

Step by step guide for fast growth



INSTAGRAM



Photographers • Models
Bloggers • Influencers

No Bots | fake Followers | fake Likes

by @di_mi84

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FOREWORD

This guide is the key to the kingdom for influencers, bloggers, photographers, models, content creators and anyone who wants to become one.

This guide is also for any other Instagram user who wants to make more out of their Instagram profile!

It doesn't matter if you just started yesterday or you have already built up an impressive number of followers. This book is for anyone who wants to take a look behind the scenes.

On Instagram I get daily messages from people all over the world who seek for advice on how to improve their own profile. I remember the time of my beginnings and would have been happy if someone would have pointed me the right direction.

This is my personal experience report on Instagram this and will help you to make the most out of your account. I'll tell you about methods that worked and those that failed. I'll give you strategies, tools, suggestions and explanations that will give you practical help in achieving your goals.

Accounts like @kai.boet, @sean_archer_photo and @brandonwoelfel were the first that impressed me with their style and incredible reach! I wanted that too - as soon as possible!

18 months later I have cracked the riddle and the growth per day is at 1000 - 2.000 followers in my desired target group daily, completely without Bots, bought Likes or Followers! You will find out how this works, here...

If you directly want to get to my current tips, skip [chapter 1](#) and start with [chapter 2 - Content](#).

The table of content is designed as a reminder and provides all points at a glance. You should print out these pages and compare your Instagram behaviour with those points again and again.

Have fun and good luck!

The following chapters are sorted in descending order of importance: very important: top - least important bottom (but still important and indispensable!)

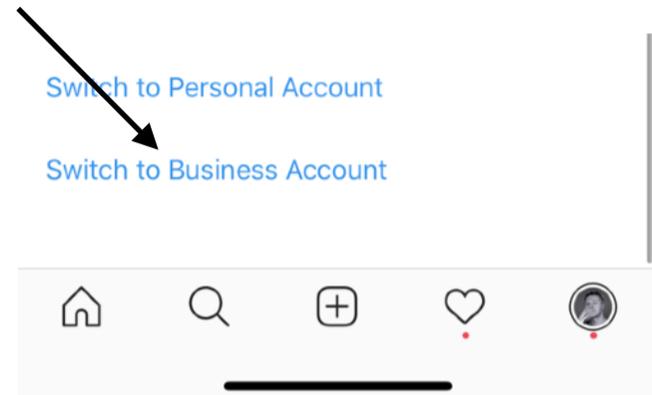
FIRST THINGS FIRST

BUSINESS / CREATOR ACCOUNT

Before the party can start you have to turn your account into a business or creator account!

In any case your account must be open for everybody!!!

A Business / Creator account is important because it offers you additional possibilities of analysis and paid promotion through Instagram.



2-F-AUTHENTICATION

Unfortunately, I experienced once that the account of one of my models was hacked and deleted.

Therefore, set up the 2-factor authentication right at the beginning, that nobody but you has the possibility to access your account.

Because I'm a little bit paranoid on this, I do change my password every month - you never know!

INSTAGRAM USERNAME

Short words are easier to remember than long sentences. It can't be a coincidence that so many successful accounts have a name with only few syllables. You can read more about this in [Chapter 10 - Repost](#).

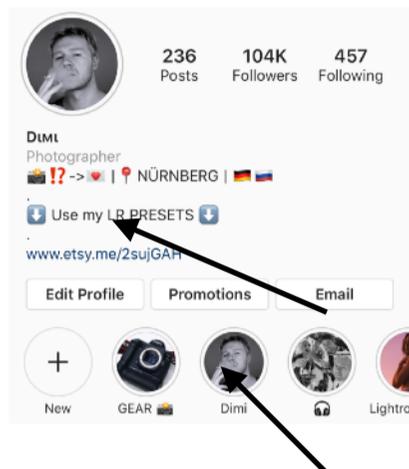
If you have chosen a super long, complicated name, I strongly recommend you to change it - the shorter, the more memorable and the better! Of course there is always an exception to the rule.

If you have 100,000 followers, you can call yourself whatever you want (i.e. @josef_willhelm_der_dritte.photographerandcontentcreator), but until then, be brief!

In my username I have intentionally not used '...photography', '...photo', '...portrait' and similar, because I wanted to build up my profile in such a way that when you see my content it is immediately clear to you what I am doing.

And as said...the shorter, the better!

PROFILE DESCRIPTION



With a business profile you have the possibility to choose a profile category and to store contact information. You should use this! If Instagram knows which genre you are using, you will be shown to people even if they don't enter your name in the search bar, but a search term related to your activity, i.e. photography, portrait...

In addition, the genre in your profile will automatically appear under your name, so you can use the valuable, limited characters in the profile description for something else.

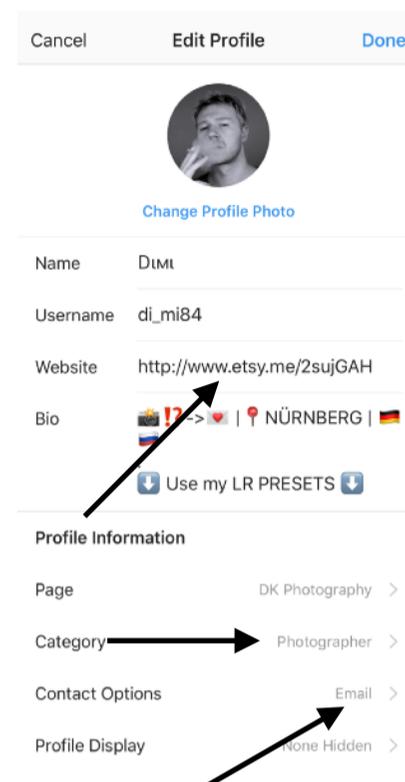
WHO TO FOLLOW?

Make it easy for Instagram to get you started! Follow accounts that have content similar to yours! The algorithm is the supernatural force that controls the entire Instagram universe - it gives a lot, but it takes a lot!

If you follow too many accounts with different content (Cars, Fitness, Photography, Food...) and you like their posts, Instagram is no longer sure which target group your account should be assigned to. In this case Instagram will not show your account in the Discover category, nor as a suggestion to follow you. More on this topic can be found in [Chapter 5](#).

Although this theory is not proven, or confirmed by Instagram (the second applies to pretty much everything in this book), I follow this rule and do very well with it.

Therefore, I have a second account so that I don't have to give up following my friends and any other accounts that I am interested in.



CHAPTER 1 - HOW IT DOESN'T WORK

LOOKING SUCCESSFUL TO BE SUCCESSFUL

My overall goal was clearly defined at the beginning, but I had no idea how to achieve it. My boss in my job always said 'you have to look successful to be successful'. So I downloaded an app on my mobile that gave me fake likes and fake followers - for a fee.

I wanted to take advantage of the law of attraction. People follow the crowd, so one will like what many like! That's why I wanted to give the impression that many people are already interested in me.

Because I had no idea how the algorithm* works, or that there is one at all, I did more harm than good with the app. At that time, Instagram was already well developed and knew exactly who is faking and who is not.

I was punished for trying to cheat and wasted two months of my life and got about 3.000 Ghostfollowers* and Fakelikes on my account.

Disadvantage of purchased followers: they are mostly mass followers or fake accounts that do not provide interaction and thus rapidly slow down the profile.

I was also blocked several times by using these apps and risked that my account could be deleted.

At the point when I understood that a lot of time and money was wasted on NOTHING, I deleted using the app 'UNFOLLOW' (iPhone) all bought fake followers and the artificially liked posts from my feed.

I was back where I started, with 200 - 300 followers :(

UNFOLLOW / FOLLOW

In a Youtube video I learned about another method of rapid growth: the Unfollow / Follow method.

The principle is quite simple:

You follow accounts as large as possible (Justin Bieber, Selena Gomez...), about 200 of them, unfollow them and 10 minutes later you follow them again.

This puts you at the top of the respective follower list. People who are currently browsing the account very often follow people who appear at the top of the follower list.

Per Unfollow / Follow run you get 50 -100 new followers.

Every day you can do this up to 5 times. Instagram blocks accounts for 24h that follow more than 1,000 accounts a day. A protection against spambots, or people like me. My account was often paralyzed for 24h.

Advantage: mostly these are real accounts (so no bots).

Disadvantage: these accounts follow you only in the hope that you will follow back and they have no real interest in your work. After a few days, they will unfollow you and only 20-30% of those followers will remain permanent, but mostly inactive, becoming ghost followers*. After a few weeks I gave it up and started to rethink my situation.

BOTS

A lot of interaction = a lot of visibility!

Instagram wants users to interact with each other (likes, commenting, sharing...). Anyone who has ever done this actively knows how much time is wasted for that! It is very tempting to assign a bot with it! Fortunately I didn't make this experience by myself, but I know from other users what consequences this had.

Instagram understands pretty quickly when third party apps log into your account. Some of these apps are even whitelisted, but most are identified as harmful. So don't do that!

Bot interaction is never authentic, because only the same thing is commented on and on. Due to the mass of comments and likes you also run the risk of getting a 24h ban. As far as I know you will be locked for more than 1000 Likes and 250 comments per day. However, each account has its own upper limit, depending on age and size.

(Instagram has never published any interaction limits, so these numbers are probably not quite correct, but they are based on my experience).

In the worst case, your account will be permanently deleted and you will start from ZERO again.

