

Leanne Kuhn's

# INK & ARCH

## QUICK GROWTH GUIDE



# THIS GUIDE IS FOR YOU IF YOU'RE LOOKING TO:

- LEARN HOW TO **CREATE THE IDEAL REEL**,  
INCLUDING CAPTIONS, HOOKS, & TIPS FOR  
IMMEDIATE ENGAGEMENT
- LEARN HOW TO **EXPLODE YOUR INSTAGRAM  
FOLLOWING** BY POSTING SCROLL-STOPPING  
CONTENT FOR YOUR TARGET AUDIENCE
- LEARN HOW TO **DM NEW FOLLOWERS TO BUILD  
CONNECTIONS**
- LEARN HOW TO **BRAND YOUR PAGE** TO MAKE IT  
AESTHETICALLY PLEASING
  - **INCLUDES BEAUTIFUL FONTS**



This is what happened in the first week of launching my page, @inkandarch

**Day 1: 113 followers, less than 24 hrs after my first post**

**Day 2: 185 followers, and my first post reached 500 views**

**Day 3: 271 followers & my first post reached 600 views**

**Day 4: 355 followers & my first post reached 700 views**

**Now: 500+ followers, several viral reel and 8 sales and counting!**

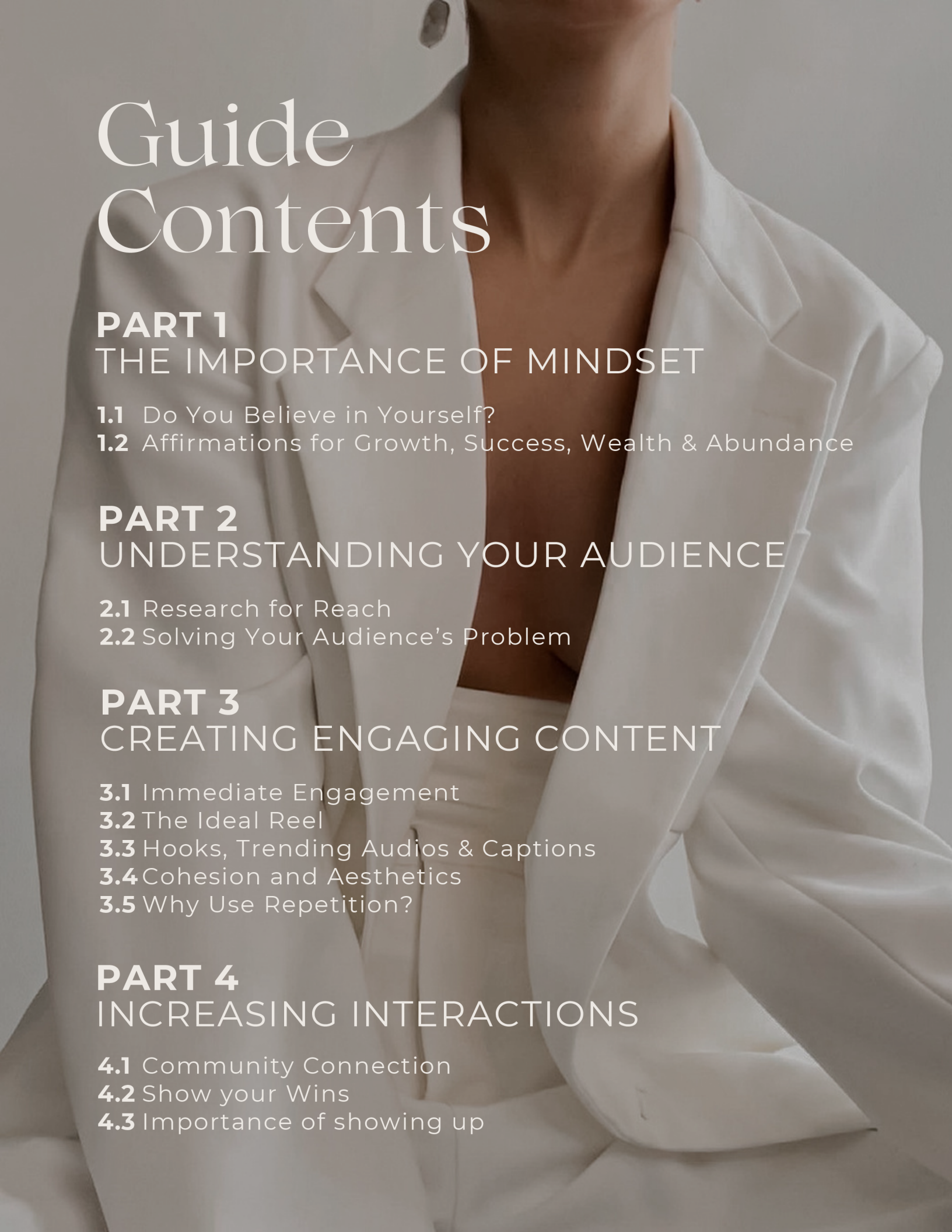
I had countless people in my DMs, asking me:  
*How do you grow so quickly? What's your secret?*

