



# The Social Success Intensive

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## The Instagram Comprehensive

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★ Your Best Insta

# The Instagram Comprehensive

Welcome to my Instagram Comprehensive. In this comprehensive I'm going to share a huge amount of information that you can use to become a successful Instagram model. Instagram is my favorite platform, and for reasons I'll make clear soon, it's the one I recommend first and foremost for ambitious babes. I've been on Instagram since 2014, and in that time I've accumulated over 5 million followers, coached hundreds of models, and made a whole lot of money. And I'm super excited to share my story and all my knowledge and experience with you now so you too can succeed thru Instagram.

I've also learned so much working with my amazing students in the Social Success Intensive, and I share much of it here. Now let's dive more specifically into the process of getting huge on Instagram!

As I mentioned, Instagram is by far my favorite platform, and it's the one I always suggest a model start working on first. There are basically three reasons for this. First, while Tik Tok is a really popular place to get lots of followers from internal traffic, the rules on Tik Tok are so strict and random, and the chance of getting deleted is so great, that it's really a far more risky investment of time and energy than Instagram, especially considering that I teach you what to do and not to do on Instagram to keep your page from getting taken down. Second, while the rules on Twitter are way looser than Instagram, so you can post pretty much any content you want, the internal growth options on Twitter are nowhere near as big as on Instagram, so you're just not going to see the big numbers you can achieve on Instagram, and 3) the aesthetic demands of Instagram are much higher than those of Reddit, where an amateur aesthetic is the norm, so just by trying to succeed on IG gets you looking so fabulous that you'll find it to be a hugely valuable funnel for whatever monetization scheme you have going on. As I say, subs from socials are the best, and there's no better social than Instagram.

So the first thing I like to talk about in these comprehensives is my story on

the platform: how I got started, the challenges I faced, and what I've done to overcome them. I then extrapolate from this information to provide you with various take-aways that you can use to kickstart your story and get to where I am now. A lot of what I describe in the next couple sections has to do with my story, or my brand.

So, when I first started on Instagram in 2014, I had zero followers. I'd done a little professional modeling and photography, and I occasionally put some of these pics up on my personal page, but nothing was really happening. I had seen some models grow million plus followings, but to be honest all of them had big augmented boobs, and that didn't feel right for my story. I'd heard that some models just bought big pages and then turned them into their page, but I didn't have the money for that. Also, I had no experience growing a social media page, so I wasn't even sure where to begin. So honestly, for a couple years, I kind of gave up and didn't try, which was really my biggest mistake. Yet during that period of not trying, I kept an eye on what other models were doing, and eventually I just felt like diving in. So I bought an ad on a page and had one of my photos appear there, and it did pretty well and I got like 5000 followers in a couple days, so I thought there was maybe some potential there. So I started studying more intensely what other models were doing, I talked with a friend who was a photographer and offered him a percentage of what I could make off my Instagram, and I started shooting, posting, studying, and applying what I'd learned.

So really my start, as yours will be, is a story of overcoming challenges. The first challenge was lack of money, and to overcome this I gave a photographer a percentage of my profits, I used the equipment, clothing, and location that I had on hand, I bought inexpensive but smart ads, and I worked hard to get high quality content from low production costs. The second challenge was that I didn't have artificially augmented tits. While this might sound funny, it's really true – lots of girls make it big by making their tits big. But I wasn't willing to do that, so I overcame this challenge by emphasizing my other physical assets – a round peach, big hair, long legs, and great photos with exciting poses. I also

made my page an adventure that people wanted to follow and I put in a lot of effort to get really high quality aesthetic images. Finally, I made sure to make myself interesting to people by having hobbies and career goals they could get excited about, such as my art and my music. My third challenge was having no experience growing a social media page, and I overcame this by avidly studying all the other models to see what they were doing and to figure out how I could copy their growth, engagement and content methods.

Ultimately, one of the most important things you can do is to always be ready to change over time so you can adapt to what your followers are telling you they like, to make the most of the new ways constantly being developed by Instagram for you to share with your followers, and to take advantage of the new opportunities that your increased income will offer you. There are several ways I've changed over time. First, I've changed my photographic style quite a bit. When I first started I was shooting full body photos where I was fully stretched out because I wanted to show off my long legs, but I soon found that closer-up photos do better on Instagram, so I started mostly shooting and posting only two-thirds body photos or photos where the pose allowed all of my body to be seen, but close up. Second, whenever Instagram rolled out a new feature – videos, Reels, Lives – I always started creating lots of that kind of content because Instagram pushes content created for its new features. Third, in my early days I created much riskier content than I do today primarily because Instagram has gotten stricter and also because with less risky content you can get seen on the Explore page and get suggested, so instead of just shooting what I want, I've adapted to shoot what Instagram wants me to shoot because ultimately you're going to get the biggest numbers from having Instagram promote you, which is called natural or organic growth. Fourth, at first I tried to make my captions really entertaining and interesting – this was when there was a chronological feed – but when the algorithmic feed came in, engagement became more important, so now my captions are all about trying to get guys to comment. Finally, as I've made more money, I've tried to improve my wardrobe, my locations, my adventures, and my photographic style to look better and better and make my page more beautiful and exciting.

