

HOW TO START A PASSIVE INCOME BUSINESS

In Less Than 30 Days Using *Instagram*



Speat
Social

SpeatSocial's guide to building a Massive following on Instagram and Profit from it (in 27 days).



MANAGE DIFFERENT.



Spect
Social

HOW TO START A PASSIVE INCOME Business
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SpectSocial's guide to building a Massive following on
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CHAPTER 1

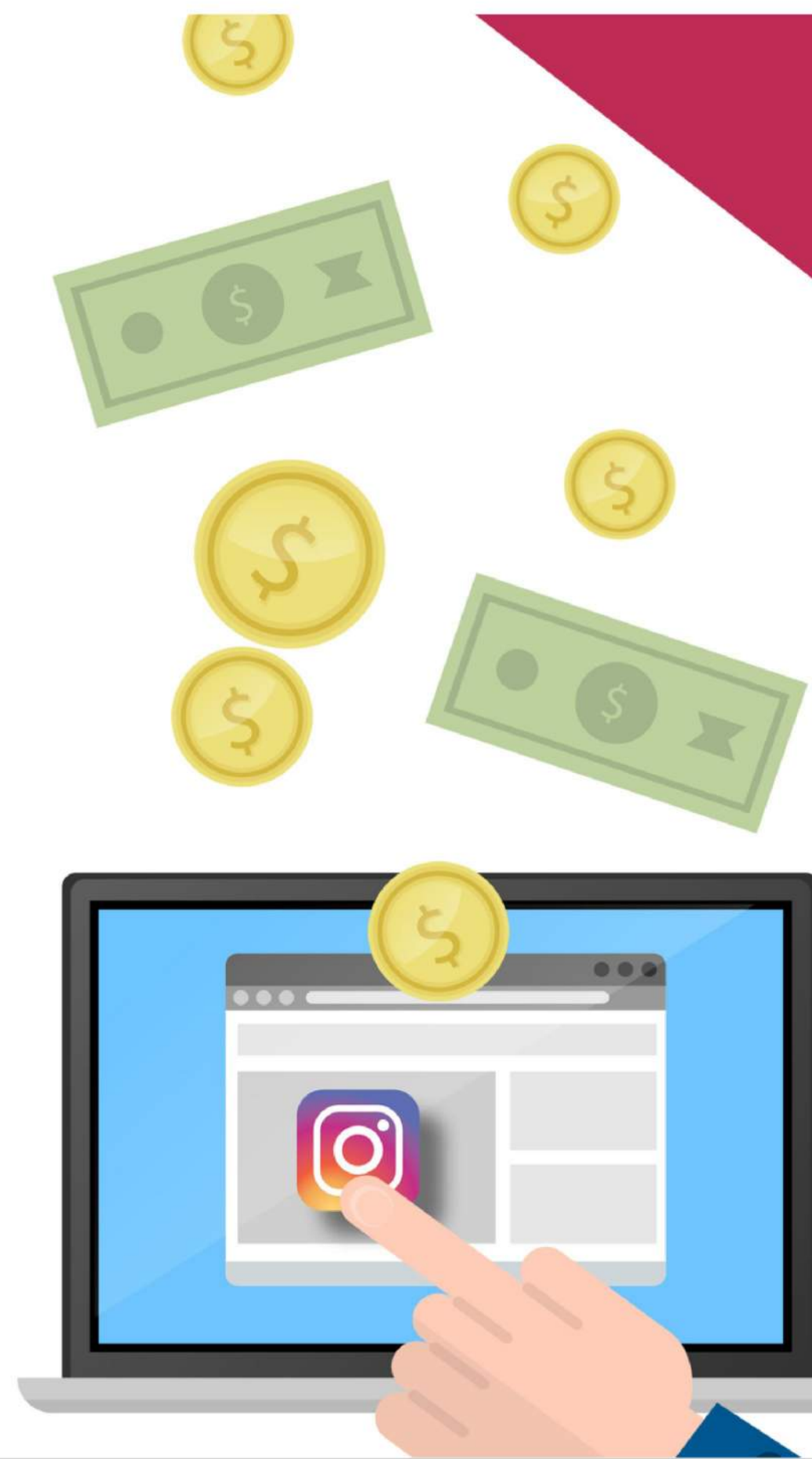
INTRODUCTION

Did you know it's possible to make money from Instagram?

Yeah it sounds crazy, I thought so too, but just hear me out.

Before we dive into the make money part, I need to get you started growing your page. But first, let me throw this quick stat at you... According to a study it is estimated that over 3 trillion is exchanged everyday between people. You're probably thinking, "What does this have to do with anything?"

Well this is of course where it gets good. Of that \$3 trillion dollars \$650 million is exchanged DAILY on the internet! Imagine if you could get a little sliver of that pie... Well guess what? You can! With this little secret called INSTAGRAM! At this point I'm sure your thinking where do I come in? Well that's what SpectSocial free guide comes into play!



CHAPTER 2

INSTAGRAM

STATISTICS

Did you know that Instagram has 600 million active users
and that 120 million photos are shared every day?
That's not all... There's a lot more you all need to know.

- The average user spends 21 Minutes per day using the Instagram App. (I will show you how to leverage this)
- Instagram's engagement is 120x higher than twitter. App. (I will show you how to leverage this)

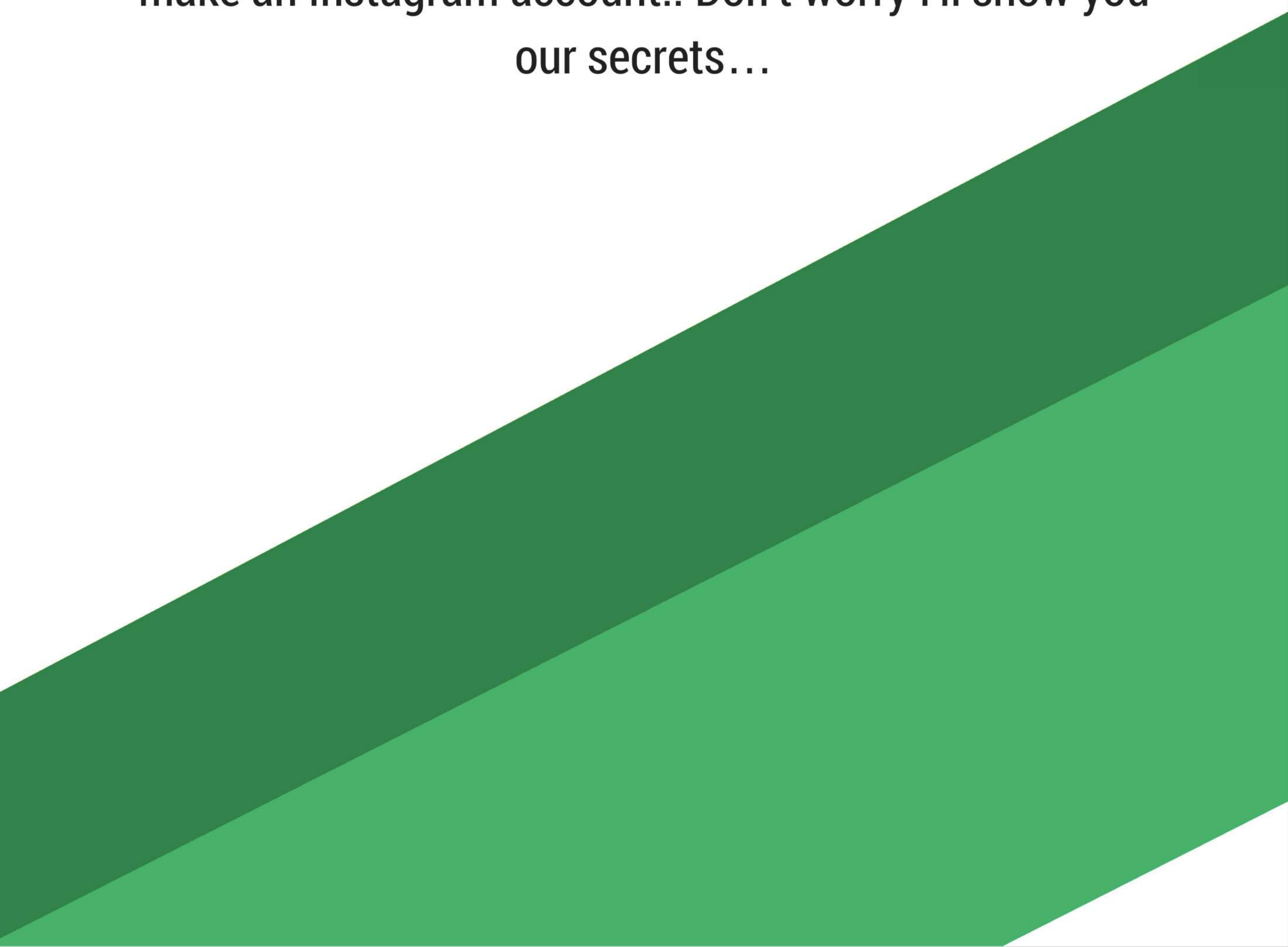
These stats will only increase in the upcoming
years
(so take advantage of the gold mine now)