FAN PAGE

Through a lot of research, I learned about a strategy that might work, but I still strongly advise against it:

You create a few fan pages (i.e. @dimi84fanpage1, @dimi84fanpage2) and run the bot on them. It comments and likes posts from other sites and adds

your own page at the end of the comment, i.e. 'this is a really good work! Maybe you will take a look at my profile → @di_mi84'

Advantage: the bot does not run on your main account and therefore you don't risk deleting your main profile.

Disadvantage: it is and remains being a bot. The interaction is not real and people associate you very quickly with cheating.

You damage your reputation and you get many new Ghostfollowers. That's why I never tried this method and, as already mentioned, I strongly advise against it!

CHANGING THE HASHTAGS AFTER POSTING

I used to change the hashtags of my posts at regular intervals (about once a week) hoping that they would be relisted again under the respective hashtag and receive new attention.

It's strange, but it even worked. My posts weren't displayed at the top of the new hashtag posts, but at the middle.

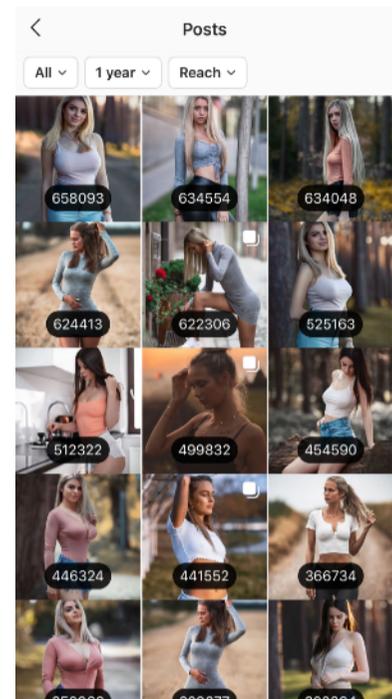
However, in the long run, this strategy will harm you. Why, I'll explain to you in Chapter 5. If you do this too often, you'll see a notification from Instagram that the action will be blocked, usually for a week (unfortunately I can't make a statement about when that happens, as it depends on the size of the profile).

CHAPTER 2 - CONTENT

THE FIRST 10,000 PICTURES ARE CRAP

Instagramers have learned from many good sources on the Internet (Youtube, Blogs etc.) how to behave on Instagram to be successful - but they are not! And then they start complaining about the algorithm, about everything in the world and they start looking for reasons for their failure.

The bitter truth is: EVERYONE is responsible for his own failure! Just as in my early days I was to blame for the fact that nothing went in the right direction. To realize that my pics were BAD was the hardest lesson of all. Therefore I dedicated my greatest possible attention to the following chapter.



THE BAIT MUST TASTE GOOD TO THE FISH, NOT TO THE ANGLER

As a photographer, you tend to overestimate your work and assume that the photographic evolution of the entire history of the world culminates in your own person.

How many times have I heard myself and others say 'I wanted the picture to look like this, even if no one likes it - I like it the way it is! If people don't understand it, it's not my problem!'

Unfortunately, the bait must taste good to the fish - not to the angler, so in the end that's your real problem!

To be able to live the arrogant artist's lifestyle, you first have to build up a fanbase and standing. But that won't work if you don't respond to the wishes of your consumers right from the start.

So how do you find out what the mass of people wants to see? The bad thing is that people have no idea what they like. That's why it doesn't help to ask people what they want, because they don't know!

Photography is as subjective as anything else. The decision whether someone likes a picture or not is made within fractions of a second, for completely irrational reasons that cannot be explained to anyone.

Depending on which genre you want to be successful in (photographer, model, influencer, lifestyle blogger...), look at the profiles of people that you like and who are already successful (both is equally important!).

Ask yourself why you like these profiles. Is it the individual content, the appearance of the entire feed, the type of image editing, the captions*...?

No matter what it is, try to align your content accordingly!

I already hear the outraged voices of stuck photographers, bloggers and influencers who don't want to deviate from their style and still wonder why their Insta profile isn't running - this is a guide how to do it better in the future, and not keep on doing worse!

If you think your pictures are perfect the way they are, don't read on. But do it anyway, because you have paid for the essence of my knowledge, and the purchase price is not refundable ;)

Before Picasso started his art, which made him famous, he started by painting realistic portraits of people and groups, even landscapes! It was not until later that the 'Picasso' in Picasso was added.

My strategy was to become an art forger before I could find my own style (which I'm still looking for).

As mentioned above, my role models were Sean Archer, Brandon Wölfel, Mavrin and many more. I took the time to think about why I like their pictures and why they are better than my own photographs for each of the above mentioned artists. Day after day I wrote down my thoughts and soon I had some clarity what I could do better.

Are there any edits that you particularly like? Then get busy with Photoshop, watch Youtube videos, read the Adobe tutorials, try all the tools this fabulous program has to offer!

If the quality of your images fails because of the photography itself, don't put your camera out of hand until everything is in place! Granted, it's a very difficult process, because it doesn't only affect you, but also the people involved, models..., but if it was easy, anyone could do it.

As Helmut Newton already said 'the first 10,000 pictures are crap! - and he must know!

After a short time your skills will have improved noticeably and you shouldn't miss to compare your current work with your earlier work! A look in the rear-view mirror is incredibly important - this is the only way you can see the learning curve.

JUST STAY SIMPLE!

At the beginning post pictures that are easy to understand! The majority of people are normal consumers and they don't want to experience deep thoughts in their Insta everyday life, but are just looking for some relaxation and entertainment.

My strategy is: Cute Girls Portraits 👑

A post is only viewed for 2 seconds On average! Doesn't this seem very short? Investigate your own Insta behaviour! It's the same with me. If I don't like the picture at once, I scroll on, every two seconds!

Therefore, build a 'scroll brake' into your picture and observe your own behavior with photos of others, which keep you attracted and let you stay for some seconds longer.

Keep asking yourself the question, why do I keep looking at this picture? Use this knowledge for your own feed!

NO ADVERTISING

I often see profiles with a size of less than 50k that try to act as microinfluencers*. Most of the time they don't get much attention (200-300 likes) compared to their other posts.

This is something that will slow down your growth enormously!

As an insurance agent, I know how important it is not to give the customer the feeling desperately wanting to sell him something. The situation is similar with advertising contributions.

People could quickly get the feeling that this account was created for an economic reason and that it offers no added value other than advertising! Most people react negatively to this and ignore the posts, or unfollow you.

Just think about what you do if your favorite TV show is interrupted by an advertisement - you switch to another channel or you go into the kitchen to make yourself a sandwich.

DO NOT MIX GENRES

Often my Instagram colleagues wonder why their account receives only little attention. After a quick look at their account, I notice that besides their main content, e.g. fitness, there are also photos of landscapes, buildings, cars...

That's like ,a dagger in your back' for your profile. Instagram prefers to push profiles that are dedicated to only one genre. When you mix genres, Instagram does not push your account anymore.

For more information, see [Chapter 3 - Discover Category](#) and [Chapter 14 - Shadow Ban](#).

DO WITHOUT SNAPSHOTS

The level of image quality on Instagram has risen sharply in recent years. While Instagram initially only posted mobile phone snapshots (for which the app was originally built), today it publishes high quality productions by photographers and influencers.

The Instagram community is now used to a very high standard and punishes inferior contributions with disregard.

So don't get caught in the middle of a bar, an overexposed backlight shot of the sunset or your beloved pet sleeping on your notebook.

All this is a welcome content* for your story ([Chapter 11 - Story Post](#)), but it's not for the feed.

REMOVE BAD POSTS FROM THE FEED

This is a somewhat controversial issue, and I thought about leaving it out at first. But I count this point among the most important of all and I don't want to withhold it from you! Whether you use it for yourself is up to you.

Since this is a very dry topic, I have tried to illustrate it with some examples...

My profile gets the most attention through the discovery category (more about this in [chapter 5 - The discovery category](#)).

Instagram gives you a certain amount of reach (depending on the profile size and some other factors). This amount is 100% in total and refers to all your posts in the past 4 weeks (4 weeks is the longest period I encountered in the Discover category).

So every single post has only a fraction of the reach of this 100%. If it's a really good post, Instagram will increase the reach again and again and you'll notice that you'll get likes and new followers for it over weeks.

If it is a rather mediocre post, you will also get the reach of Instagram at the beginning, but if the success for this post fails, the reach will be reduced.

Therefore, this unsuccessful post will act like a ,heavy lead ball‘ for your account and will unnecessarily slow down the available reach.

I noticed this phenomenon when I reloaded my Likes again and again and received only 1-2 Likes per minute and only every 10-15min a new Follower.

Then I examined my feed and deleted four badly running posts from the last two weeks. Immediately the feed on my profile went up again.

If you are a photographer, this issue does not only concern you, but also the model. An unpleasant thing!

I can only advise you to take this serious if you are really interested in the growth of your profile - even if it hurts sometimes.

TRENDS

You should follow trends! Even if it feels like being a copycat, you should dedicate at least one shooting/editing style to each current trend.

People like what they already know! So don't reinvent the wheel (you can do that if you already have a successful Insta account).

Throw leaves into the air, play with colors, photograph through 20 armrests of a row ignite a newspaper and let your model hold it...rave yourself out!



@openyour_legs

For this I recommend you to take a look at the profile of @jordi.koalitic - a true trendsetter!

APPEARANCE FEED

It makes very much sense to keep your feed as uniform as possible.