I made this guide because I want to help YOU hit the ground running with your own account. I'm here to lay out, in full, the techniques I used to grow QUICK on Instagram. Trust me, it isn't luck - there is strategy involved!

My wish is that this guide brings hope to the people who need that extra push and motivation to kickstart their growth. It's time to LIVE LIFE ON OUR TERMS - a life filled with joy, abundance and empowerment, achieving our dreams with digital marketing...  
who's with me?!

*Love,*

DISCLAIMER: I am sharing with you MY personal journey for Instagram growth and the strategies that helped me grow quickly. Results are not guaranteed to be the same for every account.



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# PART 1

## The Importance of Mindset

### 1.1 DO YOU BELIEVE IN YOURSELF?

Let's begin with some food for thought.

In life, your outer reality, a.k.a., what you see and experience on a day-to-day basis, is a direct reflection of your *inner* reality - your mind!

In other words, the thoughts you have, and the beliefs you hold, determine how you view yourself, your level of confidence and ultimately, your level of success.

This is why it's crucial to approach running a digital marketing business with the correct mindset.

**To see success and growth, you must first *believe you are worthy of success and growth.***

If you want to go to the top and succeed with your online business, you must believe you are worthy and capable of going to the top and succeeding.

You must believe that you have something valuable to offer; that you are important and successful enough to be listened to and respected.

When you wholeheartedly believe that you are worthy of success, abundance and wealth, your actions will begin to reflect that. In turn, *your reality will begin to reflect that.*

When I began posting on my @thedigitalclassy page, I knew that I was capable of growth and success. It didn't matter when I had 60 followers and 1 post.

No matter the circumstances,  
***I wholeheartedly believed in myself and knew I was capable of growth.***

My posts, my captions and my interactions with my followers all reflected that - I had confidence in what I had to say. I wasn't being false, I was simply **sure of myself.**

I came from a mindset of success from the very beginning - I believed in myself from the very beginning. This mindset of confidence and self-belief is crucial to see **true, sustainable success and growth.**

Shifting your mindset from one of self-doubt to one of abundance can be achieved through mindfulness techniques such as meditation, journalling and affirmations.



## 1.2 AFFIRMATIONS FOR GROWTH, SUCCESS, WEALTH & ABUNDANCE

Affirmations are positive statements that can be used to help reframe your thinking from self-doubt to a mindset of abundance, growth and success. Here are some powerful affirmations to say to yourself daily:

*I am strong and confident.*

*I am becoming the best version of myself.*

*I am worthy of wealth and success.*

*I am valuable and deserve happiness.*

*I love money and money loves me.*

*Money comes to me easily and from  
everywhere.*

*Money flows over me like an avalanche.*



# PART 2

# Understanding Your Audience

## 2.1 RESEARCH FOR REACH

After you have settled on a niche for your Instagram page (such as faceless marketing, mindset, wealth, etc.), it is crucial that you **research what other accounts are doing in your niche.**

This allows you to:

- Analyse what is working for them, and why
- Analyse what is NOT working for them, and why
- **Become inspired** by their content (NOT to copy it - but to take it as inspiration)
- Evaluate their sales strategy - *Do they post on their stories twice a day? 10 times a day? How successful have these strategies been for them? Have they seen significant growth in their following?*
- Analyze who their followers are - their followers are their primary audience. This will allow you to become more clear on who YOUR target audience should be.