So here's what I think your Take-Aways from my story are. First, you should really spend some time thinking about your brand, business-planning your page, and figuring out your style bio and your assets (physical, financial, and personal). Doing this early homework will go a long way. Second, it doesn't matter if you don't have a lot of money or followers as long as you figure out ways to make yourself interesting, entertaining, and attractive. Always remember that you don't have to look rich on Instagram to be popular. You just need to have exciting content! Third, big boobs or not, you do have physical assets, and you need to figure out what they are and you need to show them again and again. Don't be afraid that you're just constantly shoving your physical assets in your follower's faces. That's what they want, and lots of models have gotten huge doing exactly that. Fourth, consider getting someone to join you on the journey and financially incentivizing them. As long as they're dedicated and you work well together, you'll probably end up making more money in the long run. Of course, if you don't have a personal photographer and want to do it alone, that's ok too! But be creative – use tripods, timers, selfie sticks, even professional photographers (but be sure you own the copyright to the photos!). Fifth, don't waste money on bad ads or scams. Network with other models so you can use their collective knowledge to avoid scams and learn to recognize real pages and only buy ads from them.

Sixth, study the competition! Know what other models are shooting, how they're growing, and what they're doing to succeed. Remember, good artists copy, great artists steal! Seventh, always be adapting and improving. Don't get stuck just doing the same thing over and over again and being angry it's not getting you what you want. Adapt and you will succeed! Eighth, treat your Instagram like a giant entertainment channel. Wow your followers, engage with them, love them, take them on adventures, make lots of different kinds of content. They will love you for your efforts and buy anything you ask them to. Ninth, never think you don't have the lifestyle to be a famous IG model. Who you are is enough! All you need is a phone, some clothes, and a background. If you make that great to look at and follow, you will go places! And tenth, never give up! If you work hard

and keep trying and learning, you will make it!

Ok, so that's my story on IG and all the things I think you can take away from it. Now I want to talk about how you can make a successful profile for yourself. By successful profile I mean a great profile pic, a great bio, and a great array of content on your page.

So, as far as your profile pic goes, you need to remember that this is the only pic guys will see when your page gets suggested, so it needs to be super eye-catching, it needs to show who you are, and it needs to out-do the competition. And of course it needs to work well in a circular frame. There are several ways to get a great profile pic. Your profile pic should show at least one, and preferably two or more, of your assets. Lots of girls just show their face, or their face and their cleavage. In the profile pic I had up when I shot this tutorial, I show my face, my big hair, some cleavage, my bare belly, and some panty straps slipping up out of my cut-off shorts. So I show five assets in one pic. Try for as many as you can! My pic also fills the frame, which is important, since you don't want to waste real estate. Third, it's actually pretty close-up, though it's not as close-up as a lot of girls do. Basically, just don't use a pic where you're far away. Fourth, be sure your pic is colorful, because this catches the eye, and be inviting, by which I mean your pose or facial expression say "come meet me cuz I'm fun and hot!" Finally, you want to be sexy, but you don't want to be unsafe. So you have to walk the line, which will always be the story of your Instagram life, so enjoy it!

In terms of your bio, you should try to have five pieces of information, which I call "Who, What, When, Where, and How." "Who" is your name, so you've got that covered. "What" is what you do, what your page offers. "When" is any upcoming event people can see you in, so it provides follower incentive by saying "follow me now so you can hear about this cool upcoming thing." Obviously, you'll want to change this with some frequency. "Where" is anywhere you appear outside your main IG page. This can be press you've gotten or a backup page. And "How" is your Link in Bio, or how people can see more of you.

Next, there's your Link in Bio. Your link can go the route of offering just one link (for example, your Onlyfans) or can offer a variety of things for a variety of followers. Remember, some of your followers are rich and some are poor, some just want to see more pics while others want to hear you talk. Some are interested in your creative or business side, and some just want more sexy videos. Offer all of them what they want!

Finally, there's your profile page, aka your content grid, which I also take to include your Highlights, since these are really Story post compilations. Basically, I think there are some principles to follow here, which I follow as well: First, you want to present a diversity of content, so you don't want to post the same looking photo again and again, and in fact you should try to alternate not only between photo types, but also content types, so for instance I go photo, reel, photo, reel, etc. Second, you want to be sure and post in your Story every day. The best way to think about your Story is that it's a place to be more immediate and personal with your followers than in your page posts. Finally, you want to have Highlights, which are made up of your Story posts. Spend some time making a few Highlights that really show what you're about. They will add to your follower conversion rate, which is important for organic growth, as we'll see soon.

So here are a few more thoughts about your profile, which includes your Take-Aways for this section. First, get your friends and followers involved. Get their feedback and always push for your profile to look better and be more compelling. Second, one primary goal is to not look like a bot or like a page where someone is posting stolen pics. Be an intriguing, lively public figure with whom things are happening NOW. Third, make your content diverse and amazing: alternate content and style, use color, use eye-catching objects, use exciting backgrounds, use wild and sexy outfits, strike amazing poses, show your assets, think hair bigger, nails brighter, ass poofier, just pop pop pop. Fourth, be more than a model. Have interests (music, stocks, trading, tats, etc) that give you a personality. Having something you're passionate about and interested in will get your followers to root for you and to check in on you often and it will attract

those big money followers who want to get involved in your ambitions. Finally, turn on 2 factor authentication in your settings! I recommend you use a phone number and an app called Authy. This is very important as it will secure your account against hacking!