I observe accounts posting portraits of young girls in color, then a landscape and then another portrait in black and white - this is not a good strategy!

My own profile currently has 250,000 views per week. Each of these people is looking for something, inspiration, pretty people, a piece of artistic sophistication.

When they visit your site you only have a few seconds to convince these people to follow you permanently.

You can make the decision easier for them by following only having one style and not 5 different ones.

When you do Cute Girl's portraits - stick with it, if you're a Cars Lover - post cars only, if fitness is your thing - don't post pictures of your pet!

If someone decides to follow you because he/she liked the latest post of a pretty girl, and your next post is something completely different (landscape, black-and-white, or a selfie), the person will probably no longer like the new post, or unfollow you again.

If you can't do without serving other genres as well, then I recommend a second, third or fourth additional page that is only dedicate to this genre.

You can create up to 5 Insta accounts per email address.

Unfortunately, this insight came to me very late and I wasted valuable time. So you can find me at @di_mi84, @techno_dk, @landscape_dk and @portraits__vision for my different genres.

Tile Post

I often see profiles that divide a picture into 6 or 9 'tiles' and post all the pictures in quick succession so that the overall view of the profile looks 'cool' - like a big screen from a 90s game show.

Don't do that! It's like an anchor for your profile!

Most people don't look at your profile as a whole! They only see the last post on the starting page or under the hashtags and then it's only a small part of the whole picture they get to see an arm or a part of the face!

Would you like something like that? I keep scrolling and think my part when I see something like that, and everyone else probably does the same.

ROW OF 3

Also, you shouldn't post 'series', so that you have 3 pictures in a row which look somehow similar, or are from one photo session.

People are curious - i.e. greedy for new things!

If there are several pictures that look the same or similar, at best only one post gets the attention and the others are scrolled away and drown, because the people are very sparing with their likes, and they are also merciless!

I have already explained above, why I consider it so important to keep only successful posts on the profile.

Another disadvantage: even for an experienced photoshopper it is almost impossible to always hit the same color temperature. That's why you end up with three pictures that look the same, but somehow not - that's super ugly!

PICTURE FORMAT

Instagram has introduced the 4x5 (portrait) format for some time now. You can complain about it, but since it affects everyone, you can just accept it and find it good.

Meanwhile I don't like other formats any more and I wish my camera could take the photos directly in this format :)

Create your pictures ideally in the format 4x5.



So you take up the maximum space in the feed and your picture is one millisecond longer to see than an image in 1x1 format or landscape.

These milliseconds add up with every account that looks at your image and suddenly it's worth it!

BLACK AND WHITE OR COLOR?

In my feed I have tested everything possible and found out that black and white images unfortunately have a much smaller reach than color images. This is true, even if they are well photographed, expressive and well edited, as in the example on the right.

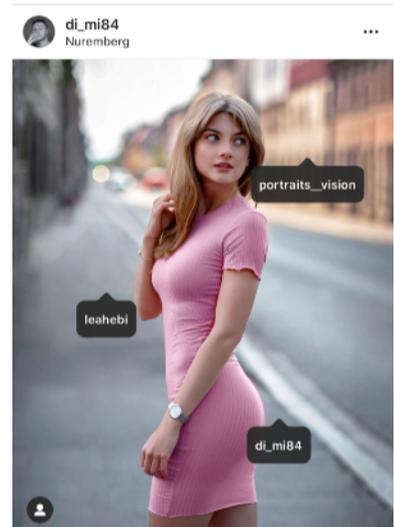


BRIGHT OR DARK?

You should also make sure that your picture is not too dramatically exposed/edited, but very 'bright' to the viewer. Bright pictures get a much higher inflow.

SIGNATURE IN IMAGE

I often see pictures in which the photographer's signature or logo is bold in order to make it very clear who is the author of this masterpiece.



This has no added value for me and suggests that the photographer has something to compensate for.

If you want your images to be identified as yours from a distance, develop your own unique style (Sean Archer, Brandon Wölfel...).

If you can't do without it, do it like @Mavrin or @Tamarawilliams1 - super discreet and unobtrusive.

FRAMES?

Don't use frames and any ornaments!

I often see pictures that have a white bar on the left and right of the picture, so that the picture remains in the original format 2x3.

Since the introduction of the dark mode it should be clear how ugly this looks.

The Instagram algorithm scans every posted image, judges if it violates community guidelines (more about this in the next chapter) and decides if the image gets reach or not.

It is conceivable (but not proven) that frames and frills also have a negative effect on the reach. Anyway, I had no success with it!

I already made all of these mistakes and I recommend you to learn from my experience.

PHOTOSHOP / LIGHTROOM EXPORT

Speaking to other photographers, I often hear that they edit and export their images with 16bit and 300ppi in the Profoto or Adobe RGB color space - this is completely exaggerated!

Meanwhile, an algorithm is used that compresses uploads and prioritizes smaller file sizes over image quality without mercy.

Instagram images are processed in two different ways:

The maximum length on the high side measures 1,350 pixels for portrait images, while the maximum length of the longest side in landscape format must not exceed 1,080 pixels.

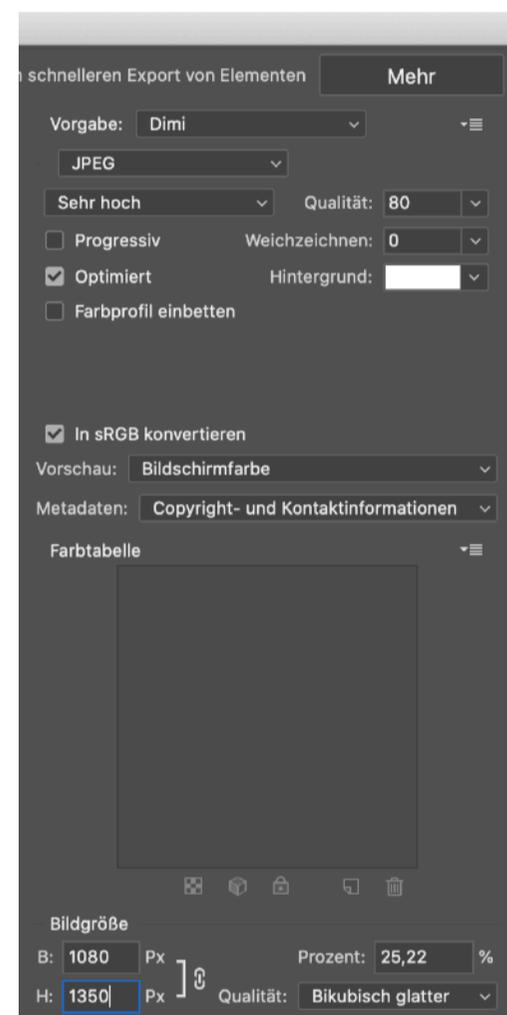
If, for example, a portrait image is larger than 1,350 pixels in vertical length, there is a danger that the image will be 'broken' by the algorithm during upload. The result are color breaks, holograms and spots over the whole image.

The same applies to landscape images in landscape format, where a horizontal length of 1,080 pixels should be maintained.

To bypass the algorithm, the trick is to export images with certain settings that keep file sizes small from the start - without compromising quality.

Instagram processes the images with 8bit and 72ppi in the color space sRGB, so my settings are always the same:

8bit - sRGB - 72ppi - image quality 80% on export - bicubic smoother. I am always very satisfied with the result!



SCREEN CALIBRATION

It makes no sense to calibrate the screen with the Spyder* according to any print specifications and buy an expensive EIZO screen.

Since the beginning I have been calibrating my screens with my mobile phone next to the monitor. Because what is 100% used to view my pictures? A smartphone!

Of course, all the newfangled TrueTone filters and NightShifts don't make it easier, but the owners of such devices are used to seeing this continuous yellow or green tint.

That's why you should set your phone as neutral as possible and align your screen to the one you're using Photoshop on. That's how you avoid editing any color casts in your pictures that would look bad on your mobile device.

CHAPTER 2.1 - MENTIONS

MENTION IN THE POST

I observe again and again that tags in the post are set incorrectly. Of course I made the same mistakes in my early days. On the right you can find an example from earlier days:

WHAT YOU SHOULD NOT DO

Instead of just linking myself and the model, I marked all portrait pages that came to my mind. Often I used the maximum number of links of 20 to increase the chances for a repost.

If you have typed on the picture to find out who is the model or photographer, you have been killed by a multitude of link stickers!

Portrait sites that like to re-post images receive hundreds of these links every day and 95% of these linked images are crap!

Believe me, I know that, because I have such a portrait page myself. That's why hardly any notice is taken of the linking and you waste valuable growth potential and do free advertising for the whole portrait pages, or what you just linked.