**Top tip!** Take notes during this process. It helps to log your progress, remember key info and stay organised.

While researching other accounts in your niche, follow similar accounts for inspiration and to increase your community engagement (this is crucial - we will come back to this in part 4).



## 2.2 SOLVING YOUR AUDIENCE'S PROBLEM

Once you've identified your target audience - the people you want to engage with and eventually sell to - the next step is to ask yourself:

### **What do these people NEED?**

*Does your audience struggle with making sales?  
Do they want to grow their following?  
Do they want to make money online but don't know how to start?*

**This is their *problem*** - the issue that they want solved. By identifying their problem, **YOU can help them SOLVE it** through your content and your digital products.

This is how your content becomes valuable to them. They will associate it with a mini 'win' - that's why they will follow you!



You can help solve their problem by *teaching them something helpful, offering them the advice that they seek, and giving them the motivation to believe in themselves.*

**Top tip! Before you post, ask yourself the following questions to ensure it is going to be valuable to your audience.**

*What am I trying to achieve by posting this?*

*What will my audience LEARN from this post?*

*How am I HELPING my audience through this post?*

If you can't answer these questions, it's time to reconsider what you are posting. Are you posting multiple times a day just for the sake of it? Or are you posting to help SOLVE your audience's PROBLEM? Reflect on this often to ensure you are meeting your audience's needs!



# PART 3

## Creating Engaging Content

### ***This is where it gets juicy...***

So you've settled on a niche and a target audience, you've done your research and you're ready to start *posting with strategy*. The foundation is laid!

The question now is: HOW are you going to create content that your audience cannot resist clicking on, replaying and saving, to **grow your account?**

This section of the guide outlines my top tips on how to create **highly engaging, aesthetically pleasing content that meets the needs of your target audience.**

Ahh, I'm excited! Let's dive into it, shall we?!



## 3.1 IMMEDIATE ENGAGEMENT

The Instagram algorithm currently favours reels that gain traction right after they are posted. This means that once you post a reel, if you immediately receive likes, comments and saves on it, Instagram will push it out further and to more people!



**Knowing this info, do this every time, RIGHT AFTER you post a reel:**

- Like your own reel
- Save your own reel
- Comment underneath your own reel
- Post it to your story
- Promptly respond to any comments you receive!

The more engagement you receive right away, the more of a 'snowball effect' this will achieve - your content will continue to be shown to more people, and more, and more... you get me.

Let's dive into what makes your reel captivating in the first place, so that it is watched again and again and attracts major engagement!



## 3.2 THE IDEAL REEL

### THE IDEAL REEL PULLS IN *VIEWS*! IT IS:

- Scroll-stopping and eye-catching.
- Either *informative* or *inspiring*.
- Beneficial to the viewer in some way (this makes them want to follow you, replay it and save it!)

#### FEATURES OF AN IDEAL REEL

- **A HOOK** on-screen with **CLEAR TEXT** to stop the viewer's scroll (see 3.3!)
- **A TRENDING AUDIO, KEYWORDS & HASHTAGS** (see 3.3!)
- **A CALL-TO-ACTION** - lead the viewer from your video to the caption, where they will read your valuable caption and be either informed or inspired... or both! (see 3.3!)
- **SHORT PLAY TIME** (3-6 secs) to maximize reel replays as the viewer reads the caption (more views, people!)
- **EYE-CATCHING VISUALS** - a video clip that is *pleasing to look at* is essential! *Canva* is great for stock footage because it's free and easy to use!
- **A REEL COVER** - this allows your feed to look cohesive & aesthetically pleasing (see 3.4!)