Ok, so I've covered my story and what you can learn from it, and I've covered how to make an amazing profile. Now I want to talk about my content production process and how you can create amazing photos and videos. The first thing that any talk of content production on Instagram should involve is the question of style and story. You really want to spend some time asking what your style and story are, which is another way of saying what your brand is. Make lists, talk to friends, get a strong sense of what's exciting and yet unified about you and how you're going to stand out from the competition. Also, don't forget props and accessories, like glasses and hosiery and pets! Guys love those!

The second thing to think about is how often you shoot. It really depends on your resources, your lifestyle, and your story. I got a lot of mileage in my early years out of doing "Selfie Tours," where I'd travel around for a week every couple months and I shot content non-stop and really involved my followers in the adventure. I then moved to shooting a lot of content one day per week, and that's pretty much where I am now. But lots of models shoot more frequently, so it just depends on how you work. It's all good, but it should fit with your lifestyle and brand and facilitate your telling a "story" to your followers.

My production process has changed over time, eventually evolving into what I call "Shoot the Outfit," which is the most cost and time effective way I know of getting the most out of a photo shoot.

The idea behind Shoot the Outfit is that you put on an outfit and then you shoot all the content you need both in and out of that outfit, and then you're done with that outfit. So basically I have a Shoot Sheet, which lists all the types of content I need to get for all the platforms I'm on, but since this tutorial is for Instagram, I'll just mention those. So in each outfit I'll get 10+ good pics, a few



Reels, and a couple Story videos. I shoot other stuff too for other platforms, but that's what I get for Instagram.

I've shot at a lot of AirBnBs, which are great because many of them are really beautiful. However, before you book a place, you need to make sure the profile doesn't say "no photo shoots." Also, I recommend you don't let them know you're shooting, so keep it on the dl. I've also shot outdoors a lot and in my room. One thing to remember is that all you need for a great photo is a small corner or a single chair, so there are lots of "spots" to shoot in just one house. And many girls get very big just shooting in their own homes. But bottom line, I feel like a lot of models don't think much about background, but having a great background can make your photos more exciting, so if you can get it, do it!

On Instagram you really need to keep it safe. I have gotten increasingly safe as time has gone on because I've found that the safer I am, the more I get suggested. I've also shot quite a bit for specific niches so I can get on the Explore Page and buy ads or trade with collection pages. My niches have been fitness, yoga, and portraits, but there are tons out there, so go for whatever fits your story.

Finally, in terms of equipment and software, I started using a DSLR and video camera but gradually moved to the iPhone as it improved. I've generally found that keeping up on the iPhone is a good idea. For instance, the iPhone didn't use to have an F-Stop function that allows you to blur the background, but when that became available it allowed for photos where the model really pops, and in a sense this gave birth to the giant subgenre of portrait pages, or ports, on Instagram. So basically I suggest just checking up on any new phone release to see if there's a major leap forward in terms of the photographic technology.

Now I'll talk about the post-production stage, or what I call Processing. This basically refers to foldering and touching up your pics. In terms of foldering, everyone has their own system, but you do want to make sure, if you're shooting content for various different platforms, to develop a way to make sure you know

what you've posted where.

Second, there's touching up your pics to make them look amazing. Touch up is something that's very important to me. When I first started, I used Photoshop, and you can still do that, but honestly at this point there are apps on the phone that are just as good or even better as they have a more contemporary aesthetic. Specifically, I use FaceTune2 and FaceApp for photos and Capcut and ClearVideo for videos. When I'm touching up, I go for colorful images that pop, which I call the IG candy aesthetic, and it does pretty well. This involves saturated colors and warm skin tones. This doesn't have to be your style at all, but you should be constantly asking yourself how your photo composition and touch-up can further your brand, outdo the competition, and get more likes.

Touch up is so important, and lots of models don't even think much about it! I have taken private touch up tutorials from several photographers, and I've studied the process myself through multiple online tutorials. A well touched up photo goes a long way toward making your images stand out against the competition. You can choose not to touch up your images, but that has to be part of your story!

Now I want to move on to the very important issue of engagement. Engagement is important because the more engaged your page is, the more the Instagram algorithm will think it's a "good page," which means the more they'll suggest it to their users via the Explore Page and the Suggestion Row.

Engagement basically means followers interacting with your page in some way, which they do by following you in the first place, by liking, sharing, bookmarking, favoriting, and commenting on a post, by clicking your Link in Bio or one of your backup pages, and by DMing you. I have various strategies to optimize these different kinds of engagement.

First, getting guys who visit your page to actually follow you is called "conversion," and the higher your conversion rate – meaning the greater number

of guys who visit your page and then click follow instead of going away – the more Instagram will think you have a great page and so share your page with its users, which is how you get organic growth. To have a high conversion rate, you just want to have a really great profile. I've already gone over how to do that, so as long as you've optimized your profile and are posting lots of great content, your conversion rate should be high and you can look forward to enjoying some organic growth.

The second type of engagement – liking, sharing, bookmarking, favoriting, and commenting – has to do with your followers (and occasional visitors) interacting with your posts. When I first started, my captions were fun and naughty and witty, and those did well when the feed was chronological, but once the algorithmic feed came along and it became important to get engagement because that would mean Instagram would show your post to more people, I switched to captions meant to get guys to like and comment. Many models do this now. Some of the tactics used are to ask a question, to ask guys to vote for a pic (1 or 2?), or to ask for guys to drop an emoji.