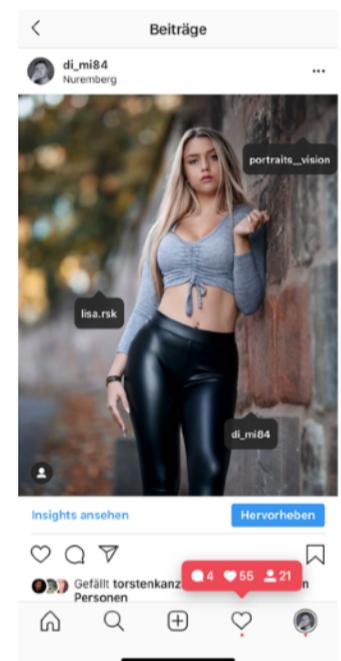
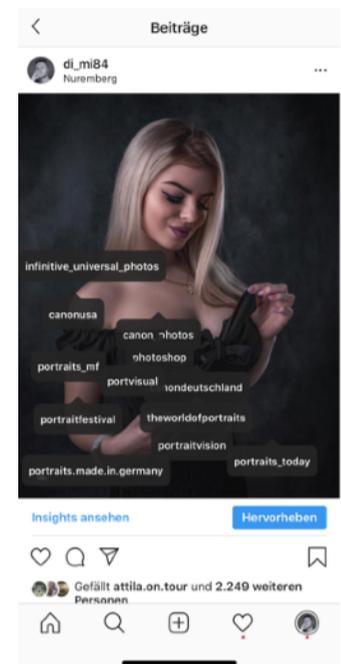
ONLY LINK YOURSELF AND THE MODEL

Sounds a little narcissistic to link yourself, doesn't it?

Assuming your post ends up in the Discover category and among the top's of the hashtags, many don't bother to click on your profile picture at the top left to visit your site, but just tap on the picture to open the links.

Most people only use one hand on their mobile phone and the way to the top left is damn far!!!

Therefore I recommend you to link yourself in the lower right area, and somewhere else the model. The motivation to visit the model's page is much higher than that of the photographer, so you should be 'easier' to reach and mark yourself at the bottom right.



CHAPTER 3 - INSTAGRAM COMMUNITY DIRECTIVES

POSITIVE VIBES ONLY

Basically: be positive, don't mob, don't be spiteful, don't write nonsense in your comments, don't get upset about Instagram in your story because the algorithm annoys you again.

Admittedly, it's a small illusory world - but that's how we want it, isn't it?

FAMILY FRIENDLY

Instagram is becoming increasingly family friendly and attaches great importance to adhering to its rules!

Many are still used to posting very revealing pictures in the sensual area and getting reach. This has changed drastically in 2019!

Some users don't care and they don't want to be deprived of their artistic freedom and continue to post diligently.

However, the goal should always be to get the maximum reach, so the posts should be adapted according to the new guidelines.

Contributions that violate 100% of the guidelines will be deleted immediately and you risk your profile completely getting deleted.

Contributions which do not violate the guidelines, but are more revealing, will only be reduced in reach and will be only shown to a part of your followers:

GO'S:

- Shorts / Trousers + Top (Braless)
- Transparent outerwear
- normal street clothes
- very tight figure-accentuating clothing (also not completely transparent)

NO GO'S:

- nude pictures

- Bikini / Underwear
- low neckline
- body
- T-shirt + panties
- Shorts + Bikini Top

Of course hate speech, discrimination, bullying etc. is also a nogo! You can read it here: [Community directives](#).

Sometimes it is not even clear to me whether my post is identified as good or evil.

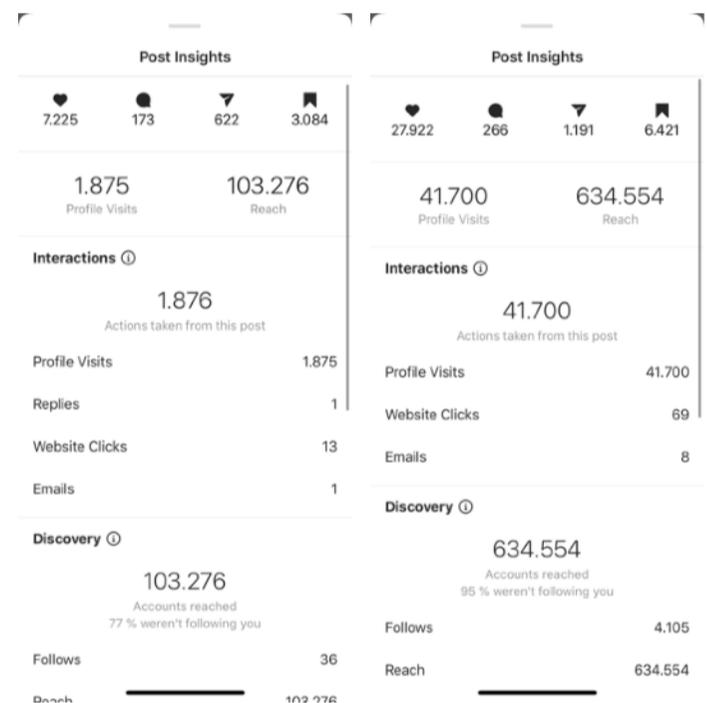
If you have followed the above guidelines, but Insta still thinks that the post is too permissive, the post will only be shown to your own followers at worst.

This is also ok, because you can wake up your follower list again.

You can see how much coverage your post has received in the respective Insights.

Here is an example for a high reach post and a post with limited reach:

If you can't do without your dirty stuff, post it in the story, in my experience it has no effect on the rest of your account, but nobody can be sure.



According to the latest findings, some Emojis are now also on the blacklist:



Gradually, all other suggestive emojis should also be added to this list soon:



Make your life easy for yourself and just do without it from the beginning.

CHAPTER 4 - POSTING BEHAVIOR

REGULARITY

Post regularly! Ideally once a day.

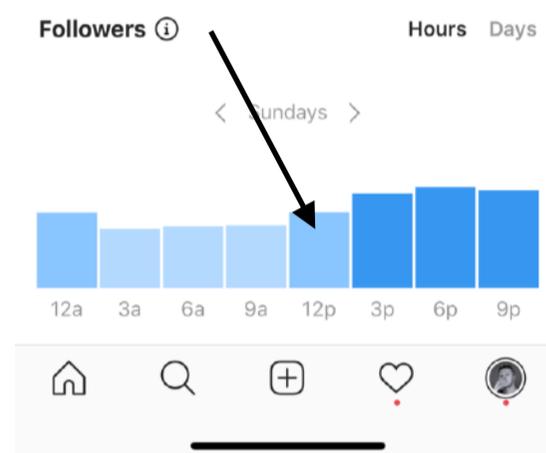
Depending on how often you are able to post a new post, you should always have the same time between posts.

In April 2019 I started posting daily, always at the same time. From a certain profile size it doesn't matter if you post in the morning, in the evening or at night.

But especially in the beginning it might be useful to investigate the activity of your audience. You can get this information from your insights under the tab 'target group'.

If you have found a suitable time for you, stick exactly to it. It is best to prepare your posts the evening before, so that you only have to press post.

If you have a lot of content available, my experience is that at least 12 hours should pass between posts.



POST MISSED?

Posts in the evening' always had a much lower success than if I had waited until my usual time.

Due to certain life circumstances it is not always possible to keep the clock frequency. If you are not able to post your pic/video at your usual time, it is better to wait until the next day and post it at your usual time.

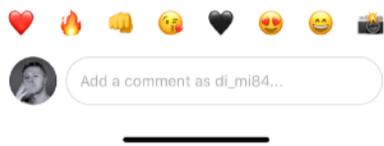
PLAN WITH LATER.COM

You can also hire a third party to set posts independently at a set time (which I don't use myself): www.later.com

CHAPTER 5 - THE 'DISCOVER' CATEGORY

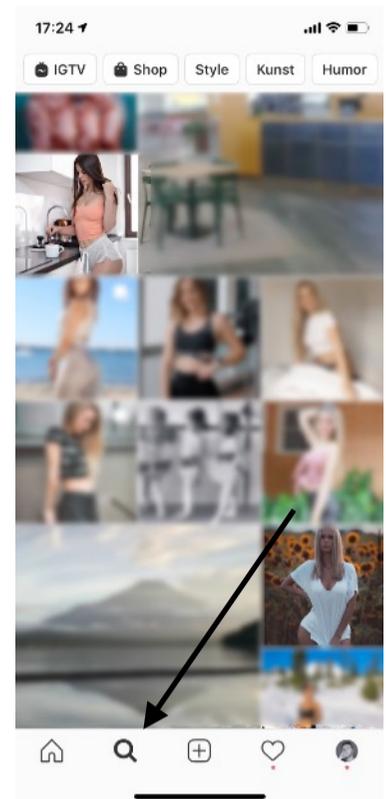
NEVER CHANGE YOUR POST

#moodyports #ig_muse #portraiture
#igpodium_portraits #majestic_people
#losangelesphotographer #kdpeoplegallery
#fotograf #portraitsmadeingermany
#aovportraits #makeportrait #top_portraits
#portraitstream #california_photographer
#germanphotographer #portrait_ig
#moodygrams #agapoeoftones #portraitgames
#portrait_vision #creativeportraits
#marvelous_shots #earth_portraits
#endlessfaces #bravogreatphoto
#photography #laphotographer
#topgearanyphoto
Edited · 1d



I get most of the Likes and Followers by appearing in the Discover category (click on the search magnifier below).

There are usually posts that have gone well and are displayed to your target audience, even days (up to 4 weeks) after posting. (little tip: if you want to know which interests your friends have, take their mobile phone and press the magnifying glass :))



To get there you only have to do one thing (good content required):

NEVER CHANGE YOUR CONTRIBUTION AFTER POSTING!!!

That is, as soon as your post has been posted, you may never change it afterwards!

Don't mark any other people, don't add or change any text, **SIMPLY NOTHING!!!** Even if you notice a mistake, live with it!

Deleting the post and uploading it again is also not advantageous, because I also have the feeling that Instagram reduces the range by posting it again. However, I don't have any concrete proof.