#### EXAMPLE REEL STRUCTURE



## 3.3 HOOKS, TRENDING AUDIOS & CAPTIONS

### SCROLL-STOPPING HOOKS TO USE - 6 EXAMPLES

1. Tired of (insert audience problem)? This is what you can do about it.
2. How \_\_\_\_ made me \_\_\_\_ and how you can do it too!
3. I started my account \_\_\_\_ days ago. This is how it's going.
4. How I went from this (insert photo 1 of account before growth), to this (insert photo 2 showing account growth) in \_\_\_\_ days.
5. Day \_\_\_\_ of this page and I have \_\_\_\_ followers. This is how...
6. The EXACT steps I took to (insert achievement).

**Top tip!** You want to lead your viewer from the reel to the caption. Make sure you do this by writing 'see caption' or something similar in the reel itself, so they feel compelled to read it!

### TRENDING AUDIOS - TIPS

- Look at the audios that the bigger accounts in your niche use in their reels - they are likely to be trending audios, which push out your content to more people if you use them.
- Click on the audio and see how many reels have been created using that audio.
- If the number of reels created is low (less than 1,000), AND the most popular video has 1M+ views, then this audio is **optimal to use** (it will help your engagement more!)
- **SAVE** the optimal audios for later to use in your reels.



## SCROLL-STOPPING CAPTION STRUCTURE - EXAMPLE

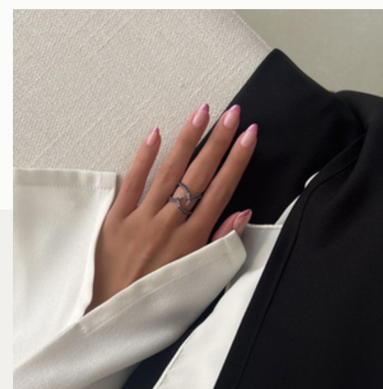
**First line:** 'Start here ↓' or something similar to HOOK them in, so they click on the caption to read it all.

**Second line:** Prompt the viewer to do something for you before you get into the juicy details of the caption. E.g. 'BUT FIRST - Follow (your username) for more (content you provide).'

**Bulk of caption:** Provide the viewer with value in the caption of some form - if your reel's purpose is to inform/educate the viewer, then provide quality information in the form of easy-to-digest dot points.

Break up big paragraphs to allow for ease of reading, and use emojis to make it look appealing, exciting and friendly.

**End of caption:** Prompt the viewer with a call-to-action - do you want them to learn more about the service you are offering? An example to prompt them to message you would be, 'COMMENT OR DM ME "INFO" and I'll send you information about (insert service/product you're promoting)!'



## KEYWORDS - EXAMPLES

Placing relevant keywords at the bottom of your captions increases your reach to your ideal follower, as the algorithm picks up on these words. Here is an example to use:

*digital marketing, online learning, course offering, e learning, marketing tools, digital products, business success, faceless*

## HASHTAGS - EXAMPLES

Placing relevant hashtags at the bottom of your captions is another way to increase your reel's reach. It is helpful to use only a few hashtags per reel and to switch between them for optimal reach. Here are examples of hashtags to use:

*#contentstrategy  
#waystomakemoneyonline  
#digitalproductsforbeginners  
#sidehustleideas #digitalmarketing  
#socialmediatips*



## 3.4 COHESION & AESTHETICS

### WHY A COHESIVE FEED IS IMPORTANT

- Having a theme across your posts is pleasing to look at, attracting viewers to your content.
- This can be achieved by using reel covers - a photo that your audience sees on your Instagram profile, before they click on your reels.
- Cohesion is achieved by using the same font, text size, text colour and general theme (e.g. colour scheme, brightness level) on all reel covers.