Basically, any caption you can come up with that encourages guys to like and/or comment is good. On the issue of comments, I happen to be okay with sexual comments, while other models aren't. So your call. But also, the energy you create on your page is important, so if you want comments, encourage comments by commenting back. As for getting likes and shares, there really is no secret other than posting great content. And this can also involve “chasing the likes.” So if one kind of post gets lots of likes or comments, do more posts like that. In other words, chase the likes!

As for getting guys to click on your Link in Bio or your backup pages (which are either mentioned in a comment or in your profile), there are some tricks you can use. In terms of your Link in Bio, first off you want to avoid saying “click my Link in Bio” if you have an OnlyFans or adult site in your link tree. I personally don't say “click” or “link” or “bio” or “link in bio” at all because I don't think Instagram likes it if you do that when you have an adult site on your link page. You can say

things like “you know where to go” or “check out my pages.” However, guys are so aware these days that the link in bio is where they look to see what else a girl has going on, you don’t need to say it...not in captions or in Reels or in Story posts. The best way to get them to click your link is to have exciting, hot content, because if they like you, they will look around.

As for backup pages, I do think it’s a good idea to send guys over to those, and to do that you should have backup pages that offer something a little different than what’s on your main page. For instance, I have a page that is about my music, a page that is about my art, and a page that is about my coaching. This way, I can let guys know if they’re interested in a different side of me, they can go get that over there. You can @ one of my backup pages in your posts. Another thing to consider is that if one of your backup pages is a bit more mainstream, you can use hashtags and do different kinds of collabs or brand endorsements there. Also, you can push for your backup pages to get their own organic growth.

As for DMs, I know several models who say things like “DM me and I’ll pick a winner who will get X” or some such. The reason getting a DM from followers is good is it’s engagement – Instagram thinks you’re getting DMs cuz its users like you – so you not only get shared by Instagram, but when a guy has DMed you you’re much more likely to show up in their feed. So getting them to DM you – and DMing them back – increases your reach by increasing your engagement. If this is worth your time, it’s something to consider doing!

The final kind of engagement I want to discuss has to do with the overall vibe and story behind your page. In my first few years, I would say my greatest engagement trick was not captions that ask questions or tricks that get guys to DM me, but rather it was that I engaged my followers in my content creation, which made them want to engage with the content. The biggest way I did this was thru my “Selfie Tours.” For one week every 6-8 weeks I’d go on a week-long trip to some beautiful place in America (so it was never too expensive) and I’d shoot a ton of content during it. I’d get my followers to join in the adventure, and they loved it. I had my biggest success with this when I biked the Arizona Trail,

which took 6 weeks and I posted all the way. So basically, by getting my followers engaged in something I was doing, they engaged more heavily with my content.

Another thing I've done is always have interests and talents other than being a model. For me, it's been music and art. I know another model who does day trading and libertarian politics. Whatever it is, if you are doing something interesting, guys will want to engage with you at a whole other level. I've also always worked hard to post colorful, eye-catching, curve-popping images and reels. This gets the engagement going for me. Finally, I use every element of Instagram – photos, videos, Reels, Lives, and Stories. The more types of content you post, the more types of engagement you'll get, the more your page will be shared by Instagram.

So let's move on to the always popular topic of growth. There are basically two types of growth on Instagram – organic and intentional. What I call intentional growth is all the kinds of growth you can get from doing things intentionally meant to grow your page, which include buying promos, doing trades, and being in group lives. I'll go heavy into all those in a bit, but first I want to talk about organic growth.

Organic growth, also called natural growth, just happens without your directly doing anything. It's what you get when Instagram suggests your page to others on the platform via the Explore Page or the Suggestion Panel. Organic growth is amazing, when you can get it, but saying it "just happens" isn't exactly correct because you do need to work for it. You get organic growth because you have a great page with a high conversion rate that is relatively safe, which means it doesn't have a lot of reports and deletions due to content that's too risky. There have been times when I was getting 10k followers a day from organic growth, and there have been times when I've gotten no followers a day. So organic growth definitely goes up and down, but as opaque as Instagram's methods can be sometimes, there are some discernible reasons for organic growth going down or stopping and there also do seem to be some things you can do to get it back.

So in terms of getting organic growth, there's basically eight things you need to do. First, you need to have a High New Follower Conversion Rate by making sure your profile is optimized with a great profile pic, great bio text, and great Highlights. In my experience, being on private or public does not matter. You might get more followers on private, but you end up losing some when they unfollow after seeing your posts. I have personally almost always been on public because I think my content is good enough to entice guys to follow, and yours should be too! Second, the better your content and engagement, the more organic growth you'll get, so just think of all that effort you put into making amazing pics and vids and working to get guys to interact with it as pipelining directly into your organic growth potential. Third, the more other pages @ and tag you, the more Instagram's going to think you have a great page and so the more it's going to suggest you to other followers and put you on the Explore Page. One of the best ways to get @'d and tagged is to do trades and buy ads, which I'll be getting into in a bit, but you can also do collabs.

