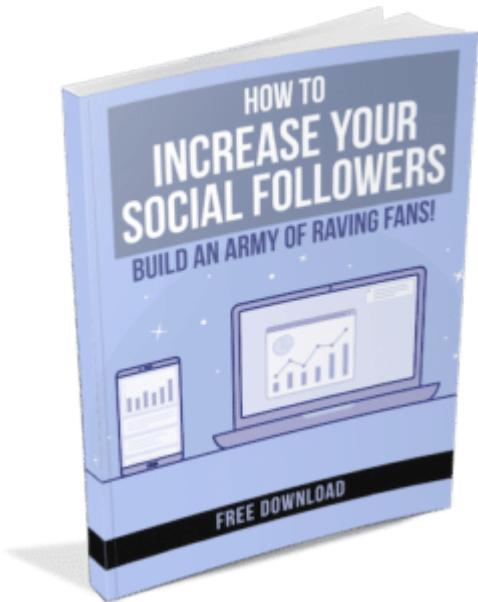


Secrets to Easily Increase Social Followers



“Finally! Learn How to Easily Get More Real Followers on Instagram, Twitter, TikTok, and Facebook!”

Get More Followers for FREE and Become a Better Influencer Online

The best kind of content to post is something that makes the sharer look good sharing it.

In this book, you'll learn tips like that which big time influencers do to get more people following them. They are steps you can easily do yourself but you first have to know what to do, right?

Introduction

Getting **more followers on social media organically** takes deliberate planning but it's not something you need to stress over. With a good blueprint in place, which is easy to follow, you can transform your social channels into something with a purpose, which will attract the audience you're looking for.

In 2020 and beyond, there's less emphasis on TV and movie stars and more emphasis on regular people but to stand out as an influencer and gain lots of followers, **you must have a plan in mind**. This guide will help you create your own plan – be it how well you play the piano to making funny videos... it doesn't matter.

Follow the steps here to craft your social media channel the right way.

So.... What's Your Brand?

Your brand should simply use your name and your likeness in most cases – that is, unless you're good at acting or can do animation or something like that. For most people, it'll be their own selves. This also makes it easier to produce content because **you can just be yourself**. You also seem more accessible and since you're being real, people feel like they know you. **This is the connection you need with your audience.**

If you really don't want to use yourself as a brand, then you can make up a screen name or fake name but before you settle on one to use, make sure you've researched it. Do some searches and make sure the name you're choosing hasn't been taken or isn't being used in a negative way or this whole endeavor will be a complete disaster.

Along with your brand, you can come up with a logo. It can simply be your name in a certain font or you can get more complex and get a logo designed for you. Also choose a few colors you'll stick with and then stick with those exact colors. Find the hex and RGB values for those colors and put them in a document you can refer to. This will be handy for when you create profiles on various social media platforms, etc.

A very good example of a brand on YouTube is The Snow Report (since I'm into skiing). It's quick, the content is good and funny. She does the same kinds of things each episode. Sure, this is sponsored by a magazine, but it's something to shoot for and a great example.

If you plan to monetize your brand, then make sure there are some products you can sell (like do Amazon affiliate marketing, your own products, other affiliate marketing) or else consider ad programs like Google AdSense or even my favorite, Follower Cash.

What is Your Brand Message?

This is often called a mission statement but that sound really boring and formal. In other words, what is your content going to be about? What's the theme?

Then think about how you're going to **be different than other people** doing something similar to you. How will you stand out and be unique? What's your twist?

Figuring out your brand will help people **get behind you and support you** because they will identify with your brand. Also think about creating a movement – not a company because a movement is more powerful and has more passion in it.

You should also think about what niche you're in. There should **be some broad appeal to it so that your audience isn't too narrow or small**. But don't go too big where there are

already too many people in that space. One example that comes to mind is weight loss and exercise. Optionally, you can combine two niches into one and then you should have something pretty unique!

If you need help choosing a niche, check out my article called [90 Profitable Niche Ideas to Get Into](#) where I list 90 good niches and some really good advice about how to choose your niche/topic.

Build an Audience Persona

A persona is like a description of your audience. You can even give your persona a name, like "Madison" if you want. Oh, you don't know Maddie? She's in college and she's into movies, clothes, and her dog. She likes to run but what she really enjoys is cooking. She likes healthy recipes with simple ingredients. If she can throw it in an Instant Pot overnight and then have it to eat before class, she's all over your content.

That's an example if you had a social channel where your brand is making simple Instant Pot meals. This is different than a mother of 3 kids using an Instant Pot. See the difference? You've narrowed it down more specific but there's still a large enough group out there who will enjoy the content you produce.

Think about how to market (reach out) to them, where they hang out, and what they will respond to.

Develop Your Value Proposition

Your what?

Wikipedia defines value proposition as:

A value proposition is a promise of value to be delivered, communicated, and acknowledged. It is also a belief from the customer about how value will be delivered, experienced and acquired. A value proposition can apply to an entire organization, or parts thereof, or customer accounts, or products or services.

What are you delivering?

What are people following you hoping to get from you?

What emotion drives them to keep coming back to you for more?

Think about these things and refer back to them every time you post content.

Stick to Your Brand

You must **be consistent and stick to your brand always**. If you depart from your brand, your audience will be confused and consider unfollowing you. Yes, it's a serious offense. They'll lose interest and they're gone.

Use your logo, be consistent with what you say in your intro, in your conclusion, and keep the same kind of style in your videos and content. Consistency is absolutely the key. If you have something else to say and want to say it online, then develop another channel where that message is appropriate but **protect your brand at all costs**.

Which Platforms Should You Be On?

