



# 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](http://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 #yummy 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. Either 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. I only recommend it if you happen to be on Insta Stories for other tasks. Check out their profile, if Follow rate is > 0.5. Follow

## Lane 2: Content Creation

### Your Profile

**Do This:**

- 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 what kind of account you want to be who are most likely to follow you, what keywords resonates with your prospective followers.
- Try not to change your profile image too often.
- You want people to remember you so make sure you upload a great one the first time!
- Use a picture of yourself to be interpersonal
- Make it clear what you're account is about by keeping it niche.

### Post your Content right!

- Use hashtags. Switch it up. Do not go over 25. IG may shadowban.
- Geo-tag the location of post. More accounts can find you this way.
- If the location/business/post subject has an IG account, tag them!

### Write Great Captions

- Keep Captions brief @ 150 words max
- Open caption with an action word. Makes for an enthusiastic post.
- Write a short story, answer the why's of the post.
- Use emojis. It's hard for people to know what kind of personality (serious, humorous, etc) you have without emojis.
- Ask a SIMPLE open ended question.

## Lane 3: Engagement

### How to Comment

- Avoid generic responses. Be human. If something is delicious answer the why!
- Use Emojis, but don't only use emojis.
- If there's an opportunity, tag the post's subject such as company, IG user, etc.
- **Comment why you're posting.**  
**The reason I'm commenting is because.... (the more descriptive and visual the better)**  
 I like your \_\_\_\_ because...  
 Your image reminds me of...
  - Something in the image sticks out
  - Something in the caption invoked an emotion
  - Supplemental Info: some additional tips, helpful info, advice.
  - Ask a question about the image
  - 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:

**Make your likes count by BULK LIKING**

- Like at least 10 posts per account. The likes will take up that account's whole phone screen.
- If you keep doing this often, they will begin to notice you.
- 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 can't use these in combinations and by the bulk!

### Engagement Pod

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

**To Join or Start one:**  
 This will take some time but they can be found by asking around IG or on other platforms such as Facebook groups, Reddit, Twitter.

**How to start on IG:**  
 Overtime, you're going to notice users who are very engaged with you and others. Reach out to them!

**General Rules of a Pod:**

- 1.) Follow everyone.
- 2.) Like each post before posting your own (catch up).
- 3.) Comments are optional but highly encouraged.

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

## Focus!

A session a day, keeps the unproductivity away

- 1.) Follow For Follow (30 min)
- 2.) Create New Feed Post (10 min)
- 3.) Create Insta Story\* (10 min)
- 4.) Catch up Engagement Pod (5 min)
- 5.) Power Comments & Bulk Like (30 min)
- 6.) Follow up w/ Notifications & DMs (5 min)

One Session = 90 min

## THE 3 CHOWS IN ACTION

**CHOWS**

**1** Growth Strategies

**TO GROW**  
Hashtag Follow  
4 Follow

**2** Content Creation

**TO PROMOTE**  
Optimize Profile  
Create + Optimize Feed Post  
Create + Optimize Story Post

**3** Engagement

**TO ENGAGE**  
Power Comments  
Bulk Like  
Join Start Engagement Pod

**PURPOSE HOW?**

### Average Minimum Week

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

## Insta Stories (The BFF Maker)

To be used after 1000 followers.

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

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

Note: If you notice the same account watching your stories, liking and commenting your posts DO NOT GHOST THEM. You're losing an opportunity here.  
 They are letting you know that they want to connect with you. Give them the time and day.

## Milestones: Chess, not Checkers

*With different follower counts, come different strategies*

Newbie Level: 0-200 Followers. Take what you can get  
 Rookie: 201-1000 Followers. Trials and Tribulations.  
 Bench: 1001-2000 Followers. You're ready!  
 Starter: 2001-5000 Followers. Nanoinfluencer Life.  
 All-Star: 5001-10K Followers  
 Superstar: 10K+ Followers

Notes:  
 I promise it will get lot easier when you exceed 2000 followers. You'll start to see the benefits at around 1800.  
 Remember the most important thing is to have fun!