Along the same lines, the fourth way to get organic growth is to appear on other peoples' pages, which you do via the same methods as getting @'d and tagged. The fifth way to get organic growth is by posting content that you can hashtag in popular Explore Page niches. The examples I've used are yoga, nature, and fitness. You do need to be sure this content is very safe, since, as I've pointed out, using hashtags for content that is at all sexy can be dangerous, as it puts your posts in front of a demographic of people who never asked to see it and so not only are they more likely to report your content for going astray of Community Guidelines, but their reports can lead to you getting shadowbanned. You can also post this kind of content without the hashtags. I've personally never found hashtags to be very powerful. The sixth way to get organic growth is to use all the features of Instagram, which I've advised before: post photos, post videos, post Reels, post Stories, and go Live. And if you can, do 2-3 of these every day. The seventh way to get organic growth is to engage on your page. Basically, Instagram likes it when you give people a reason to open the app or spend more time on it, so if you're liking comments, responding to comments, and

answering DMs, Instagram will reward this behavior by suggesting your page. Finally, you need to stay safe if you want organic growth. If you ever get a post deleted, you will likely see your organic growth drop, so avoiding deletions is the best way to keep it up.

Now, if you are having good organic growth and it slows down drastically or stops altogether, there is sometimes a reason for that and sometimes not. One of the most typical noticeable things that can cause it to slow down or stop is getting a post deleted. If that happens, and your organic growth slows, you know the cause. But sometimes it just slows down and you don't see any reason. The best thing to do is always go on the assumption that it's something you did, and try to correct it so you can get your organic growth back. Even if it doesn't come back right away, all the things you can do to try to get it back will only make your page better, so it's win-win either way. It's also worth noting that everything I suggest you do to get your organic growth back is the same thing as what I suggest you do to get "un-shadowbanned," which is something a lot of people ask me about. Getting un-shadowbanned and getting your organic growth back are largely the same thing – if you're not shadowbanned, you will get organic growth.

The first thing you want to do is take down any of your super risky content, both from the page and the archive. I've literally had photos in my archive...content that isn't even visible to users...taken down for violating Community Guidelines, so they ARE looking into your archive. You can turn off your story archive, which I have done. The second thing you want to do is make sure your Account Status is all green which I go over in the Overview. Further, if you have an 18+ site like OnlyFans as your link in bio (which you should never have), remove it and use an All My Links, Link Tree, or equivalent. Also, if you've mentioned OF or OnlyFans or "click my link" in any Story post, caption, comment, or video, get rid of those mentions and avoid them in the future. Finally, in case you don't get the point already, you just want to go safer, so post safer content for a while (which will mean fewer reports) and this will put you back in Instagram's good graces and hopefully kickstart your organic growth.

A lot of models fight against not posting riskier content cuz that's the content that gets the likes, so it gets shown to more of their followers, and that's true. But that's also the content that can keep you from growing. So you have a decision to make – organic growth or high engagement among your followers. I have always tried to walk the line – make my content sexy enough to get engagement but not sexy enough to get reported and so kill my organic growth. It's a complicated line to walk, and I don't always get it right, but it's worked for me.

So that's organic growth. Let me now get into what I call intentional growth, or growth that comes from specific growth-enhancing actions that you take. There are ten types, and they are: Promo, SFS/Trades, Group Lives, Collabs, Explore Page, Reels, Story, Hashtags, and what I call Full Feature Utilization.

Promo means paid ads. You pay a page to post your content. A great place to do this is GigSocial.com (what used to be ShoutOutExpress.com), or you can just DM a model and ask if she does paid promos. The same set of considerations apply here as apply to trades: you want to always make sure a page has real followers and real engagement, and you want to make sure that your aesthetic is a good fit for the page you're appearing on so that it gets a decent number of views because the followers like it. You also want to try to set it up so that you can tell how many followers you get from the ad, so you should probably only do one ad at a time and have an idea of what your average daily growth is without the ad. There is lots of information on this in your Stage 9 reading.

But for now, the quickest way to tell if a page is using fake likes or comments is to see if the likers and commenters are also following the page in question. If they are overall not, then that page is buying likes and comments. Also, when you get followers from a promo, you want to make sure that those followers are also following the page you purchased from. If they are not then they are likely bot followers.



There are some further factors to discuss here. First, how can you know which pages to contact? Second, how do you determine what a good deal is? Third, what content should you send them for posting? Fourth, how do you assess if the buy was worth it? I'll now address each of these.

There are basically three types of pages you can contact for promos: other models, collection pages, and meme pages. By other models is meant girls who have their own page, like you. Collection pages feature a variety of girls and don't own any of their content. Meme pages feature mostly memes, but many of them also post models.

How do you know who to contact? While I'm about to get into that question in much greater detail, basically if a page seems to have a lot of followers who are into content like yours and the page's engagement is high, then it's a good place to consider buying a promo. This is why other models' pages are the best place for you to buy ads. These kinds of pages have an advantage over collection pages because their engagement is generally higher and they have an advantage over meme pages because they have a higher concentration of followers that want to see you, i.e. meme pages often have a high rate of female followers while other models' pages, as long as they're "hot models," are mostly male followers. Finally, there used to be a lot of collection pages, but those are shrinking in number, having been mostly replaced by meme pages. But the number of model pages just keeps going up and up.

So while buying ads from collection pages or meme pages can be beneficial you could only buy ads on other models' pages for the rest of your career and do very well. When choosing a model to buy an ad from, there are a few things to think about. First, it's probably best that the model have a high number of followers that would be into your "look" or "vibe." This doesn't mean they have to look like you, but that you can imagine your look being appealing to their followers. You can often objectively determine this by watching their page for a while and watching other models do promos on their page and then seeing how many followers those models gain (you can simply watch their follower count on their

page, or look them up on SocialBlade.com). If someone similar to you does well, then that might be a good page to buy an ad on.