CHAPTER 3

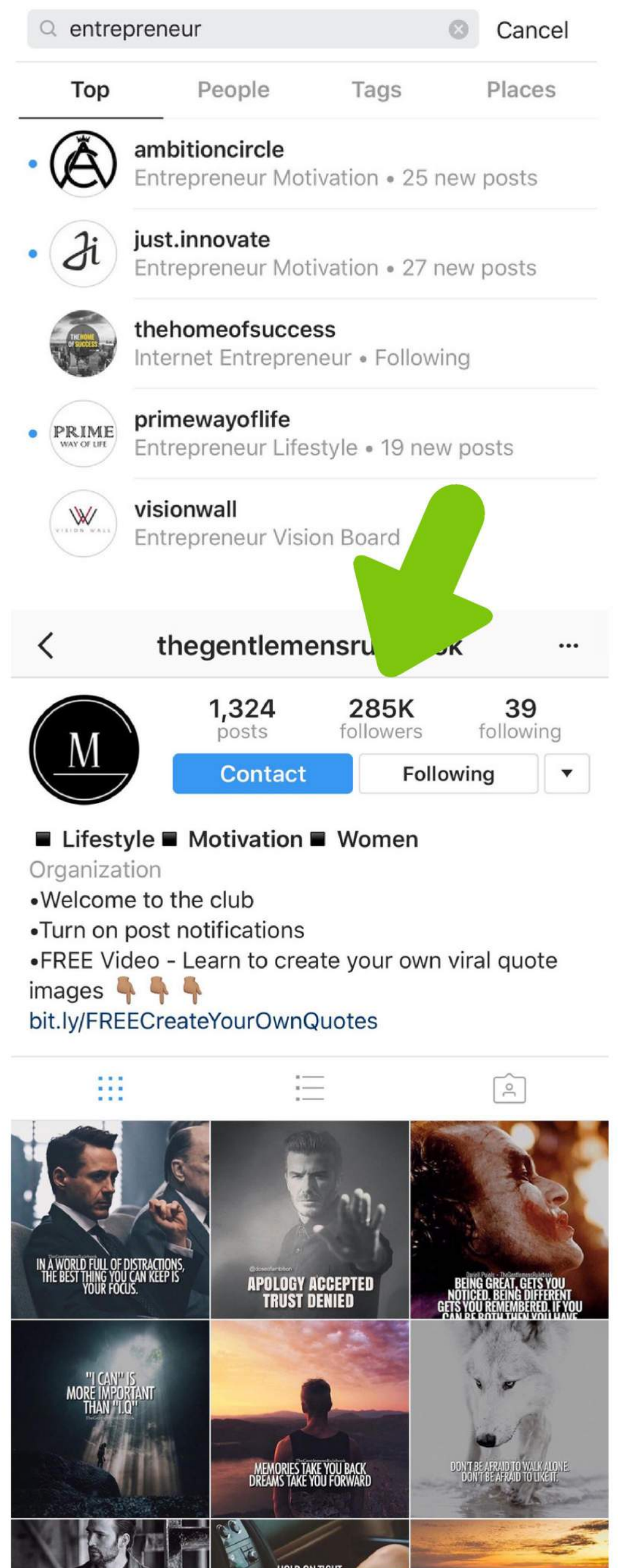
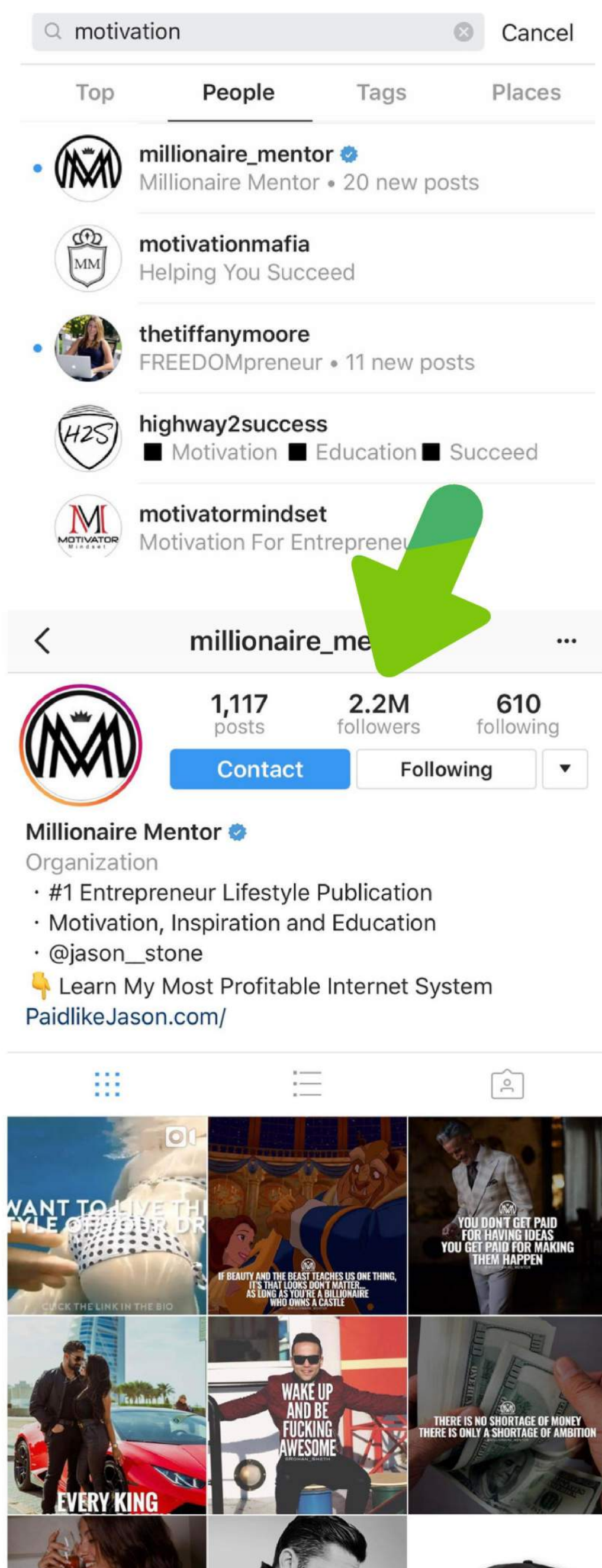
WHERE DO YOU COME IN?

