 1001-2000 Followers, Your're ready Starter: 2001-5000 Followers. Nanoinfluencer Life.

All-Star: 5001-10K Followers Superstar: 10K+ Followers

Remember the most important thing is to have fun!