Now let's look at SFS, or Trades. This is basically where you post someone's pic or vid on your page and they post yours on theirs. This is a great way to get your content in front of other eyes. Now, trading is based on the idea that pages are equitable. But there are ways to trade with pages that are bigger or smaller than you. For instance, with a page that is your "equal," you can do story for story or page for page. But with a page that is bigger than you, you can do a page post and they can do a story post. Or you can do two story posts and they can do one story post. And the same goes for a page that is smaller than you, only the numbers are reversed. They would post you in page and you'd post them in story, or you'd do one story post and they'd do two (or three or four, etc.) If you or they are posting multiple story posts you can do them either at the same time or once every 24 hours. Once every 24 hours is probably better for the maximum amount of new follower exposure, but you do have to remember to remind them to post again and trust that they will. Generally when I do this with pages I've found the majority to be trustworthy, but I do find that I have to remind them over half the time to do the second one.

So you can trade with pages in a wide range. Of course, it's great to always reach high. If you have 100k followers, you might be able to trade with someone with 500k or 1m. Also, think about looking at their engagement instead of follower count. If you have similar engagement don't be afraid to reach high and ask accounts if they will trade. It just depends on what they're doing at the time and what kind of deal you can strike with them. As always, don't be afraid to ask. The worst that can happen is they say no.

That said, getting SFS that feels fair and equitable can be an all-consuming experience. I used to be way hung up on making sure every trade was "fair," but it got so time-consuming and stressful, I eventually loosened up. So just do your best, but don't let it get to you too much. Make your trades as fair as possible, but if you're trading as much as you should be, don't sweat the small stuff cuz

you simply don't have the time.

For ads and trades, you want to send the best content you have. You want a good photo that represents you and will perform well. I have a "promo album" on my phone that I pull pics and vids from for trades and ad buys. Generally, it's my most liked content.

As for captions, there are two types that are generally used. One is a "vouch," meaning the model you're trading with or buying an ad from posts a caption that you or they write that says something like "follow my hot friend " or "follow this babe," etc. The other is a "promise." These captions say things like "follow her and you'll get a DM" or "follow her now cuz she's running a special." I have no evidence of vouches or promises working better than the other. So do what you think is best for you and consider trying both to acquire some real numbers on what that might be. Also, you should never put OF in your caption anyways, so if someone asks you to do that, I'd say no. Ultimately, the simplest caption is an emoji and your @.

Group Lives are another way to get followers. Basically you go live with three other models using Instagram's native ability to have four screens appearing at once during a live. There is more info on how to go live in your Member's Area. Check out the Ever Live Magic Trick that allows you to participate in Group Lives without actually being live, so it saves a lot of time by letting you be on lives while you're actually off camera doing other things. In 2022 I used this Ever Live Magic Trick to grow one million followers, so it's definitely worth checking out.

Collabs are another way to get intentional growth. They're not for everyone, since they require you to actually be in the same space and shooting with other models, but some models – perhaps most notoriously the Nudiez girls, such as Heidi Grey, Viking Barbie, and Violet Summers – use it to great effect. It not only gets you on other models' pages, but followers tend to love it. On the topic of the Nudiez Girls, there have been groups of girls who have appeared on Instagram over time. The Nudiez and Suicide Girls are still a thing, and there used to be the

Ganja Girls and the Arsenic Girls. You can definitely get a lot of traction joining such a collective, but you should know that the Nudiez girls don't own their pages (the Nudiez organization does) and if you're going to get in business with people, make sure their integrity and goals align with yours.

The Explore Page is a very important part of organic growth, but it can also be used for intentional growth. I've hinted at this a couple times earlier, but basically you can try to get on the Explore Page by shooting safe content in a specific niche. Not only could such content get on the Explore Page, especially if it's all placed together on a backup page that is super safe cuz it only contains this safe niche content, but there are lots of what I call collection pages that post niche content – for instance, all the portrait or ports pages – that if you can get on them, they tend to have really strong Explore Page reach.

Related to the tactics you could use to get on the Explore Page are hashtags. As I've said, I only recommend using hashtags for super safe backup pages, but if you have that kind of content, then hashtags can be a great way to get views that don't result in reports. You could also use hashtags for less safe content if you want – for instance, I used Arizona Trail and mountain biking related hashtags during my Arizona Trail trip – but those photos, while a little less safe than I would recommend, featured me actually biking on the trail, so it didn't seem like I was just trying to get sexy photos into a hashtag feed. So basically, if you're going to use hashtags, keep it as safe as you can, make sure the hashtags are actually relevant to your content, and make sure that guys are the majority of the ones following that hashtag.

Reels can be very good for growth as well. In 2022 reels went very viral. This was because Instagram was doing everything they could to compete with Tik Tok. You can repost TikToks on Reels, but keep in mind that it is a different aesthetic than Instagram and making content specifically for Instagram as well is highly recommended. If you repost TikToks you should remove the TikTok logo from them.

Many of us post in our Story just to get the views with our followers, but posting in your Story is also an important growth tactic. This is so for a few reasons. First, users scroll through the Stories of those they follow, so you'll get algorithmic traffic that's different than your Feed, which means possibly different followers will see you. Second, you really should be trading in Story, and posting in your Story is a good way to get into and stay in this habit. Third, your Story is a great place to show your followers a more intimate and day-to-day side of yourself, and many followers will specifically seek out a model's Story, which not only builds their loyalty, but also means your posts are then highly likely to show up in their feed, which they might not otherwise. Fourth, as my final growth tactic reveals, Instagram likes it when you post in your Story and gives you views in your feed for doing it.