Where do you come in? So after reading those stats, it is pretty apparent that you should jump on this incredible social platform. So what do you do? You make an Instagram account!! Don't worry I'll show you our secrets...

The bottom of the page features two overlapping green geometric shapes. The top shape is a dark green triangle pointing upwards from the left. The bottom shape is a lighter green triangle pointing upwards from the left, partially overlapping the dark green one.

STEP 1

It's important to make an Instagram that has a large target audience, so choose a niche that has a large following. How do you find this out? Easy, just search for other accounts in your niche and see the following they have. For example, say you choose to go the motivational/entrepreneurial route and after a simple search, you can see that there are plenty of accounts with hundreds of thousands of followers, even millions.

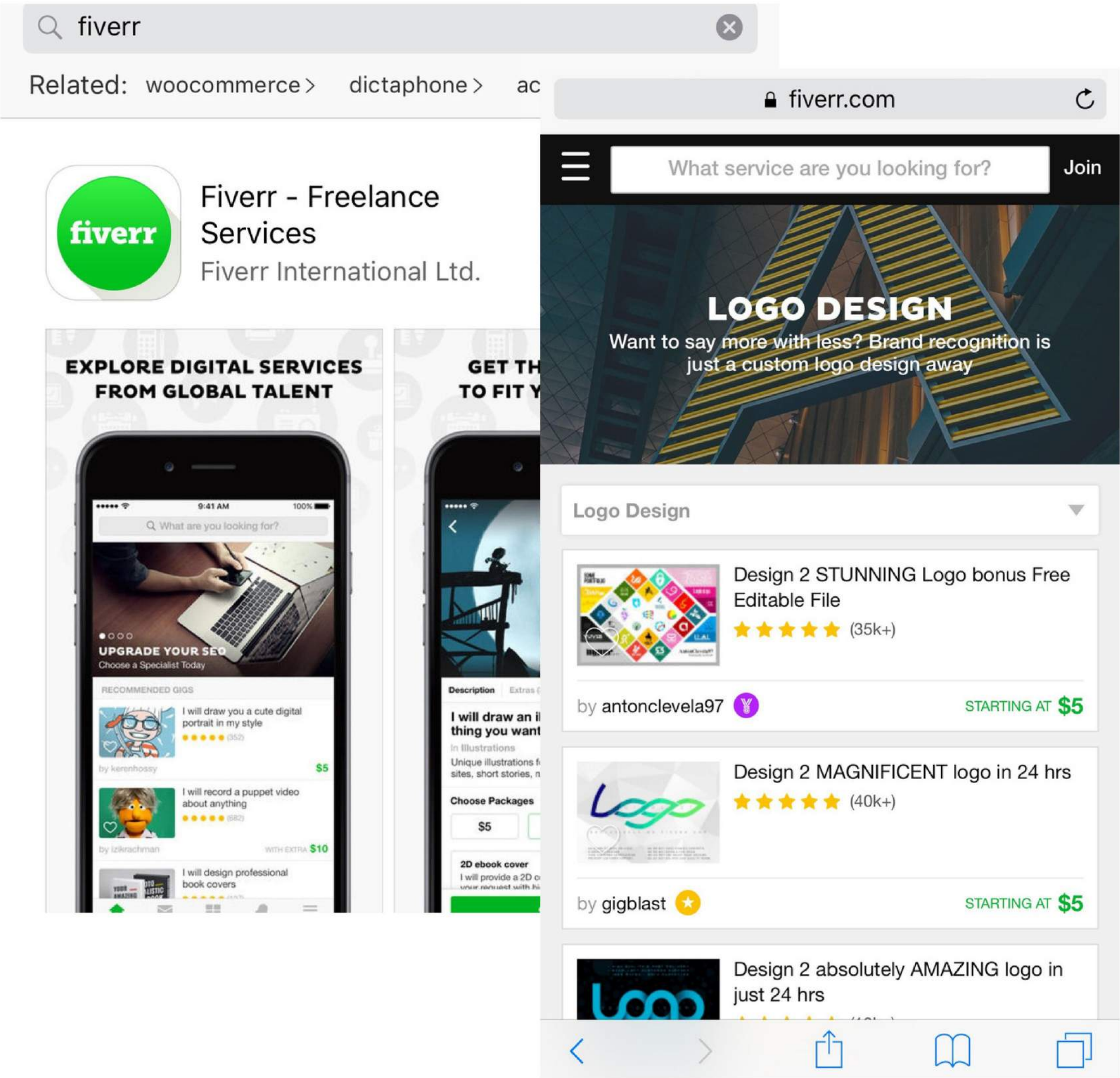


After you choose what niche or category you want to go into, it is important that you choose a catchy name. Be creative here. Write down a list of 5-10 names and choose the best one. Try to get this right the first time. The worst thing you can do is change your IG name after you have started. You don't have to spend days thinking of a name, just find a catchy one and stick with it.

Once you have your name chosen it is important to have a logo! Now don't go panicking thinking you have to spend hundreds of dollars. A lot of people will try to rip you off and have you spend tons of money for a basic logo. Not us at SpectSocial. As a matter of fact you wont even have to spend \$50. Rather, with this source, you can get a logo for \$5, yes... just \$5.

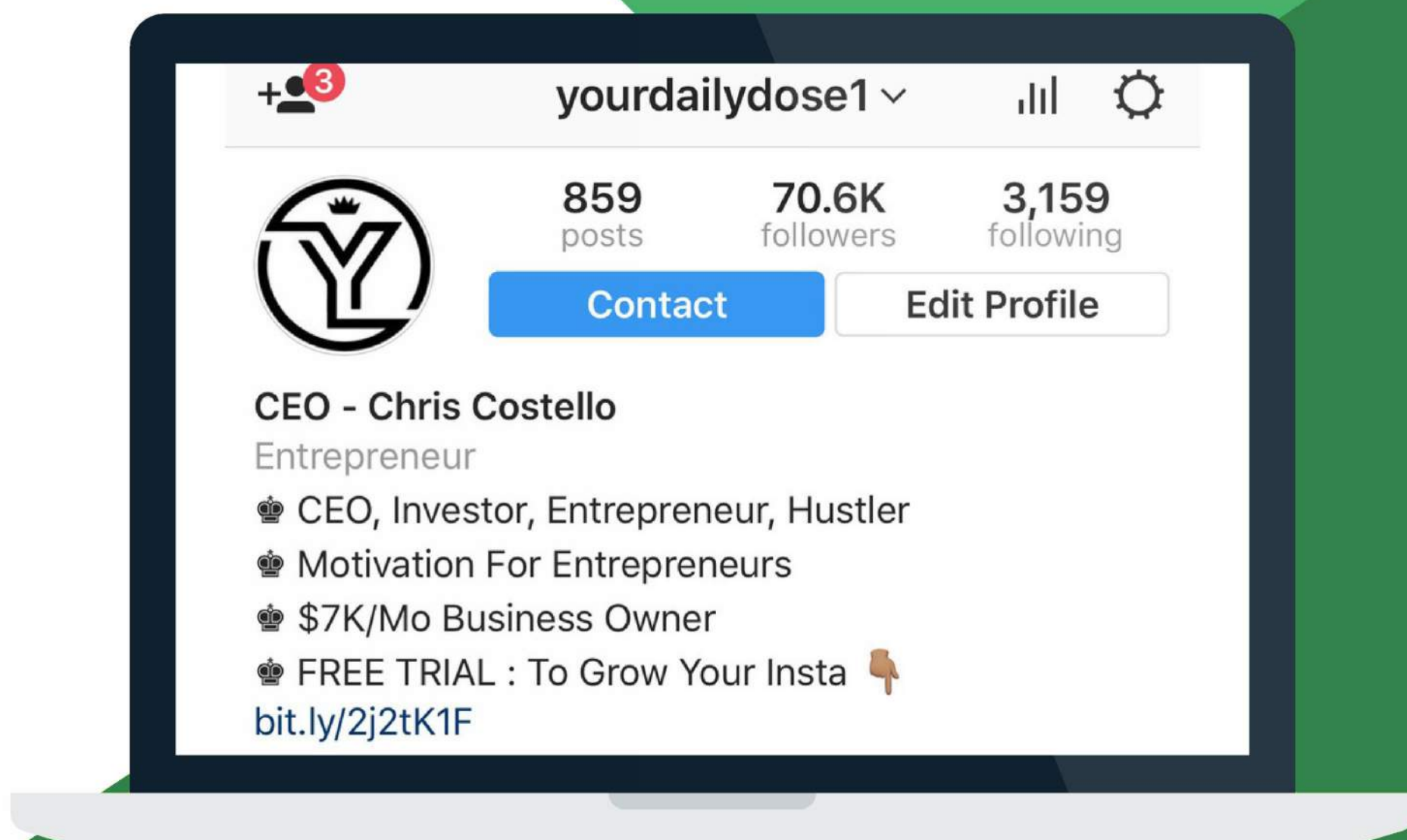
The secret source.... Fiverr.com! Just do a simple search for "logo" and you will be greeted with a TON of results for logo creators. Message a seller and let them know what you want, and you will have a logo in no time! Make sure you ask for a non-transparent background logo for your profile picture, and a transparent background image so you can add this to your images. This is our little secret for you for checking out SpectSocial.com