Deleting the post and uploading it again (for error correction) is always better than changing the post after posting.

WHY NEVER CHANGE A POST?

The reason is simple: Instagram has taken some precautions to protect its community:

Suppose someone posts a picture and writes under it: Anyone who liked this post and followed the profile would get an iPhone for free!!! (the example is exaggerated, but you know what I mean).

Of course every free beer face will like the picture and follow the profile, hoping to get the promised iPhone! After a short time this post should be very successful.

If the author of this post then changes the text, and instead of the free iPhone then writes a right-wing radical hate speech, it looks as if a lot of people have felt this post for good!

This of course delivers a falsified message. So to prevent this to happen, the moment a post is changed, the reach is set to ZERO.

Of course, after I found out, I never made any changes or changed #'s again (as mentioned in Chapter 1).

CHAPTER 6 - HASHTAGS

THE PERFECT HASHTAGS'

I constantly see advertisements from service providers who promise you THE perfect hashtags - 'If you use our #'s, your contributions will never fall below a reach of 100,000'.

Many people want to believe in this fairy tale, but this is total nonsense. The only one who benefits from these tailor-made hashtags is the service provider himself, who wants to sell you these useless things.

I can only tell of my own experiences here - I have tried everything possible and found the ideal way for me:

HASHTAG BLOCKS

Anyone who knows my profile (@di_mi84) knows that I use a different # block for each post. At the very end there is always a number, so I know which block was used last (in this example block 10). I have a total of 30 of these blocks. Sounds crazy at first, but has good reasons!

• Lens: 50mm f 1.2 • Settings: f/1.6 - 1/160s - ISO 200

#canon5d #portraitstyles_gf #portraitvision
#moodyports #discoverportrait #topportraits
#naturallight #portraitmood #portraitstar #nürnberg
10

In a blog entry I read that Copy & Paste posts from Instagram are not welcome. Instagram wants you to deliver real and above all individual content. This also applies to the Hashtags's. Most users have their default #'s and always copy the same #'s into every post.

Sounds like a lot of work at first, but the work of putting all these hashtags together is only done once and then never again!

When I started to put a different #-block under each picture, I noticed that my range was significantly increased.

THE IDEAL NUMBER

Instagram gives you the option to add up to 30 hashtags to your contribution. If you use 31 or more hashtags, the entire image description will disappear, so you should always pay attention to how many you use.

In a marketing company blog I read that the ideal number of hashtags is 9.

According to a statistic, the post gets 12.6% more reach if at least 1 # is used. There are many theories on this topic. Once I set a post and

completely forgot the hashtags. I only noticed days later that not a single # was available because it had a great range.

But so that this chapter isn't just about guesswork, I'll explain why it's so important to use hashtags, especially when you're starting to get big:

WHY # ARE INDISPENSABLE

If you have ever pressed a hash tag, you will get to the images that use this #. Above you can see two tabs 'TOP' and 'current'. If your picture is good enough to be in the top category it is a wonderful multiplier for the range of your post! Whether you get into the TOP category depends on your profile size and interaction (popularity) in the time shortly after posting.

When my profile was still small (3,000 - 10,000 followers) I checked again and again whether my picture lands there and was often positively surprised.

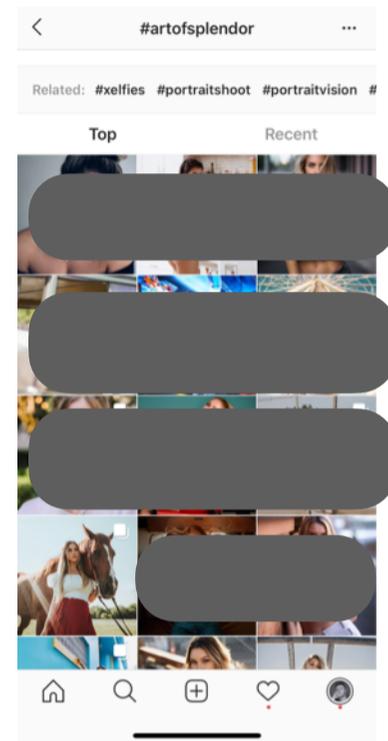
WHICH HASHTAGS TO USE?

The smaller your profile, and the worse your pictures, the smaller the hashtags should be that you put into your collection.

Create 30 # blocks of 10-15 hashtags each (I'm currently using 9 and testing this marketing company's strategy). The #'s should contain 100,000, to max. 5 million contributions. Make sure that the #'s match your content. So no #carlover for a portrait picture or something.

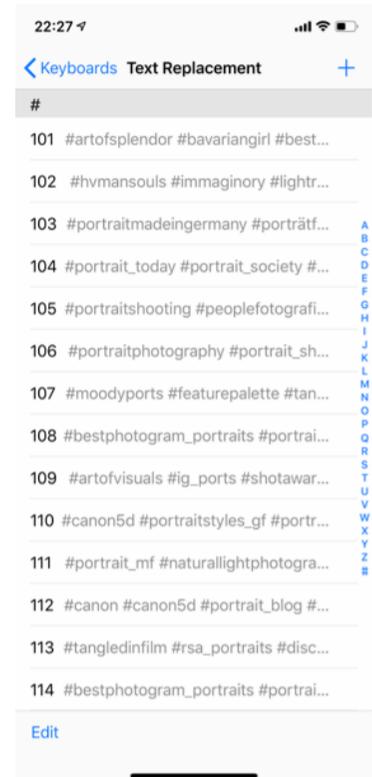
DO NOT use #'s that prompt you to liken or follow, such as #likeforlike #follow4follow. First of all this seems uncool and desperate, and secondly I have the feeling that Insta has become so clever in the meantime that such contributions are also reduced in range.

Make sure you don't put blocked #'s on your list! Examples are #sensual #nude #porn etc... (familyfriendly!!!). If you use one of these #'s, the post won't be displayed at any other #, at least in my experience.



TEXT REPLACEMENT

Every modern smartphone has the function 'text replacement'. This means, you type a certain short command (in my case the numbers 101 - 130) into the keyboard and instead of this command the text appears, which you have saved for it. Here is an example from my own mobile phone. If you approach the topic Instagram with a high enthusiasm, you will notice that it depends on every second you can save in your everyday life!



CHAPTER 7 - INTERACTION

A BORING PARTY

Imagine a party where everyone just stands around and is busy with themselves...! Pretty boring! Why do you go to a party? You want to speak to other people → interaction! Instagram is not different!

Instagram wants real interaction between the accounts. By real, I mean no copy & paste, but authentic comments matching the post - in whole sentences, no mass commenting and liking!

Unfortunately, it's not enough that you just like and comment on the comments that your own picture has received.

Pay as much attention to other profiles as to your own!

COMMITMENT GROUPS VIA TELEGRAM

Due to convenience or lack of time, one often forgets to visit other profiles and deal with their contributions. Engagement groups provide a remedy.

The idea behind this is to join a community that supports each other and works as follows:

After uploading your post, copy the link of your post and open the Engagement Group in Telegram. Depending on the type of group (Dx5 / Dx10 / Dx24), you have to like and comment on the last 5 posts (for Dx5 groups), the last 10 posts (for Dx10 groups) or all the posts at the last 24 hours (for Dx24 groups). Then you send your own link to the group and the members will support you as well.

Malicious tongues say Instagram doesn't like this because it's a kind of 'cheat'. However, Instagram likes that users get to Instagram through links from other apps. I myself use these groups from the beginning and can only report positively!

Here you can find two examples with high quality commitment that you can use for your own purposes:

t.me/fotografundmodel (Dx10 - group, admins: @talent.de, @di_mi84)

t.me/portrait_talent_de (Dx5 - Group, Admin: @manuel_r_photography)

Of course it is harmless to use several groups at the same time, but you should pay attention to a certain proportionality. If you only have 200 followers, it looks inauthentic if you suddenly have 250 comments under

your post! For smaller profiles, a like/comment ratio of 10-20% is credible. For large profiles it is 2-3%.

FANBASE

It makes sense to build up a small community of fans / photographer colleagues, so that one can support and motivate each other.

Just go ahead and take the first step. Find accounts in a similar size as your own (or a little bigger) and start to liken and comment on the contributions of your colleagues - as often as possible!

Short comments consisting only of single words or emojis are identified by Insta as spam and therefore do not create any added value. Therefore make sure that your comment consists of at least 5 words and one emoji. It is best to use a complete sentence that matches the post. Your colleagues will usually do the same and comment on your posts in a meaningful way and you will get ahead together!

If you work together with models, they can already be your first suppliers for interaction! Take every opportunity to comment, link and share in the story.

INTERACTION AFTER POSTING

The first hour after the post is the most important - at least that's what they say. I don't have any exact measurements, but I react to every comment within the first hour with a text as meaningful as possible.

You can also put together a few templates for this under Text Replacement. Make sure you don't insert the same text under every comment - Insta is smart enough to recognize this cheating! I have saved 10 different templates in different languages.

A few examples to give you an idea:

Thanks for the nice words! I wish you a nice week!

That's very kind of you! I try my best!

I am glad that I can inspire you for my work!

.....be creative!

CHAPTER 8 - CAPTION

NOT TOO LONG - NOT TOO SHORT

When describing the image, it should be noted that this is not too long so people will not be bothered to read it, but long and interesting enough that people will stay for some time on the post.

Instagram measures how long users spend on a picture - the longer the better.