And this brings me to the last growth tactic: Full Feature Utilization, which is related to most of the above. Basically, this refers to the fact that on Instagram, and in fact on every platform you're on, you should use as many of the features that the platform provides because the platform will reward you for this abundance by suggesting your page to non-followers. This not only means liking and replying to comments, since any platform likes it when you give its users a reason to open the app, but it also refers to your posting regimen. In short, if you can post it on Instagram, you should.

In fact, I have actual objective evidence for the fact that Instagram will reward you for using its many features. In early January 2021 BusinessInsider.com reported that Instagram had recently reached out to some exclusive influencers and told them how often and what they needed to post to boost their growth. Here's what Instagram recommended:

- 3 in-feed posts a week (including Reels or IGTV posts).
- 8 to 10 Stories a week (and at least 2 a day).
- 4-7 Reels a week.
- 1-3 IGTV a week (including Instagram Live).

So there you have it – your content production schedule!

Now it's time to talk about monetization. This means all the ways you can make money off your page. I've done almost everything on this list, but it's a big list and my experience is just my experience, so extensively exploring whichever ones you're interested in should also include trying to get knowledge and talk to other models about how they've made the most of these. What I will talk about here is how I've integrated these methods with Instagram in a way that has maximized my income while preventing my page from getting deleted.

Fan Site – I do not recommend mentioning OnlyFans or OF or any other fan site (Fansly, Fancentro, Centerfold) or even the phrase “fan site” anywhere on your Instagram, nor do I recommend having a fan site as your link in bio. But many models put their fan site on their Link Page (AllMyLinks, LinkTree, Beacons, etc). Bottom line, I strongly recommend you try to avoid constantly pitching your fan site or your link in bio and remember that guys know well enough on their own how to find more of you.

Private Site – For a while I had a website called OnaGram.com, and I promoted it right off Instagram by linking to it off my website, OnaArtist.com, but I am currently not using it since I have found that it detracts from my OnlyFans sales. I am however actively trying to figure out a way to place unique content on it and sell it to my followers. But even if I don't, I'm glad I have it as a backup should OnlyFans and its equivalents ever disappear for some reason.

Wish Lists – This is the only monetization method I haven't used, but other models use it, so there could be something there. I think it's perfectly safe to put a wish list on your Link Page.

Snapchat – I have a public Snapchat, and I had a private Snapchat for quite a while, and it did well for me, but I don't run it anymore. I know models who link directly to their Snapchat off their Link Page.

Cam Sites – Cam Soda has paid me a lot of money to do individual cam sessions, and when I did them in 2019 I advertised the fact that I was doing it directly on my Instagram. I don't think I'd do that today, but having a cam site on your Link Tree is probably fine.

Private Camming – I've made perhaps the most money doing private camming for rich clients. I don't advertise anywhere on my Instagram that I am available for private camming, but having interests other than just modeling that I talk about on Instagram has been instrumental in attracting such clients, so I strongly recommend that. You can always have your contact info, such as an email, on a website or they can reach you thru your fan site, where you can certainly be open about the fact you do private camming.

Brand Endorsements – I have done a few of these, mostly clothing. Bang Energy and FashionNovaMen are a couple I've seen sexy Instagram models doing. That said, the brand endorsement market for models who have primarily male followers is much smaller than the one for models with a large percentage of female followers, so if you're interested in brand endorsements, perhaps consider having a second account that targets female followers as well.

Page Promos – I have sold a lot of page promos. Obviously, the bigger you are, the better you do, so as you grow, you can sell directly to groups on Telegram and/or sign up on GigSocial.com and start accepting payments for posts!

Custom Content – I do all this thru my fan site, and it can pay very well! Again, I do not recommend saying directly on your Instagram that you shoot custom content on your fan site. Most of your followers know this by now anyhow.

Merch – I sold t-shirts and posters for my EP (Sex Rock) and album (Onamania) for a bit. There wasn't a lot of money there for me, but there was some. @Tiff08 also sells them. Nice thing is you can advertise it right on your page, as long as it's safe for work. If you consider NFTs merch, you can sell some of those, but be warned – NFTs are often seen as sketchy by Instagram and in fact my main page,

@OnaArtist, got shadowbanned for promoting my NFTs, so be warned! But I also don't think this is special to NFTs. Aggressively selling anything on your page is generally a bad idea.

Managers/Agencies/Services – I generally recommend running everything on your Instagram yourself or through trusted assistants. If you have a very good reference, you could consider a manager, but always try to avoid handing out your password. I have personally not heard any good references for managers, services, or agencies and much prefer running everything myself and with my trusted assistants. If you work with an agency, I recommend finding a nonexclusive contract.

Affiliate Programs – There are a number of affiliate programs out there where if you sell a product you get a cut of the sale. I've also used an affiliate program through CCBill for my private site, OnaGram.com, though I don't anymore since you pretty much have to release free naked content to get sales and I don't do that. It's probably fine to directly promote very safe products that you want to get an affiliate cut from on your Instagram, but not the 18+ stuff.

Coaching etc. - As you know, since you bought this tutorial, I sell coaching through my page. There's nothing unsafe about stating the fact that you coach, or that you offer a service, or that you're promoting some kind of program or concept, on your Instagram, as long as it's safe for work and stays within the Community Guidelines!