### TIPS FOR CREATING REELS & REEL COVERS IN CANVA

Canva is a very easy (and FREE) way to create reel covers. It's easy to create your *reel* first on Canva, then the cover:

1. Go to 'Create a Design'
2. Search 'Instagram Reel'
3. Choose an aesthetically pleasing, free video clip (3-6 secs long), edit it to match your account's aesthetic, and save it as an MP4 without text on it.
4. Go back to your video in Canva and add a short phrase of text on top of it; e.g., if your reel is going to discuss how your account grew in 24 hours, you can put '24 HOUR UPDATE' on the reel cover to grab the viewer's attention.
5. Save this same video, with the reel cover text on top, as a JPG (an image) so that the reel will match the reel cover.
6. When you go to post, you can use Instagram to provide the text that will appear on-screen during your reel (this is not the same as the text on your reel cover).

### AESTHETIC FONT IDEAS TO USE FOR REEL COVERS!

BROWN SUGAR

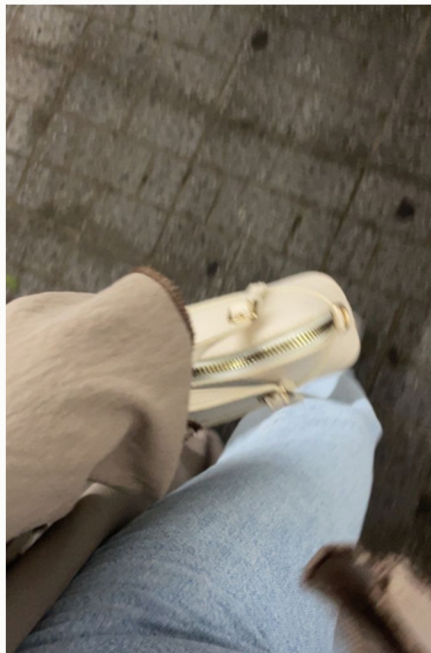
Lovelace

Safira March

*Signature*

## 3.5 WHY USE REPETITION?

### **THIS IS WHAT HAS *MAJORLY* HELPED MY GROWTH AS A BRAND NEW ACCOUNT!**



When you first begin posting, ensure you are providing your audience with content that is **valuable** to them & will help them.

However, some reels will perform better than others. If something is working, I encourage you to consider why it works. AND THEN, GUESS WHAT? **DO IT AGAIN!**

If people are loving the type of content you post, then they will want to see **MORE** of it! I'm not saying to repost the exact same reel multiple times in a row. I'm saying to take the style of the successful reel and to tweak it, adapt it and ensure you're *always providing value* - but **REPEAT WHAT WORKS TO INCREASE ENGAGEMENT. IT WORKS FOR A REASON!**

**GIVE THE PEOPLE WHAT THEY WANT!**



# PART 4

# Increasing Interactions

## 4.1 COMMUNITY CONNECTION

**Engaging with other accounts within my niche has been ESSENTIAL to my growth. As a brand new account I recommend doing this as much as you can every day (at least 1 hour), even before you make your first post:**

- Finding other accounts in your niche
- Following similar accounts to your own
- Following bigger accounts for post inspiration
- DMing new followers
- Liking and commenting on posts of similar accounts

*The more you do this, the more your page will stand out. The more **engaging, helpful, genuine, friendly** and **authentic** you are, the more you will become a valuable connection for people to have! **They will want to follow you on your journey and purchase from you because they will TRUST you and VALUE you!***



## 4.2 SHOW YOUR WINS

**ON MY @inkandarch INSTAGRAM PAGE, POSTING MY 'WINS' ON MY STORIES AND IN MY REELS IS WHAT HAS GAINED THE ATTENTION OF MY AUDIENCE.**



- Posting your wins - a.k.a. posting when you gain new followers or reach a milestone - is what helps to gain your audience's trust. They see that you are authentic and are grateful for their support!
- It doesn't matter how small the win is - everyone has to start somewhere. Gained 10 followers overnight? POST IT! EXPRESS YOUR GRATITUDE!