If you haven't signed up for your free trial yet, you're missing out on the best growth and lead gen tool on the market.



CHAPTER 4

THE BIO



Having a neat and well-constructed bio is key when growing your instagram account. After all your bio makes a first impression on people tha visit your page, and is one of the factors that people consider when deciding on whether or not to follow your page. So make a compelling bio!

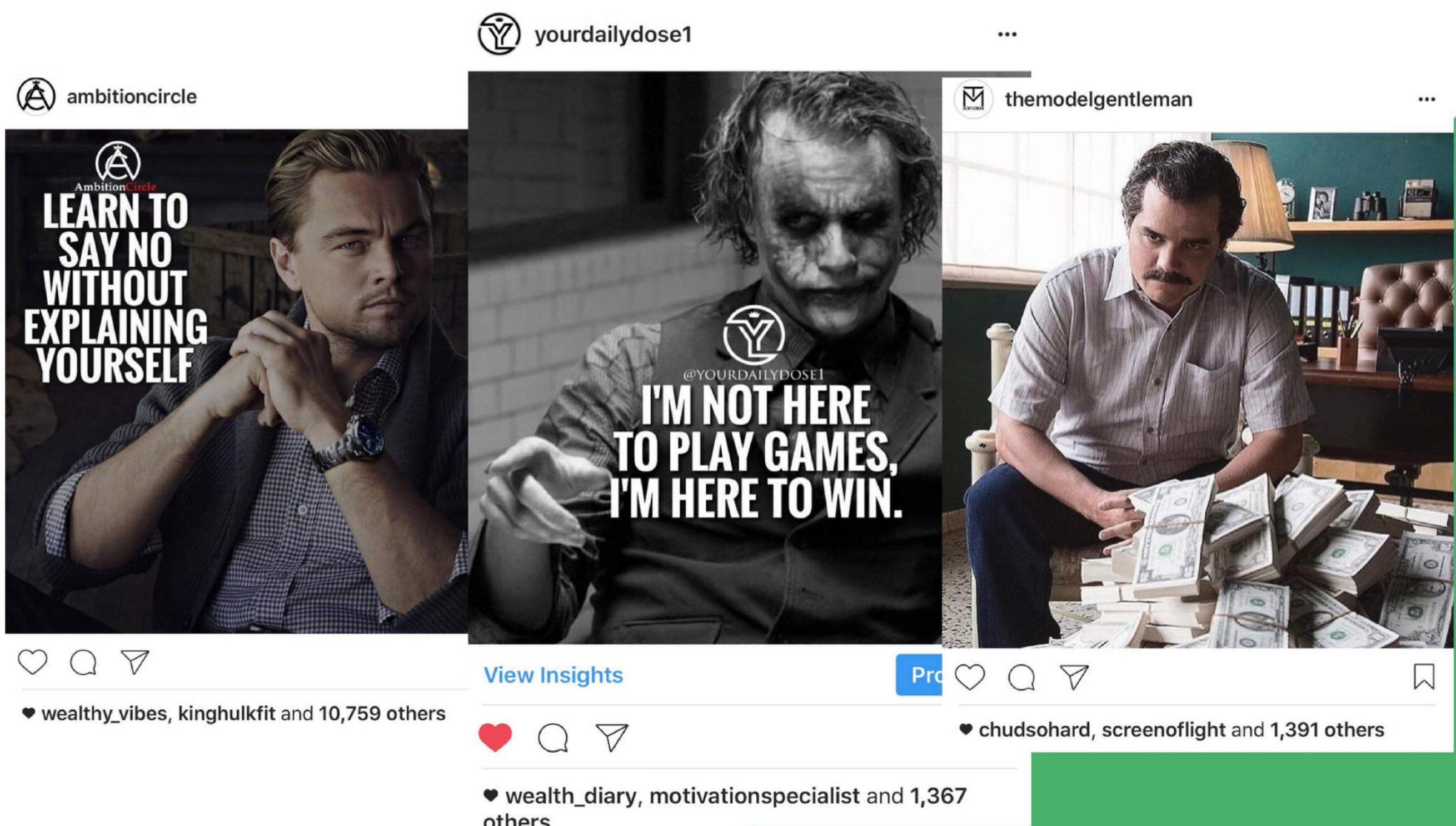
TIP

- Don't overuse emojis. Although they are great, if I see a ton of emoji's in someone's bio it generally looks unprofessional and I wont follow them. Don't get me wrong, a few emoji's can make your bio look good, just don't overuse them.
- Have a method of contact in your bio. There are many ways to have methods of contact. You can have your email address, your kik, etc. This can also be solved if you choose to have a business account on Instagram, which will allow you to have a contact button under your account name. This is super important because a lot of deals go down on Instagram.