Before I head into the final section of this tutorial, I want to take some time and profile three really successful models that I think everyone can learn from. They are Francety, Baylee Everly, and Jessicakes.

Francety is Francia James and her IG is @francety. At the time of this writing she had 10.8M followers on Instagram, which, like her, is a lot of fun. She is not a Nudiez girl, but she does collab with them. Her content, like her, is very fun and creative. She has a kind of a movie star / performance / comedy vibe. She



has been doing catchy videos long before Reels and Tik Tok. She works very hard, she's not afraid to be both sexy and funny, and she wears her Columbiana accent and style proudly. I would say her content is very much her true self. Francety bought a lot of ads in her early days, but now that she's super big, she gets major organic growth, and she sells a lot of promos, so she's definitely getting her money back on her investment.

Baylee Everly is another successful model, but she's much smaller than Francety. At the time of this recording she had 160K followers. She also happens to be a Social Success Intensive alumni. So I have seen her go from almost zero to 160k, and she continues to grow. Basically, Baylee has done an amazing job developing her aesthetic and growing her page, but unlike Francety, she's not exactly what she shows on IG. Let's just say how she looks on Instagram is more of a performance than her true self. But that performance is what she wants to live. When we were developing her story in the SSI, she said she wanted to be a rich blonde pool party girl, but when we looked at her content, there were barely any pools! Her photos were also poorly photographed and barely touched up. So thru my coaching we got her content looking fabulous, with lots of water, and it's made a huge difference. She's worked hard on making her photos look really good, and she's also doing really well on Tik Tok. Any time there's a new trend, she's on it. She works very hard, she networks with other models constantly, and while she doesn't have as many followers as the big girls, the number of new followers who see her content every day is super high, and that's really what counts. It's provided Baylee with a very healthy living, and she's only going to get bigger!

The third model I want to talk about is @Jessicakes33. Jessi is an IG Classic, with 12.8M followers. She's blonde with big boobs, she's very sweet, and she has a juicy classic Americana look. Her colorful and fun aesthetic does very well, and she's super kind to other models and her fans. Jessi has around 8 backup pages, she does a very good job of showing her assets, and she works very hard. When Instagram Group Lives first became available, she was one of the first models to jump on them. Her page is very genuine to who she is, so much so that

during her pregnancy in 2022 she showed photos of herself with a giant baby bump. She also features a lot of inspiro texts and memes on her page, which her followers seem to enjoy.

And those are three successful Instagram models. I think there's something you can learn from all of them, so check out their pages, but also check out any other successful Instagram model you can find, because the best way to get big on Instagram is to study those who are already big!

Now I'm going to conclude by sharing my list of the Top Ten Most Important Things I think every model needs to know to make it big on Instagram.

At # 10, always be learning. It's super important to stay curious, keep learning, and jump on trends. One of the main reasons I got so big is I'm constantly watching what other models are doing and keeping up with the newest thing. It keeps you and your page fresh and growing!

At # 9 is the important issue of aesthetics. Instagram is a place where aesthetics really matter. If your photos are beautiful and eye-catching, you will get a lot more follows and likes. So take the time to learn how to take great photos, or work with a photographer, and also learn to touch up, cuz that can make all the difference.

At # 8 is taking your followers on an adventure. Just posting the same kind of content again and again will make them bored, and they'll be likely to unfollow. What they really want is to follow you somewhere exciting. That doesn't mean you have to travel around the world, but your page should have a feeling of your being active and exciting and moving thru life. That's what people really want!

At # 7 is network with other models. You will learn so much from them. Network with models on Instagram and Telegram. I've learned so much that way, so I highly recommend it.

At # 6 is Love your Followers. I think this is really important. I've seen models who seem to have a kind of hostile attitude toward their followers, and it never seems to do them good. Further, if you start fighting with your followers, all they'll do is report your content, and that is not good. In my experience, if you love them, they will love you back, and that's what you want.

At # 5 is Don't Let the Downs Get You Down. You're not always going to get huge likes. Your follower numbers are going to stall for a while. Growth is not always going to be huge. But I can tell you this for sure: Instagram is always changing, so even though things aren't soaring, if you keep trying, they will go back up, I promise!

At # 4 is Find a Partner. If you can, get someone else involved in your page. Two people can do more than twice as much as one! But if you can't find a partner, that's ok too – just become your own partner! Learn the photographic skills that a partner would bring in and make your photos even better!

At # 3 is Never Give Up. I've always regretted the fact that I gave up in the beginning and didn't do Instagram for two years. But in the end, it's ok, cuz I'm at 5M and I'm doing well for myself. So don't ever give up. There are ALL kinds of models on Instagram, and you can be one of the biggies too!

At # 2 is to look to Instagram Classic Models for inspiration! While your friends or Onlyfans collaborators may also be on Instagram, and supporting them through following and liking is great, make sure you also have a good dose of Instagram natives in your feed. Models who have grown primarily through Instagram's platform will tell you the most about what Instagram likes and will keep you inspired.

And finally, probably the most important thing of all, # 1 is Have Fun. The more fun you have, the more fun your followers will have, and then they will buy whatever you ask them to!

So, thanks for reading through the Instagram Comprehensive. I really hope it was informative, helpful, and motivating, and I wish you all the best of luck on your path to becoming Instafamous!

