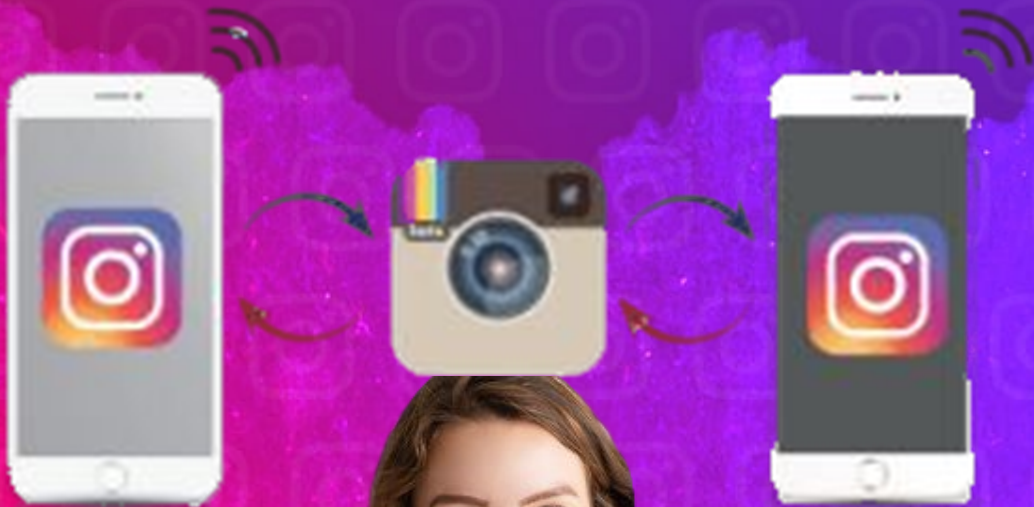


Andrew J. Spencer

# MASTERING INSTAGRAM

---

Unearthing the Secrets



**© Copyright 2021 by Andrew J. Spencer -  
All rights reserved.**

This document is geared towards providing exact and reliable information in regards to the topic and issue covered. The publication is sold with the idea that the publisher is not required to render accounting, officially permitted, or otherwise, qualified services. If advice is necessary, legal or professional, a practiced individual in the profession should be ordered.

From a Declaration of Principles which was accepted and approved equally by a Committee of the American Bar Association and a Committee of Publishers and Associations.

**In no way is it legal to reproduce**, duplicate, or transmit any part of this document in either electronic means or in printed format. Recording of this publication is strictly prohibited and any storage of this document is not allowed unless with written permission from the publisher. All rights reserved.

**The information provided herein is stated to be truthful** and consistent, in that any liability, in terms of inattention or otherwise, by any usage or abuse of any policies, processes, or directions contained within is the solitary and utter responsibility of the recipient reader. Under no circumstances will any legal responsibility or blame be held against the publisher for any reparation, damages, or monetary loss due to the information herein, either directly or indirectly.

**Respective authors own all copyrights not held by the publisher.**

The information herein is offered for informational purposes solely, and is universal as so. The presentation of the information is without contract or any type of guarantee assurance.

**The trademarks that are used** are without any consent, and the publication of the trademark is without permission or backing by the trademark owner. All trademarks and brands within this book are for clarifying purposes only and are the owned by the owners themselves, not affiliated with this document.



# Table of Contents

- 1** INTRODUCTION
- 2** THE POWER OF SOCIAL MEDIA
- 3** CREATING YOUR OWN INSTAGRAM
- 4** CREATING YOUR OWN CONTENT PLAN
- 5** ENGAGING YOUR FOLLOWERS
- 6** EXPANDING YOUR REACH
- 7** KEEPING IT REAL

# Introduction

Most of us dream of becoming famous. Whether if we have talent in acting, singing, writing, dancing, and the list goes on, all of us wanted to be recognized at some point in our life, or we still dream about it until today.

The world is digitalizing, and the internet has made many people's dreams to become famous come true. From **Justin Bieber getting discovered on Youtube to Nusr-Et a.k.a Salt Bae** whose Instagram video went viral, the list of people getting found on the internet is a long one, and it will not be ending soon.

Today, we live in a world of online celebrities and influencers. There are spectators, and there are those who want to be in the spotlight. Spectators usually are happy to see content from their favorite artists while those who want to be in the spotlight, do everything to get the world's attention.

Social media is oozing with looks and talents. If you are looking for a **model, you can find a lot on Instagram. If you need a photographer, you can hire one from Facebook. Do you need a writer? A single tweet can fill your inbox with aspiring writers.** The internet and social media have opened a lot of doors to make dreams happen.



A person who has a massive following on social media and is not a celebrity is called an influencer. An influencer usually has a specific genre or theme on their feeds, and a lot of people look up to them. Brands also want to work with them. Being a social media influencer has a lot of perks. Indeed, the new online market allowed people and brands to promote each other with minimal expenses compared to putting your products on a **billboard, newspaper, magazine, or even appear on television**. Social media influencers make it easier for brands, and even businesses reach a vast audience with just a single post.

A social media influencer can earn in a lot of ways. They can charge for a single photo, video, and even an Instagram story. Rates depend on how big the brand is and how long the **business owners expect their products to be showcased by an influencer**. For most people, it is easy money. But behind all the glitz, glamour, and pr boxes these influencers receive, are hard work, efforts, and sacrifices. Most of these social media influencers we see online worked their way up to where they are now. Today, many people dream of becoming one of them, but the question is, do they have what it takes?

In this book, we will not just reveal the secrets of **becoming Instagram famous**. We will also uncover the tricks of the trade on how to become a social media influencer. From learning how to create your own Instagram to learning about engagement rates, engaging with your fans, and sustaining your success, we have got you covered!

In the next six chapters, you will learn how to create your own Instagram account and build your following. The process can be hard and long, but we will guide you through it. If you want to **become Instagram famous** and think you have what it takes, keep reading.



# The Power of Social Media



*The world has evolved tremendously. In terms of communication, from letter writing to now connecting to someone by single swipe or click on our phones is possible.*



The **advancements made by technology** allow us to connect with our family and friends, but it also allows us to communicate with the world. Today, social media is one of the most powerful tools used to reach our loved ones as well as create a more extensive audience contact if we have a business or if we have talents to share with the world.

Social media stemmed from online messaging platforms like **Yahoo Messenger**. The first social media platforms that we had were MySpace and Friendster. In 2010, social media platforms like Facebook, Twitter, and Instagram took the world by storm. Today, musical apps like **Musical.ly** and **TikTok** are popular among internet users.

Social media networking platforms have created a new landscape for **communicating, selling**, and even creating new **celebrities**. Aside from allowing you to communicate with **friends and family**, social media provides an avenue to promote your business or your hobbies.

*The power of social media has been strengthened over the years. If you are not yet maximizing your use of social media, here are some benefits you can get from your social media account:*

**01:** According to the London College of International Business Studies, social media opens you to the opportunity to engage with experts in various fields. Through social media, people who are doing research or have particular fascinations can communicate with the experts in different areas by just leaving a comment or sending these experts a message on their own profiles or pages.



**02:** Another benefit of social media, according to the London College of International Business Studies, is that it enhances learning management systems. It allows schools to deliver educational programs to their students by utilizing the instant messaging and video functions of social media platforms.