CHAPTER 5

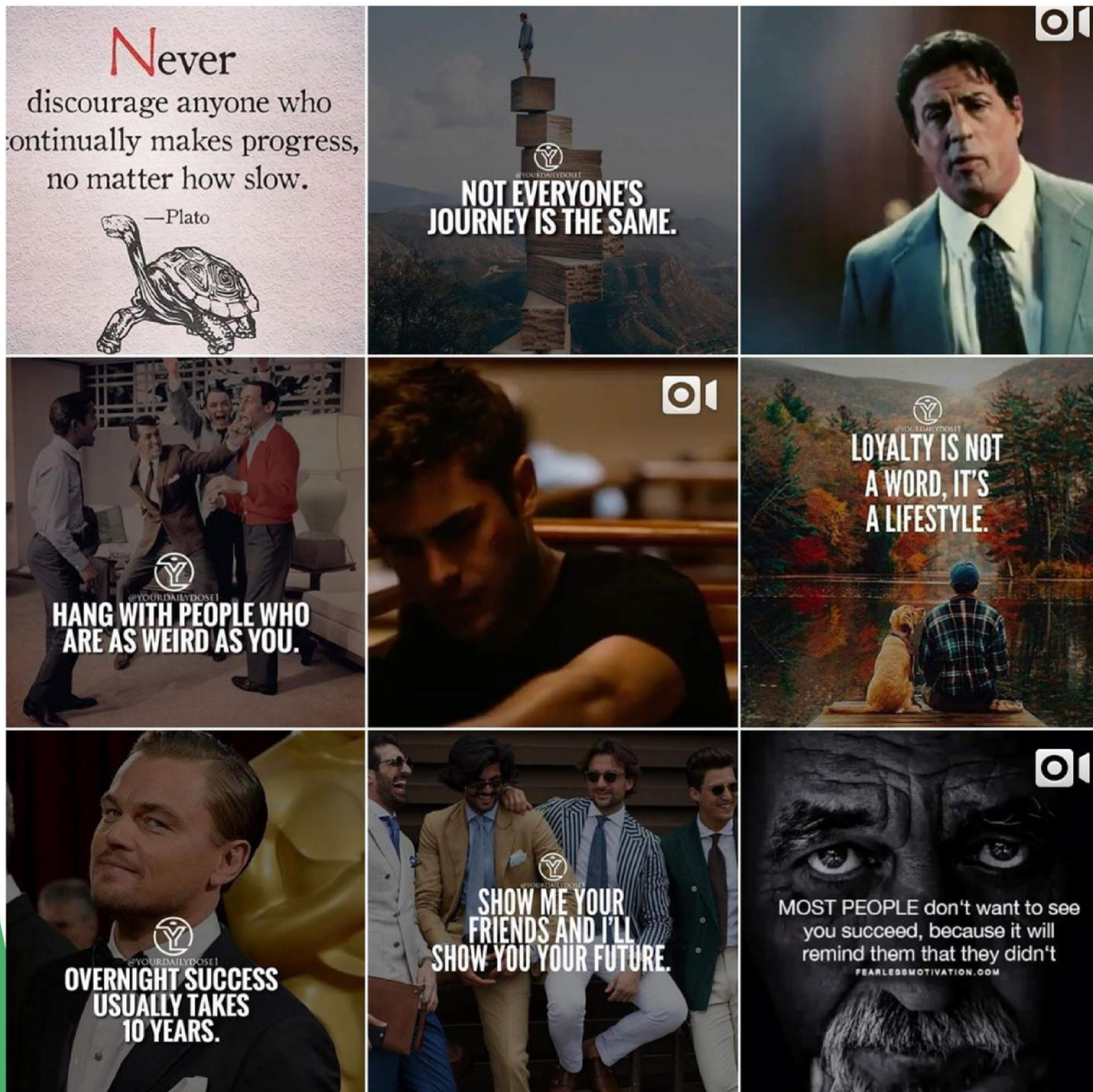
POST AWESOME CONTENT

If you are serious about creating your own business on Instagram, one of the most important things you have to do is post quality content. This is the key if you want to grow and get high engagement on your photos. Some of the best apps to use in order to design these photos are Phonto, Over, Wordswag and Canva.



DO YOU HAVE TO CREATE YOUR OWN PICTURES? NO!

The awesome part about this is that you don't have to post your own pictures! However, I can't stress this enough, you **MUST** give credit to whoever or wherever you got this photo from. If it is a another Instagram user, simply mention them in the caption. If you don't know who took the picture just say something along the lines of "credit to the photographer". I am not saying that if you don't mention the photographer you will get banned, but it is a courteous thing to do. If you don't mention where the photo came from the risk of having your account banned increases. So yeah....give your photos credit!



Post common photos with a theme to your account. For example, if you are centered on quotes, what do you post? Pictures with quotes of course. It is important that your posts are always relevant to your account.

Consistency

Another important part of growing your Instagram account is to post EVERYDAY! Your followers are hungry for what you have to offer, so you need to feed that hunger on a daily basis. Whether you post 1 time a day, or 10 times a day, it is important that you stick with it! If you're just starting out I recommend posting 2-3 times a day (spaced out of course). As I grow my Instagram I notice that the more I post, the more followers I get in a day. Keep that in mind.

CHAPTER 6

ACCOUNT MANAGEMENT

One of the big things that can help you get a massive head start to your huge business on Instagram is automation. SpectSocial offers the best automation and lead gen software on the market. How? Because we have custom coding and software coded by some of the best in the business to help us maximize YOUR results each and everyday. Not only do we grow your followers however, but we also send auto DMs. This means that if you are a business, model, marketer, athlete, clothing brand etc., you will be able to connect with your clients and fans much easier. Another thing that we offer is engagement growth, which is the most important thing on Instagram besides followers. It does not matter how many followers you have, if they don't engage with your posts.

This is where we come in (Automate the whole process now).



You could have the best page on Instagram, but if no one sees it than what's it worth? Nothing. Don't worry though, we can help you with that.

CHAPTER 7

The Growth Machine

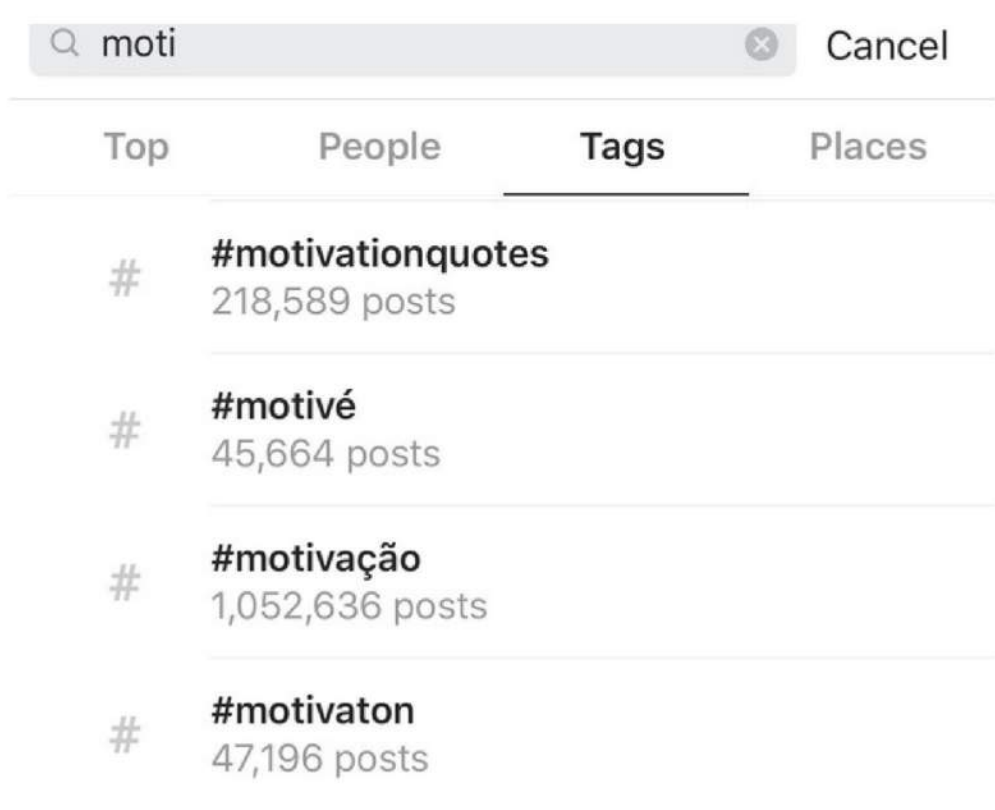
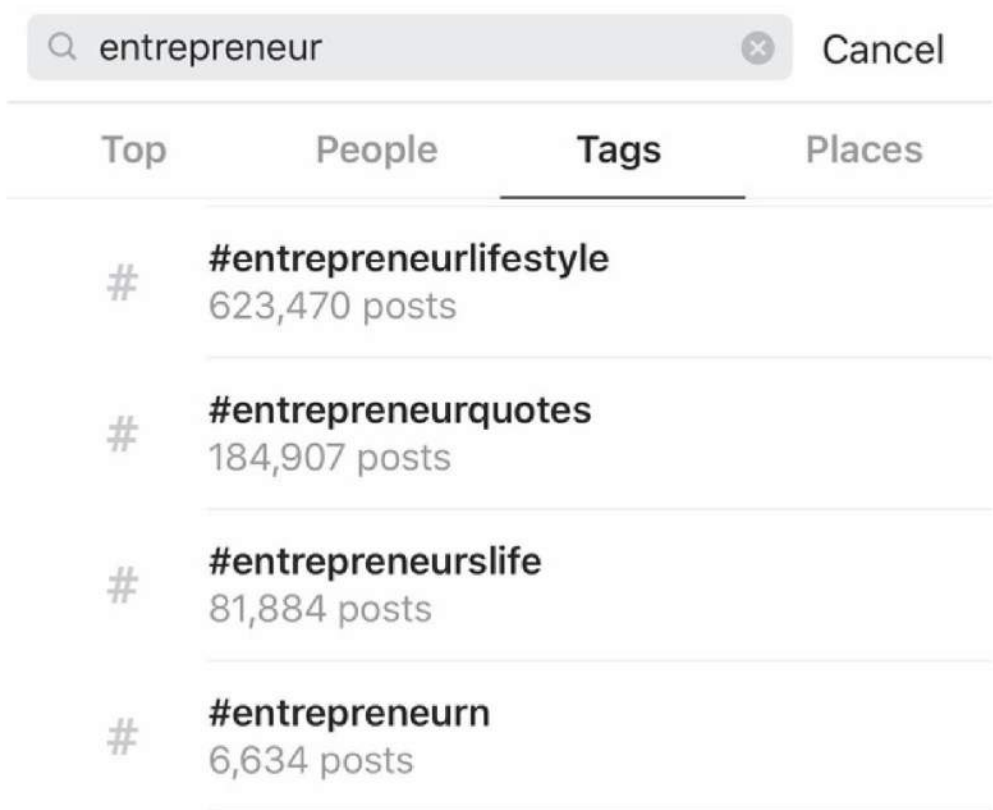
The Power of the Hashtag.