So think about the best way to do this balancing act.

CAM SETTINGS

Add some important information to the image. For photographers: e.g. how the image was taken, which camera settings were used, which light source was used....

CALL TO ACTION

In addition, it makes sense to add a Call to Action so that users have another reason to comment on the image. This provides additional interaction and reach.

Examples are: how do you like the outfit? When was the last time you took a walk through the forest? Which holiday resort can you recommend for the coming winter to escape the German cold?

Check your own behaviour, how the caption of other contributions affects you and apply this knowledge to yourself.

I myself don't like it when there is a whole novel under the picture. Most of the time I feel overloaded by the large amount of text and I just scroll on.

HASHTAGS

Make sure that your hashtags are in the image description and are not added as comments afterwards.

PARAGRAPHS

To keep your caption clear you can insert paragraphs into your text. Unfortunately, this is not so easy with Instagram and the paragraphs disappear if you have only created them with the Enter key.

There is a little trick for this. Instead of pressing the Enter key, insert the content of the following line to create a paragraph (copy the empty text between the arrows):

>>

<<

CHAPTER 9 - PAY SHOUTOUT

To start the run on your account it sometimes requires a small push in the right direction!

I imagine Instagram as a flywheel that you have to set in motion first. That's why I bought a shoutout of a feature page (about 40 \$ for a post including story post). But this only makes sense when all the above mentioned points are fulfilled - the most important thing is chapter 2!

In my case the Pay Shoutout via @portraits_today was on 14.01.2019. At that time I had about 4000 followers and two weeks later I already had 7225!

Since then I never had to pay for a shoutout again, because the operators of these pages have to post pictures again and again to keep the page running. If your post went well, you'll always be able to enjoy a repost!

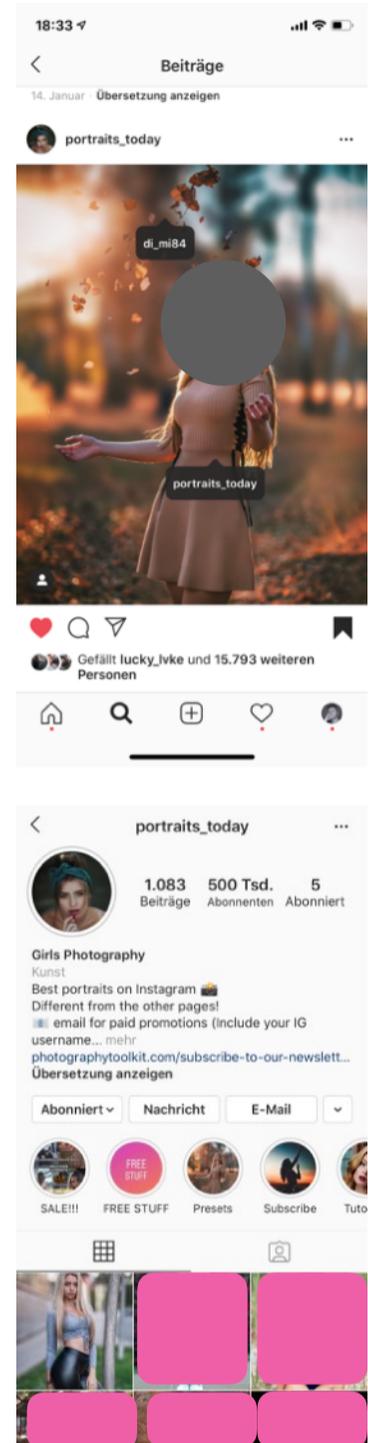
In the following I would like to recommend you a few sites, which are affordable and have a good range:

@portraits_today 497k (mein Fav)

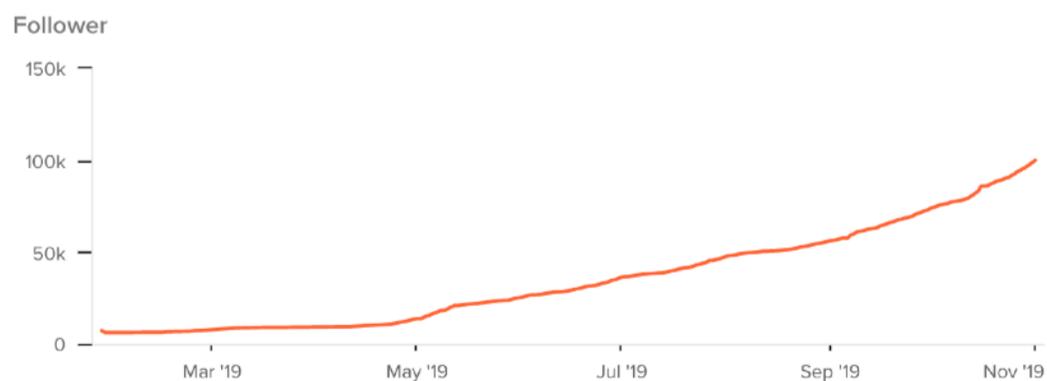
@portraittpage 398k

@portsvision 286k

@portvisual 256k



Follower & Following +24,748 followern von den letzten 4 Wochen +24.77%



CHAPTER 10 - REPOST

If your profile has a noticeable size (from 10k), and your images are so good that they regularly appear in the Discover category, feature pages will repost content of you again and again in their own feed or story.

ACTIVE OR PASSIVE

I know two approaches to this:

Passive

You do nothing and wait until one of these pages becomes aware of you. That could quickly become boring.

Active

You create a cloud folder and upload the works you would like to have reposted. Use a cloud provider which people know so you don't suspect you're smuggling a virus.

Then you can send the link to various accounts that are in your genre (portraits, lifestyle bloggers, etc.).

Make sure that the chances of a repost are higher if you start with small accounts. Instagram has also introduced an algorithm in the messaging system to display important messages at the top and unimportant ones at the bottom (or not at all).

As long as your profile is ,insignificant small', your messages will hardly be noticed by the big sites (with more than 100k).

WHY SHORT NAME?

As already mentioned in chapter 1, it is very useful to choose a short name.

Often, contributions in stories are reposted from Portrait pages and models and photographers are linked.

If you have a long name, it usually looks pretty ugly when a line break occurs because of the length.

I myself have already done without reposts, because the name was simply too long for me, or I couldn't remember it.

CHAPTER 11 - INSTA STORY

The Insta story has become a powerful tool where you can share pictures and videos. In the following I will show you the different possibilities and strategies.

SHARE POSTS IN STORY

To give my posts more interaction and reach, I share them immediately after posting in my story. This has the advantage that people who don't see my picture in the feed might discover it in the story and get to the feed. In addition, the interaction for each post is measured after posting, so sharing the post in the story has a positive effect on these statistics and gives you extra reach to accounts that doesn't follow you.

CAT PICTURES, PARTY AND PRIVATE STUFF

As already described in [chapter 2](#), I advise against loading snapshots and any inferior material into the feed. Put it in your story! There is space for all the BTS material from your Instagram account.

INTERACTION

In the story there are meanwhile many possibilities to get in touch with his followers: Group chat, quiz, question ticker, various call to action buttons... New ones are constantly being added.

I always recommend to add at least two of these stickers.

REACH

Just like in a feed post, you can also use hashtags and location information in the story.

HASHTAGS

Unlike the feed post, you can put up to 10 #'s in the story. To avoid disturbing them, you can resize them so that they are no longer visible.

LOCATION

Instagram makes you suggestions of places from your surroundings with the location sticker. At the top is always the largest, higher-level location



@idamarie_r

(usually the city where you are staying). I recommend to choose a subordinate location, because your story will appear under all subordinate locations and increase your visibility.

QUANTITY

There is no limitation of the story posts (at least I haven't reached the limit myself yet).

However, I advise you not to load more than 10 frames into your story within 24 hours, as the views decrease with each frame added.

Basically, every day you should think about what content you want to upload on that day. Upload the interesting stories first, and all others afterwards. If you have videos, prioritize them as they are less likely to be skipped.

People tend to continue to swipe to the next story when the first frames of your story are already boring. They swipe to the left and just go to the story of the next profile.

STORY MENTIONS

It often happens that your profile is mentioned in the story of other profiles. When it comes to positive mentions, through friends or feature pages, you should not miss an opportunity to share these posts in your own story.

Other accounts will do the same! This will increase your overall reach and reliably and also attract new attention to your account.

CHAPTER 12 - INSTAGRAM PROMOTION

HOW?

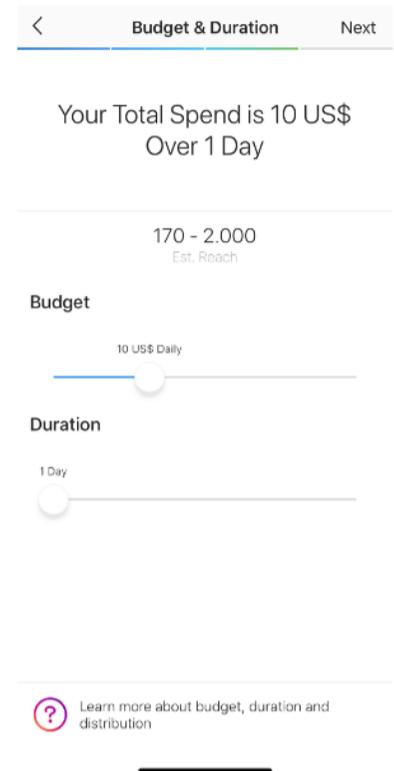
The Instagram Promo is not a free, but very powerful tool to reach your target audience!