Choosing a platform will depend on who your audience is and where they hang out but the big platforms right now are:

- YouTube
- Instagram
- Websites/Blogs

There are other platforms like TikTok and Twitter you might consider but definitely choose a primary platform and develop it the most. You can then branch out to other platforms and link back to your main one and then new visitors will be pleased to see one main area where the bulk of your content is.

In other words, **don't spread yourself out too thin** and have just a handful of posts on each platform. That doesn't work. Have a main hub.

Each platform also has different kinds of media – like videos, images, writing, etc. Choose the one you're most comfortable with. Make it one where it's fun to make content. If you like video creation, don't do writing... right?

The cool thing here is that regularly doesn't have to be 10 times a day. Remember **quality is way better than quantity**. If you post something really, really cool once a week – like maybe on Thursdays, people will be waiting for it and anticipating it. You'll have them hooked.

One way to make sure your social channel doesn't run (ruin) your life is to get a few weeks or maybe even a month ahead before you start publishing. For example, if you do plan on posting once a week, make sure you can crank out a great video in one Saturday or Sunday or in a couple nights a week – rather than taking an entire week to make it. You get to decide your own schedule, so be smart about it. Plan that you'll need one week off a

month or every 6 weeks so that you can still easily pump out content without being a slave to your channel.

Have fun... duh.

Planning Your Time

A good plan for your social channel is to spend:

- 33% of your time planning
- 33% of your time producing
- 33% of your time promoting

What you do with the remaining 1% is up to you. ?

The point of that formula is to spend enough time **planning and promoting**. The producing is fun but that's not all of it. The other parts are just as important.

Coming Up With Content

Now that you have your brand, audience, and other things identified and settled on, it's time to get work producing.

Above all, remember to **always provide value**. This is so important. I said earlier that quality is way better than quantity and that's so true (and why I'm mentioning it again). Your value can either be in the form of information, inspiration, or even entertainment. This means don't give out obvious information that everyone knows. Dig deep and find things which are unique or even conduct your own studies and experiments.

And then the first thing I like to do is to take a look at what I already have. This gives me a nice boost because if I have 2-3 things already made or maybe 80% there, then that gives me a chance to **hit the road running**. I can work on those items and already be on my way. Repurposing old content is fine as long as it fits your brand.

When you do come up with content, make sure you know it thoroughly. **You need to come off as an expert**. This really just pertains to informational videos and writing. With entertainment, make sure you've practiced what you need to many times to ensure you're providing the best experience you can for your audience.

If you don't have ideas, take out some paper and **brainstorm**. Come up with whatever you can think of knowing you can easily cross it off the list later. You just need to get your brain going and one thought (even a dumb one) can lead to something even bigger and better.

If you need help with writing content, I have you covered.

One thing I've really gotten into lately is turning my commuting time into thinking time. It's just one power button away... turn off the radio/music. Drive and just think. I mean, pay attention to the road, of course, but don't let anything else fill in the time your brain needs to think through something. I've come up with some great ideas in the car or even in the shower waiting for the conditioner to work.... seriously. I run out of the shower to write things down sometimes. **Your brain needs time to process**, so don't steal that time with TV, videos, movies, or music. Just let your brain do its thing without distractions.

This also includes getting enough sleep, so don't forget that.

Don't Forget Those Hashtags!

For social platforms like Instagram, Twitter, TikTok, and others, hashtags you use really matter since people follow hashtags they're interested in. Sure, it's fun coming up with new and funny ones but **that's not the way to use them for getting more traffic and followers**. You want to choose hashtags that people actually follow.

Here are some good tools for finding the best hashtags:

- All Hashtag
- Ingramer
- Sistrix
- Seekmetrix

Of course, if you're having your own event, then come up with your own hashtag so it's easy to follow. Your brand should also have its own hashtag, which is another thing to research as you research your brand.

For example (and we've all probably seen this kind of thing), on Instagram, I follow #crz for things related to the car I have (a Honda CR-Z) but sometimes you see people use that hashtag for the weirdest things that don't relate. So yeah, sometimes there's a bit of crossing with them. Also, I learned to follow #zf1 since that's the other name for the car I have. So **start following hashtags of what you'll be doing and then note down the hashtags others are using that relate**.

Interact With Your Audience

So, be Taylor Swift basically. ?

No, I mean answer comments, emails, etc. Ask for their thoughts and opinions, too. Invite them to ask you questions.

Don't forget shoutouts to others who have helped you, too. **Share the love** and be an active part of the community you are in – lest you become an outcast.

Consider guest posting on other people's channels or invite others to your channel for an interview. Get out there – mix it up.

Monitor Traffic and Analytics

If you have some stats available, then don't ignore them but **dig into them**. There are some really amazing insights there if you have traffic. It's like fresh, ripe fruit just waiting to be picked!

See what people like / what's getting the most attention. Find out how they're getting to your channel. There's a lot of data there which can really help you plan your future content. Don't ignore it... no way.

Finally...

I could go on but I'll wrap things up.

Plan, plan, plan. Be consistent. Build your brand.

That's the **formula**. The rest is just execution and once you have everything else in place, that's the easy (and fun) part.

Take my website here as an example. I have a bunch of topics but I build out each one. They all inter-relate, too. My main goal is to help people market their website and bring in revenue. I believe that investing in yourself using methods that don't trade time for money is the best thing you can do.

As you progress on your journey of building your own brand and channel, **you'll hit some bumps in the road**. Some of that might be that you're producing but nobody is coming. There are no hits, no likes, no comments. When that happens, **just keep going**. You will have success with something soon enough and when people see that and then visit your channel, there better be other things there, too. If there's nothing there, you might be labeled a "one hit wonder" which isn't good, so keep producing. It'll happen.

And have fun, darn it!

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