One of the most underestimated parts of Instagram is the hashtag. Why? Because when people search Instagram via the hashtag they have the chance to see your photos, which may convert them into followers. The best part about this is you can use 30 hashtags per post! So the potential audience you can reach is huge! Especially if your content is great! So how do you find the perfect hashtags? Ill cover that now.

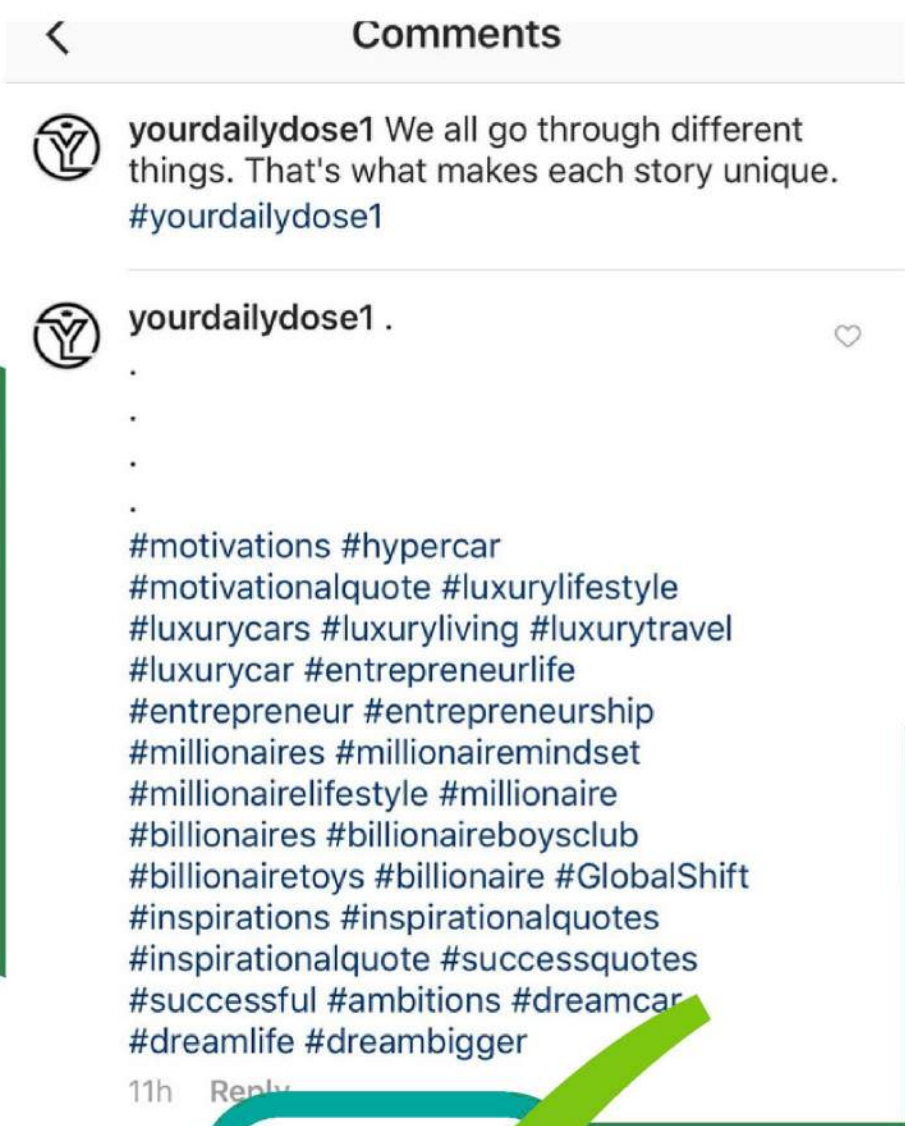


How to find hashtags.

This is the hardest part when it comes to hashtags. But you do it once, and you're done. The key to finding hashtags that generate new followers is to use ones related to your niche. In order to do that, you need to use the search function on Instagram and search for tags. I recommend using ones that have 100,000 -1,000,000 posts. You don't want to use ones under 100,000 as you wont reach a big enough audience. Try not to go over a million either because your post might not even be seen. Once you have researched 30 hashtags copy them into your notes app on your phone, or whatever app you use to store notes. You will use these hashtags in EVERY post.