You can create a promotion using a Business / Creator account and a link to your Facebook account.

A reach of up to 2000 accounts via the Instagram promotion costs \$10.

If you plan to increase your profile, I don't recommend the Instagram Promotion. In the previous chapters, I have described better and, above all, cheaper ways.

If you follow my advice, Instagram will give you a reach of 500,000 accounts - and more, completely free!



USING PROMO CORRECTLY

If you want to distribute a specific product or information to your desired audience, there is nothing better than the Instagram Promo!

I use the promo to find models in my desired city, or to advertise my presets.

Since the advertised contribution is only displayed to the desired target group, the results are always very satisfactory and cost-covering.

PROMO TIP

You don't necessarily have to advertise a post that has already been posted, you can do it conveniently using the Facebook Ads Manager.

In this way, you can create a custom post without 'burdening' your feed with it.

There you can see all your promotions, analytics and running costs listed in detail and you can manage everything very conveniently.

CHAPTER 13 - FINDING MODELS

MY STANDARD TEXT

'Hi xxx, I'm Dimitri from Nuremberg. Do we want to do something together 📷? I look forward to your answer - no matter how it turns out!

At some point you have photographed all your friends and gained enough experience to test your skills on other people.

Using text replacement, I have created a light and decent standard text (see above), which I send to potential models via Instagram.

Using the search option (magnifying glass) I go to the tab Location and enter my desired location to search for attractive girls.

In the beginning the search for models was very tiring! Unfortunately, everyone who has decided to become an Instagram photographer has to go through this process.

In my early days I wrote to 50 girls, 49 of them didn't react and one had the courtesy to tell me that she is not interested.

Don't let this demotivate you - this is totally normal!

The bigger your account, the easier it will be to find models. After some time the tide will turn, you'll get lots of requests from girls and you can decide for yourself which one fits best into your portfolio!

IF YOU DON'T GET AN ANSWER

Not getting an answer is not a NO! If you are especially interested in a model, wait a few weeks, maybe your feed is more interesting and your account is bigger, delete your first message and try it again. But don't overdo it!

I often get feedback from my models about photographers that are too pushy. Don't be desperate by sending messages too often and don't beg for a photo shooting.

NO GO!

My models often tell me about requests from dubious photographers with small accounts and little work worth mentioning, that they would like to take pictures in sexually explicit poses, either very lightly dressed or completely naked!

It is quite clear that many photographers have the wrong reasons for their hobby / profession. They want to save the dollars for the strip club and hope to possibly still have a sexual adventure or look for a relationship!

Don't be that guy!!! If you are a model and you receive such a request - RUN!!!

I admit, when I started taking pictures of people drinking and celebrating in clubs in 2002, I was 80% interested in meeting women and 20% in free alcohol. However, the artistic aspect quickly came to the fore and won.

If you should find yourself in this photographer stereotype, I strongly advise you to reconsider your hobby, whether it is the right thing for you!

The wrong reasons for such a sensitive activity can possibly bring you great legal and social problems!

It takes years to build a reputation, but it goes as fast as washing hair to destroy it completely and irrevocably!

CHAPTER 14 - THE FAIRY TALE OF SHADOW BAN

ONLY A MACHINE

Instagram is nothing more than a very complicated machine - ONLY a machine. If you press the wrong buttons of the Soyuz rocket, it would crash. That's how Instagram works - just press the right buttons!

ALGORITHM 2019

People often report in their story or to me in person, that their account has hardly any reach, and suspect the Shadow Ban behind it.

The Shadow Ban is a myth that arose in 2019 when the algorithm was adapted by Instagram.

Instagram is now very good at distinguishing what kind of profile it is (mixed private account with snapshots, photographer account, influencer, fitness blogger, etc.).

MIXED ACCOUNT

If you are identified as a purely private account posting only your everyday life and snapshots, Instagram sees no reason to spread your account among the Instagram community as it cannot be targeted.

This means for you that the only inflow to your account is through the interaction of your own followers.

As a rule, a good running account with mixed content gets a follower increase of 10 - 20 followers daily.

However, the goal should be > 1000 per day.

FAMILY UNFRIENDLY

If your account contains too much family unfriendly content (nudity, violence, racism, hate speech...), your visibility will also be significantly reduced.

It can even go so far that your posts are not displayed under the used hashtags.

Admittedly, with each adjustment of the algorithm, it becomes harder to get attention for your profile. However, it's certainly not because a malicious

villain named Shadow Ban is up to no good in the background, but because your content and behavior patterns don't match Instagram's house rules.

If Instagram deliberately restricts actions of your profile, you will always receive a clear notification that this is so, with a reason why, and the possibility to object. But the latter is as pointless as ‚ski in Africa‘ and never worked for me before!

In the previous chapters I have already described what you have to pay attention to so that your profile can take off. Stick to it and I promise you that even the mean but imaginary Shadow Ban will disappear.

CHAPTER 15 - GEAR

If you are interested in what equipment I use in my daily work regarding photography and image editing, visit my link collection, which is constantly updated:

https://linktr.ee/di_mi84

CHAPTER 16 - MONEY TALKS

BEING FAMOUS ON INSTAGRAM IS BASICALLY THE SAME THING AS BEING RICH IN MONOPOLY

Everyone has read or heard the saying before, usually accompanied by a hint of malicious gloating and a little smile on their lips. You can't buy anything with a mountain of Likes and Followers! Or do you? Usually such side blows come from the direction of people with 0.0% Insta success, bored of their own lives, listless, without creativity and addicted to the afternoon and evening TV program (as always I exaggerate a little!).

The reality is, however, that Instagram has produced a lot of talents and is becoming an increasingly important tool in the advertising industry every day! That you can earn real money with it, with which you can not only buy plastic hotels, should be known to everyone by now.

I can only explain that there are still people who deny it by the fact that they look down on influencers with an envious look and a little hope of failure. They then visit my Preset Shop and possibly buy this ebook - so it works with the money!

There are still a million ways to make money with Instagram. Just sit in front of YouTube and watch Torben Platzer's channel, I can't explain it better than he can!

WHY INSTAGRAM?

Instagram has become to a great door opener! Everyone has the opportunity to present his work or themselves to the world from their living room.

Wherever I go, my instagram reputation precedes me and you are always a welcome guest.

One of my models has recently received one of the much sought-after invitations to the Opera Ball because of her Instagram fame - just like that.

I get daily shooting requests from various people and companies from all over Germany and internationally and wonder why other photo studios and photographers don't put more energy into the virtual presence, but instead complain about empty order books...!?

IT'S WORKING!

THE PUREST FORM OF MADNESS IS TO LEAVE EVERYTHING AS IT IS
AND TO HOPE SOMETHING WILL CHANGE - ALBERT EINSTEIN

I am fully aware that some chapters may seem a little radical to you and contradict all beliefs.

Change only comes through change! You did not get this guide because you are satisfied with everything, but want a bit more of the cake.

You will experience the most effective increase of your instagram success if you stick 100% to my guidelines, because I did it the same way.

If you just pick a few points and do without the rest, you will miss a lot of growth potential.

