



# BECOMING *INSTAGRAM* FAMOUS

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Removing the Filters and Unearthing the Secrets of  
Becoming Famous Online

E-Video Agency

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# 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 can deliver educational programs to their students by utilizing the instant messaging and video functions of social media platforms.



**03:** Aside from educational benefits, if you are a budding blogger or video blogger, social networking platforms give you not just access to a bigger audience. Still, it also gives you access to paid advertising services. If you have built a good amount of followers, you can partner with small businesses or brands to start expanding your reach. Some brands will pay you for advertising their products while some will provide you their goods to try giving you more content topics to publish on your page.

**04:** Joining social networking platforms is free. Of course, to get you started, you need to join social networking platforms. What's good about these platforms is that they provide free sign-up for everyone regardless if it is a personal account or a business account. They will help you make baby steps and even leaps to reach your goals. Social networking platforms also provide you opportunities to reach a wider audience by featuring you or your brand in banners found at social networking sites – this assistance though is not free, and you need to pay a certain amount to activate it.

**05:** You can be the next online sensation. If you join social networking platforms to pursue your dreams to become a musician, a writer, an actor, or anything you can think of, it provides you your own stage and spotlight to showcase them. A lot of celebrities today have discovered through the internet just by sharing a video or a blog. Managers are also now on the lookout for the next rising star because social media platforms allow them to scan through various talents compared to those they just meet in their offices.

*There are still many reasons you should venture out or maximize your social networking platform use. Nevertheless, we also need to tackle some of the cons of using social media to let users know the possible threats to our own health and even security when we use one of them.*

**01:** When you use social networking platforms, you are opening yourself and some of your private information to everyone. Before the rise of social networking platforms, people led a more private life, and only celebrities reported their lives. Today, social networking platforms encourage you to post anything you want, and sometimes people tend to overshare even the things that could be used against them.

**02:** You can fall victim to identity theft. Identity theft has been around even before social networking platforms. But social networking platforms make it easier for people to commit identity theft since there is more convenient access to photos and information.

