LESSON Transcript

00:00:00
Now I want to give you my STRATEGY TO MINE FOLLOWERS. So we've done Your branding is going to attract people.
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Hashtags are going to attract the people 'cause people search for hashtags to find content like yours. If it's relevant to them.
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#3 is what you now have. Seriously, make some effort to go and find your ideal audience.
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And what I recommend Is doing this daily, but some of you will probably shut down and leave this training immediately, but as often as you can.
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Try and follow **THIS STRATEGY 6 AND JUST REMEMBER 6421.**
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So you are going to go into your newsfeed, which is where you are in your home section and you're scrolling through your newsfeed and you're just going to like six of the posts that come up in your news feed.
00:01:06
Try and look at you're your Phones now just try and do that And see if that works for you.
00:01:16

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Those six **LIKES,** some of those ACTUALLY COMMENT.
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So go to **FOUR OF THEM AND WRITE A COMMENT**, or at the very least give them a hashtag clapping hands, or a thumbs up, or something.
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Now you come up in that other person's newsfeed and the chances are they're gonna engage.
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Back with you.
00:01:45
So you're putting in the effort to engage with people.
Next is you're going to go and search for **TWO NEW ACCOUNTS TO FOLLOW**, and I'm gonna show you various ways to find new accounts to follow. And what happens when you follow somebody the Instagram etiquette Is to follow back.
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But of course you don't want to follow back every org person that follows you. So when somebody follows you go and click on their profile.

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I'm gonna show you with these screenshots in the minute.

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Gary Vaynerchuk is one of the best examples of that, he's totally Inspirational to youngsters.
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He is not following every single youngster that follows him. They are following him because he is an influencer. He's inspirational and so on.
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Go and check the profile and decide if it's worth you following them or not. Is it a business opportunity?
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Is it somebody you want to build a relationship with? Is it somebody content you want to see as well? That kind of thing. So follow back sensibly.
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And then here is where the rubber hits the road. When you take relationships to the next level, how many of you **actually take the time to DM.** Everybody has got that message on the Instagram profile. How many of you take the time to DM?
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Your contacts, people who follow you. People who comment.
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So you're clicking on the message part of the profile and sending people a one to one message.
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for example, there's some Instagram coaching with the real estate agent.
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And she made the appointment 'cause she I'm not getting the right followers. We look at one of our recent posts and I click on exactly.
00:03:37 How I'm gonna show you this now. I click on the new followers. And the first person we click on is a private account, so it shows you nothing unless you Click to join.
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Now most of us wouldn't Click to join that private account, but I took the ladies name. I went and put it into Facebook and searched it in Facebook. And although the profile photo was different here. On her Facebook page was the same photo as on Instagram, so I knew I was on the same account.
00:04:06
And guess what, she was with property conveyancer who started following her, started commenting on her post. What a lead!
00:04:14
Eat and she sat there wide eyed like a rabbit. Now what you do is you direct message here is where you use your saved replies. I so appreciate your engagement. Just a reminder this is. What I do, And I would really appreciate intros and leads for what I wonder whether what you're looking for now to type that whole message out every time you get the opportunity to type out a long message is a nightmare, so you do it.

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AS A SAVED REPLY.
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And you, here's your little shortcut to identify that saved reply.
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Save yourself time and I promise you that's gonna be a lead generating tool of note, good way to send people to your website to your blog to your sales page.
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Because as we know there's limited places to do that, so we can do it in our bio. We can do it in stories and you can send links direct messaging.
00:05:18
HOW TO FIND NEW PEOPLE TO FOLLOW VIA YOUR ENGAGED USERS. Here's a post and that's use liked my post.
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Click on who's liked it and you get this feed of the people that have responded. You click again on the feet.
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And then you get those people profiles.
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So you can scan down the profile.
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And choose either some of those people so you can click on their profile and go and cheque them out. Or you get a suggestions for you which now becomes where the algorithm is starting to click in and it's showing you content that it thinks you might engage with and then you would click.
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On that profile. This is now where you can see the bio in action. I go and look at this. I look at the bio that is so my kind of person I must follow.
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And once you follow, you obviously come up in their newsfeed as somebody who's engaged with them.
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And the chances are they're going to do the same with you and go and look at your profile and follow you back under the new account you follow.
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Once you've followed, you will get more suggestions once again.
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See all they all come through and there I just clicked on a knob. One very interesting platform profile. Do I want to follow don't I want to follow?

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I do never just click on follow I'll Always click on The profile and go and see if it's worth following and minimum of two. Obviously the more followers you Do the more Actively that you do, The

quicker you are going to grow your profile. It's amazing to me that people expect their profile to grow just because they think they've put a beautiful pic.

00:07:15 **Search HASHTAGS ON INSTAGRAM**

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This is the most important part of this training.
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You have to go and engage and follow and comment and have conversations with people to get them to follow you back. So only way to grow your profile other than paying for ads.
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You can do now the same thing to find new accounts to follow by searching hashtags. So this is gonna cement how the hashtags work for you, so you have that spreadsheet.
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Of hashtags they will relate to niche markets you follow to influencers. You like to interests. You have two products you market and sell etc.
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Now what you're gonna do is you're gonna go into your profile and at the bottom the search magnifying glass you're gonna click on that and you're gonna get a screen that gives you suggestions type in.
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A hashtag or now very important, Instagram has started using keywords as well in addition to hashtags. So do tastes. Stopping in just the word without the hashtag, you'll get different results. Taste both.
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At the top you can search people. You can search music. You can search a hashtag and a location, with different results.
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For that particular hashtag.
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You go and look down here and obviously you can click on the hashtag. So I for example clicked on this one and these were the results.
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But before I go there, I want to show you a very important part and we will cover it again in the next lesson. Because this is an important part of finding hashtags.
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That's gonna get you seen to add to your post. So when you go and search so say I'm going to post now about ideal customer and I'm researching hashtags. I go and look at this list.

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And I'm looking for hashtags that have not got Millions of results Because for your content to get found when there are millions of posts with that hashtag is highly unlikely.

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So think about that for a strategy instead of using for example, ideal customer.
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How about I use ideal customer profile?
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Ideal customer avatar. Now my content is much more likely to get seen in a huge better verse. Use this to find hashtags that get you seen by Those people.
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Back to now, **FINDING NEW PEOPLE TO FOLLOW.** I have picked on that.
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Hashtag this results comes up, so I think this post looks very interesting. I go And click on That post and now I see who finds that post interesting.
00:10:27 So I drilled down the same way I showed you just now go And click the these people come up. I scrolled down and I look at her.
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And I go, Yep. She looks exactly like an ideal customer avatar. I could use her picture as an ideal customer in my in my space.
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So then you would go and check out the BIO. You would like to follow, and if it's worthwhile, you would comment. **YOU COULD DO THE SAME WITH COMPETITORS.**
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Go and cheque your Competitor pages and profiles in exactly the same way.
00:11:14 Drill down who's engaging with them. Drill down to those profiles and go and look at that.
Same with same **NICHE PROVIDERS** who is.
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Supplying your audience, that's not competitive. Those are niche providers. They are serving the same audience, but you're not competitive doing exactly the same exercise for them.
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You need to do the work. Here is A marketing task. It's called lead.
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Generation there is a strategy involved in attracting the right people to your profile that you intend to take on to convert to customers.