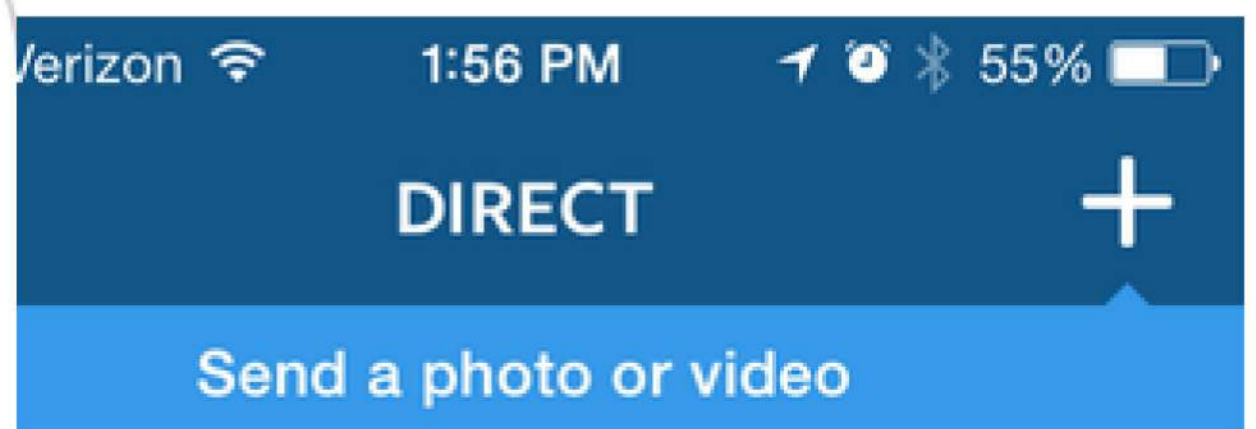


Okay so now that you have your tags found, it is time to put them in with you post. One mistake I see many people making is that they put their tags in the caption section, which looks very sloppy. This little secret I am about to share with you is the best way to utilize hashtags without making the aesthetic of your posts suffer. The secret is to put them in the comments section! Yes, putting your hashtags in the comment section has the same effect as putting them in your caption. Although you can put them in your caption, I highly recommend putting them in the comments section as it looks more professional.



SFS/S4S SFS stands for shoutout for shoutout.

This is one of the fastest ways to grow your Instagram account besides SpectSocial automation. Basically a SFS is when another account gives you a shoutout and tells their following to follow you. Usually this is done by them taking a screenshot of one of your posts and posting it on their own profile and tagging you in the caption saying to go follow you. In return, you do the same for them. This will produce HUGE results in your growth! So how do you do a SFS? The best way to do a SFS is to reach out to accounts that are similar in niche, following, and engagement to you. If they have their kik username in their profile bio that usually means they do SFS. Most of them will say yes to your suggestion. Even if they don't have a Kik in their bio, don't worry, they still might offer you SFS you'll just have to ask via direct message (DM) through Instagram. Show pic of Kik app, Insta Dm, S4S



Instagram Direct

Send photos and videos directly to your friends. Only the people you send to can see these posts.



Paid/Promotional Shoutout

Before I even begin talking about this one I just want to say to hold off on these until you have a routine and have the whole Instagram thing down. With that being said a paid shoutout is the same thing as an SFS except that you pay an account for a shoutout and you don't have to shout them back. This is where crazy sales and growth can also come from. The process for a paid shoutout is the same, however you have to pay them through usually PayPal. Don't stress though, PayPal makes it easy to send money to other accounts within a blink of an eye. So if you don't already have a PayPal, I highly suggest making one.

Once you have paid for the shoutout, you tell that account what product, post, or link you want them to promote, and what the caption should say. Basically when you buy a shoutout, you're renting someone else's Instagram account for one post. So make the pic and caption a good one so people follow you!



CHAPTER 8

TRACKING YOUR INSTAGRAM STATS

Tracking your stats is essential when growing your Instagram page. If you don't know what's working, then you don't grow as fast. One of the things I like to track is , how many new followers I get per day. To do this I have the app "Social Blade". Social Blade tracks my growth everyday so I can see how I've grown over time. Another thing I like to track is what time is the best for me to post. To do this I use the app Iconosquare. Iconosquare will tell you which days are the best to post, and even the best times. Without tracking your stats, you're really hindering your growth. I recommend checking your stats once a week.



Social Blade Statistics App
Social Blade
★★★★☆ (25)

GET

SocialBlade

Home

Search

Favorites

Charts

Settings

RECENT NEWS 0.3.8

The Influence of YouTube Views on Music Popularity

7 days ago

Meerkat changes product's course in response to low usership

26 days ago

Top 50 Most Viewed YouTubers in February 2016

28 days ago

The Fine Brothers announce React World; fans unsubscribe in droves

2 months ago

The rise of the Snapchat influencer, and the business behind them

3 months ago

YouTube Red: YouTube's new site-wide subscription service

6 months ago

Forum Chat Removed

6 months ago

iCelebrities: Today's Top Twitch Talent

7 months ago

Social Blade EDU - Learn how to optimize your channel

8 months ago

INSTAGRAM STATS SUMMARY / USER SUMMARY			
DATE		FOLLOWERS	
2016-09-19	Mon	+1,147	34,894
2016-09-20	Tue	+906	35,800
2016-09-21	Wed	+743	36,543
2016-09-22	Thu	+1,220	37,763
2016-09-23	Fri	+844	38,607
2016-09-24	Sat	+956	39,563
2016-09-25	Sun	+1,025	40,588
2016-09-26	Mon	+1,302	41,890
2016-09-27	Tue	+1,943	43,833
2016-09-28	Wed	+664	44,497
DAILY AVERAGE		+1,081	
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CHAPTER 9

THE PROFIT MACHINE

Okay so here is the frosting on the cake. We finally get to the money side of things! Once you grow your following, you will start to see money rolling in every single day. But how? There are many ways to make money on Instagram, but I will start with the most popular!

1.) Joining and promoting SpectSocial Not only do we grow your Instagram, generate you leads, boost your engagement, and coach you personally, but we also have one of the most lucrative affiliate programs on the market! How does this work? How do you make money? By simply signing up and getting other people to join into the program. When they join, you make money. It really is as simple as that. Our software is so good, that who wouldn't want to join? Everyone needs this service.

Here is more how our affiliate program works. We have 4 paid membership subscriptions. These include a \$29, \$49, and \$99 plan. As you go up in level, you can earn \$10, \$20, \$35 per referral monthly! This is insane!



2) The second best way to make money on Instagram is through paid shoutouts. This is why we push growing your following as big as you can. Once you see your account grow you will start to get messages from people asking for shoutouts But as you know now, these don't come for free.

You can offer them your price options and make a deal. As your following and engagement go up, you are able to charge more per shoutouts. It is always good to have a set price for 1 shoutout and then a little cheaper for a package of 3. It is important to always push quantity. This can really add up over time, and you can make some decent money doing these.

3) Another way is to sell your own product- you can do this by posting a link to a product in your "website" section of your bio. This is basically a virtual ATM for you because every time someone clicks it, you have the potential of making money.