@ LULEMON

Follower at the beginning on 25.05.2019: 855 —> today*: 66.5k

@CARO LOESEL

Follower at the beginning on 07.06.2019: 6.800 —> today*: 79.8k

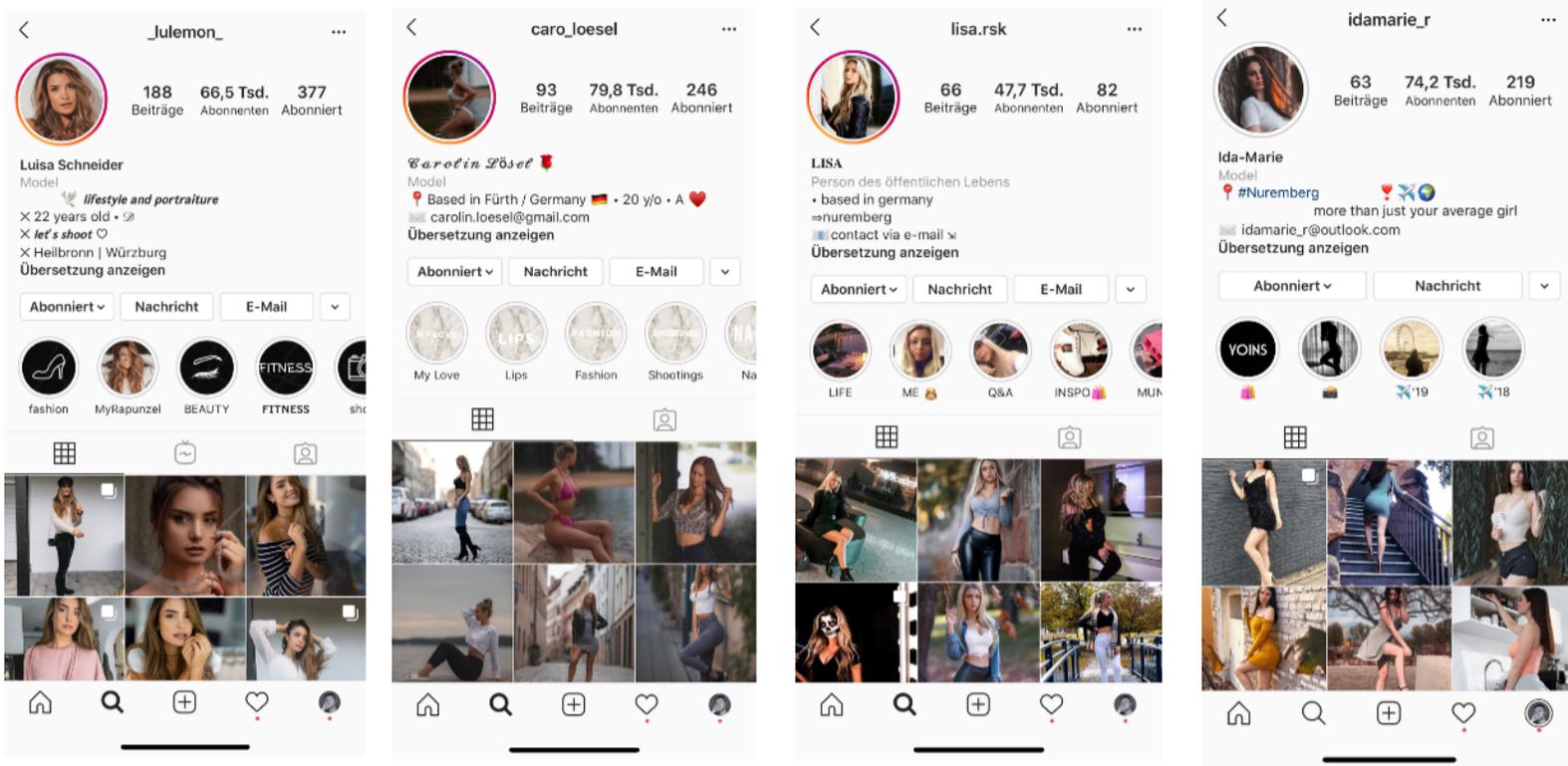
@LISA RSK

Follower at the beginning on 03.07.2019: 1.700 —> today*: 47,7k

@IDAMARIE R

Follower at the beginning on 24.08.2019: 5.500 —> today*: 74,2k!!!

All four accounts exactly followed my instructions and grew after a very short time with a four digit number per day - tendency increasing.



Starting today* I will support two more accounts of my photographer colleagues - stop by from time to time and watch the growth 🚀



@manuel_r_portraits



@lichtheld_

*today: 04.11.2019

FINAL

When a rocket flies to the moon, the engines consume 90% of the fuel to leave the Earth's atmosphere. The remaining 10% is sufficient for the remaining flight to the moon and back to Earth.

Be prepared for the fact that you have to invest significantly more energy at the beginning of your journey than if your profile has already become a self-runner.

Building a well-running Instagram profile is not a sprint, but a marathon. Don't give up immediately if it doesn't work. Every day offers you the chance to learn from your mistakes and make it better the next day!

No matter if you are already successful or just starting, there is always air to the top! Every idol you admire once started from scratch and had to solve many problems and overcome defeats before he/she was where he/she is today!

My stated goal is to set up a 7-digit account and become the photographer in an episode of Germanys Next Topmodel. One of the goals I will surely reach, the other one I am not so sure :)

I apply all the techniques mentioned in the book myself. As mentioned, Instagram gives hardly any useful hints, so all these hints are my own experience and may not be 100% correct, but they work in their entirety.

If you think I'm completely wrong about something, let me know!

EPILOGUE AND BIO

A few words to me...

I'm 35 years old, an insurance agent for 17 years and I've been passionate about digital photography since I first held a floppy disk digicam in my hand in 1997 (it was a Sony Mavica MVC-FD5 if anyone was interested).

The fact that you can take a picture, see it immediately and delete it if you don't like it has given me one of the greatest WOW experiences in my life!!

A few years later I had my first SLR camera (Canon EOS 350D with a Sigma 24-70mm) and was on my way to discotheques from Tuesday to Sunday to take pictures of people drinking and partying (I myself was usually very drunk during this time - the free drinks were one of the reasons for this activity).

My pictures were published on various party picture platforms and the homepage of the clubs. I quickly noticed how much joy photography brought me. Unfortunately I grew up much too fast and had to take care of the 'important' things in life and put all my energy and time into the job and building up a bourgeois life.

For about 10 years I hadn't touched my camera and the normal problems of everyday life had me under control.

In 2015 I went on an Canarian islands cruise with my best friend and had bought a Sony Alpha 7II (with kit lens) a few weeks earlier. The exercise returned quickly and the passion flared up again.

Unfortunately Sony wasn't my brand at the time, so I swapped the super modern Alpha for an outdated Canon 5D Mark II. It had only a third of the features and only (felt) half the resolution of the Sony, yet I fell in love with the camera to infinity (that's why I'm still faithful to the 5D series today).

In 2016 I made a trip to Florida with my buddy. During the roadtrip along the coast I took about 10,000 pictures - of course with a lot of rejects :)

My Insta account exists since 15.11.2015. Until 2017 my account was either inactive or used as a normal personal account, with occasional uploads of pictures of me, cat pictures and photos of my freshly-washed GTI.

My 'real' photos (in former times landscape pictures mainly from Florida) were still posted on Facebook at that time, but without much success or reach.

In 2017 I started photographing all my friends and quickly realized my passion for portrait photography. I was proud of my work and wanted to present it to a wider audience.

I came across accounts like @kai.boet, @sean_archer_photo and @brandonwoelfel during my daily browsing and was hypnotized by their style and the perverse reach of the accounts!!! I wanted that too - as soon as possible!

So I started photographing EVERY girl who wanted to do it and started posting the pictures.

There was gold rush atmosphere! I posted 10 pictures in one day, and then for a week nothing again until I had the next shooting, then a whole bunch of uploads again - without any idea how Instagram works at all.

My Likes and Follower stayed in the basement (with about 200 Follower I had about 50-100 likes on the picture - as if I would tell a poem in the woods and nobody listens!)

I was frustrated and threw the camera into the corner for weeks, at that time already the 5D Mark IV.

I also tried to ask other Instagramers about growth, but everyone made a huge secret of it and wanted to take all the secrets with them to their graves (...for fear of competition!?).

My frustration became bigger and bigger! Using Google I did not get any further. There are a lot of half-truths out there (Youtube etc), from self-proclaimed experts who can hardly bring it to 1,000 followers. Besides at this time also the inscrutable algorithm was introduced, which caused only unsuspecting shoulder twitching with each user.

You have now learnt in this book how it went on afterwards. Do you have further questions for me? Do not hesitate to contact me!

I am very happy to have helped you with your future development and I would like to read about your experiences!

FREE LIGHTROOM PRESETS

The best at the end!

This [dropbox link](#) will take you to a selection of my Lightroom presets that I occasionally update.

<https://www.dropbox.com/sh/2iqxev6kwh7lwov/AADq2dFXzPzaaSJoQfa9elim1a?dl=0>

All presets are stored in XMP and DNG format so you can use them in Lightroom Classic / CC / Mobile and Camera Raw.

Have fun with it!!

If you like my work, you can also visit [my shop](#) and browse a bit:

www.etsy.me/2sujGAH

GLOSSARY

ALGORITHM

The presence of contributions, reach, visibility and everything related to Instagram is held together and controlled by the algorithm.

The algorithm essentially consists of three areas:

Interest through your past interactions with posts on specific topics, Instagram evaluates how interesting a post might be for you.

If you've clicked a lot of pictures on "dog puppy", you'll probably see more unicorn pictures in your feed.

So we remember: The more you interact with content on a certain topic, the more you will see on that topic.

Instagram also remembers whether you prefer to interact with videos or images and prioritizes them in your feed.

Instagram also measures the time you spend on a post, such as reading the caption.

A LONG STAY IS ANOTHER SIGN OF RELEVANCE.

TIMELINESS

Even if posts are no longer displayed chronologically, it is important to know when the post was published. New pictures or videos can be seen at the top of your feed.

This also depends on how often you use Instagram. If you only open the app a few times a week for a few minutes, you'll usually see posts from a few days ago; if you use them several times a day, they're only a few minutes old.

ADVANTAGE: POSTS ARE SEEN BY THE ALGORITHM OVER A LONGER PERIOD OF TIME.

That's why you still get likes on photos you posted two days ago.

RELATIONSHIPS/INTERACTIONS

The more often you interact with contributions from a single account, the higher future contributions from that person or company will be ranked in your feed. So even if you follow a celebrity with 30 million followers, your mom with 30 followers will probably be displayed higher up if you (hopefully) clicked every picture of her in the past. The frequency of interactions with a particular account will also be taken into account. Instagram will show you more content from that person in your feed - good algorithm!

Now you know the three main factors when ranking Instagram posts and Instagram stories.

The strength of the algorithm depends on the number of channels you follow. If you only follow five accounts, the algorithm hardly has to select at all. At 500 it looks quite different again.

CAPTION

A caption is the text below a post (image or video). The hashtags are also written in the caption!

CONTENT

Content refers to all posted content on Instagram: Pictures, Videos, Stories, IGTV

GHOST FOLLOWER

Ghost followers are followers on your list who do not interact, or link or comment on your posts. It is desirable to have as little of this follower group as possible.

MICRO INFLUENCER

These are accounts that usually insert a discount code into the caption below their contribution and thus advertise certain products. If someone uses this discount code for their order, the Micro Influencer will receive an amount credited to their commission account.

IMPRINT

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