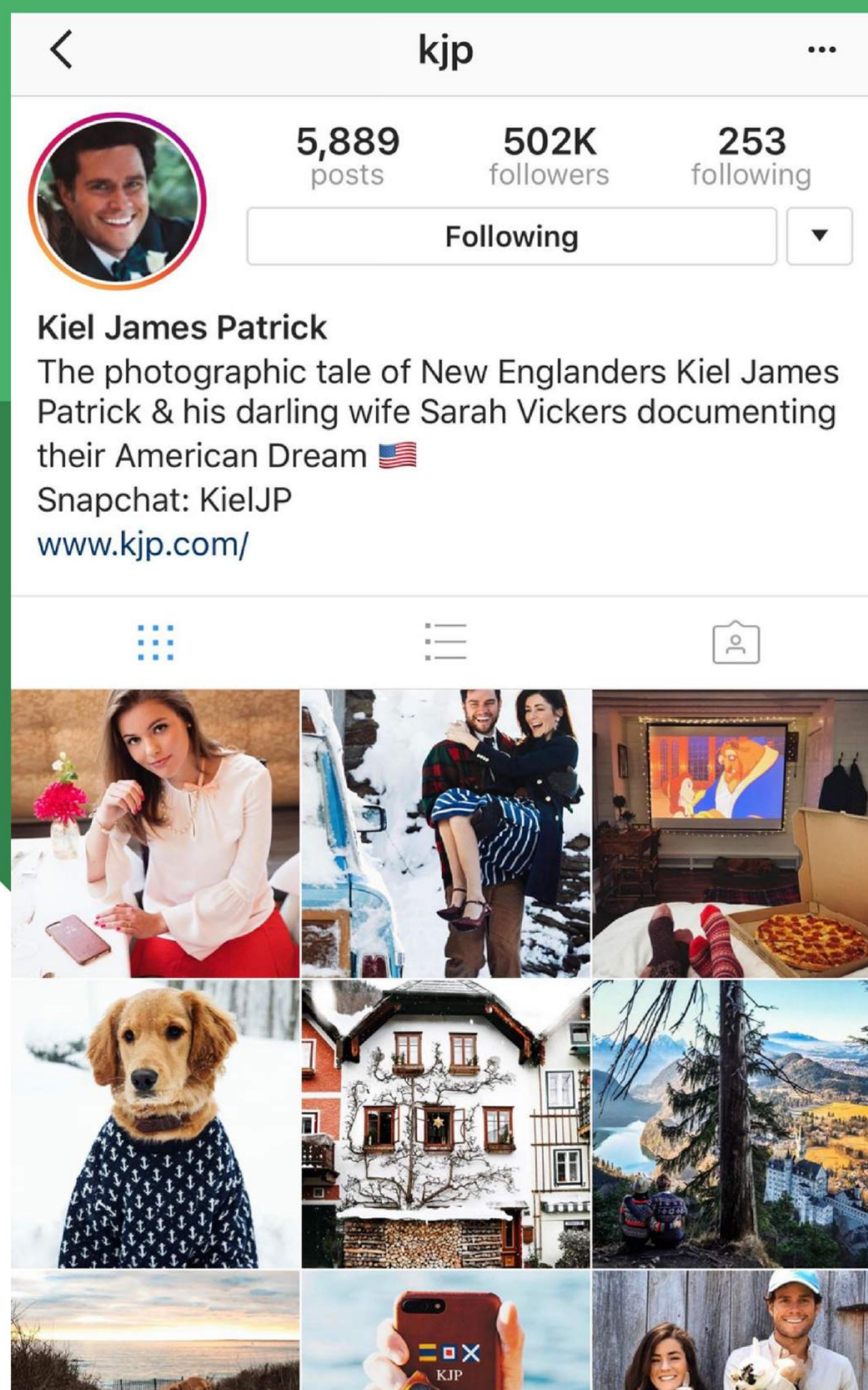
Many people wonder what they can sell in the bio. This is completely up to you. I have seen lotions, jewelry, car rims, eBooks, etc.

CHAPTER 10

CASE

STUDY: KJP

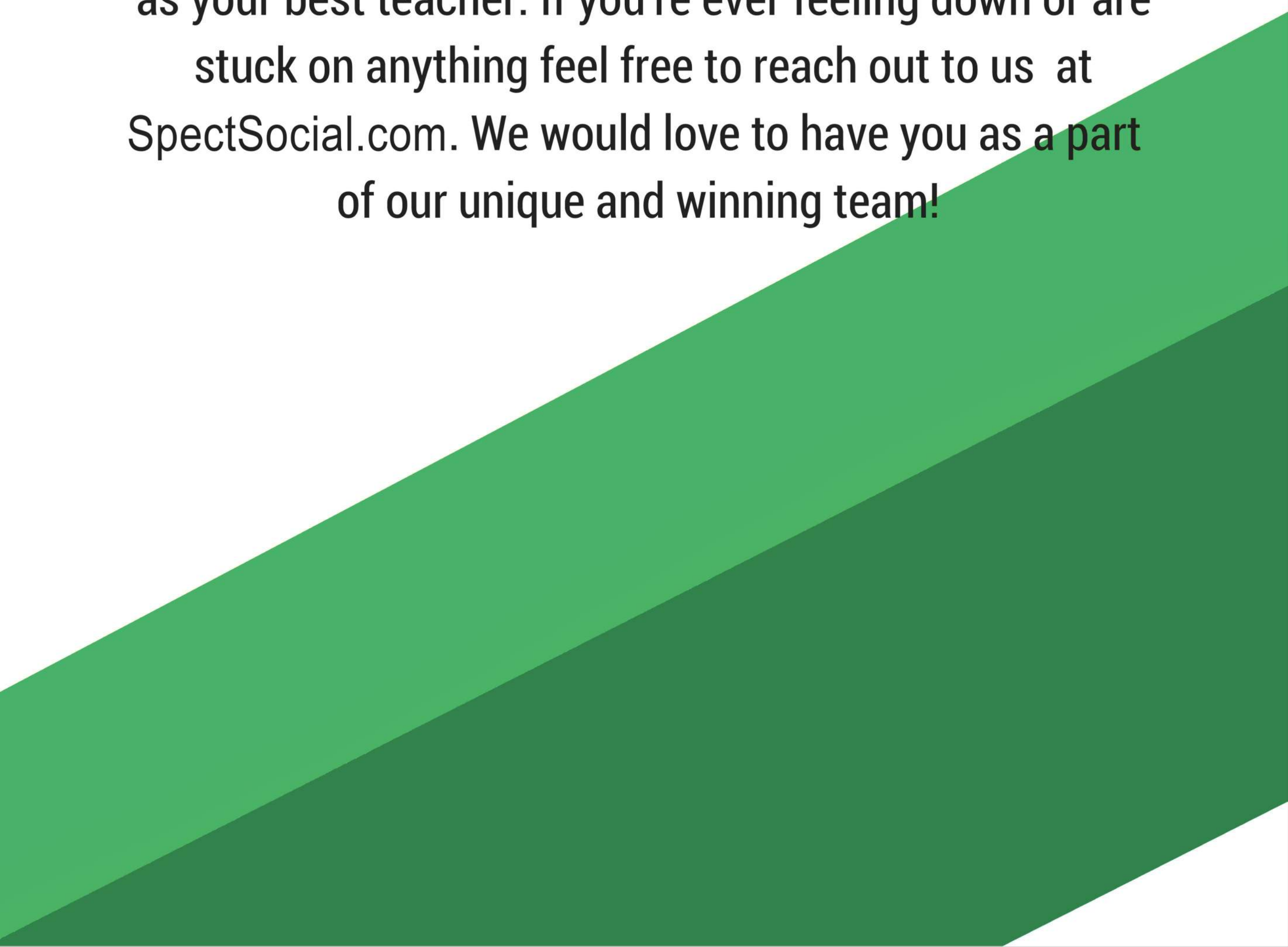
Ever hear of @KJP? Well get ready because their story is incredible! KJP is a company out of Rhode Island that started recently, and they sell east coast apparel and jewelry. Guess how they got their start? You guessed it, INSTAGRAM! In just under 2 years KJP has become one of the most famous east coast brands, and are able to market 100% exclusively on their Instagram to drive sales. They were able to become a multi-million dollar company through a social media platform. Although this may sound extreme, it is definitely possible if you stay dedicated and committed!



CHAPTER 11

IT'S TIME

There you have it! You now have all the tools and knowledge to get started building your own profitable business on Instagram! The most important thing you have to do is TAKE ACTION on this advice given to you. If you take action, you cannot fail! Look at it this way, “You either succeed or you learn.” Don’t let failure ever be a part of your vocabulary. Learn to look at failure as your best teacher. If you’re ever feeling down or are stuck on anything feel free to reach out to us at SpectSocial.com. We would love to have you as a part of our unique and winning team!





Thank you all for checking out my eBook, and I hope you use all of this information to help you grow or start your business. I look forward to working with hopefully all of you.

-Chris Costello

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