*Gaining **TRUST** is crucial to continue your growth and make sales - people want to be following a genuine person with a story and a personality. Would you buy from someone you didn't trust at all? Of course not!*

### **POSTING ON YOUR STORY**

- Posting wins on your STORIES also tells your viewers that the page is ACTIVE - this is ESSENTIAL.
- I am always very active on my stories - I post **3-5** per day and they include **mini wins, inspirational quotes, personal stories & promoting my own products.**

## 4.3 SHOW UP EVERYDAY

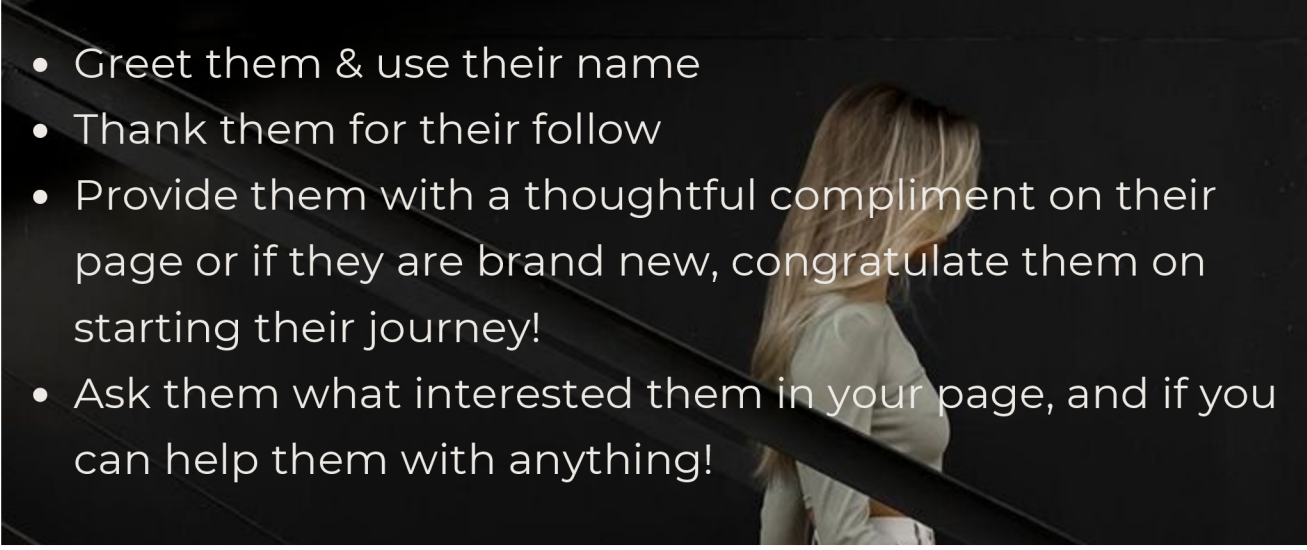
### **THE PLANT ANALOGY**

*Treat your account like a plant. If you want it to grow, you have to nurture it consistently!*

### **THIS MEANS**

- Showing up & posting a reel every day.
- Posting 10-15 times on your story every day.
- Interacting with new followers daily (liking their posts & stories, commenting, DMing them)
- Following new people daily - follow the people that you think would want to see your content (a.k.a. your target audience).
- DMing and reaching out to people who you think would benefit from your content. Be kind, genuine and let them know they have your FULL support. This builds trust and genuine bonds with people!

## TEMPLATE FOR ENGAGING WITH NEW FOLLOWERS

- 
- Greet them & use their name
  - Thank them for their follow
  - Provide them with a thoughtful compliment on their page or if they are brand new, congratulate them on starting their journey!
  - Ask them what interested them in your page, and if you can help them with anything!

## TEMPLATE FOR APPROACHING SOMEONE WHO DOES NOT FOLLOW YOU YET

- 
- Greet them & use their name
  - Provide them with a thoughtful compliment on their page, or if they are brand new, congratulate them on starting their journey!
  - Let me know you are always there to chat if they need, or something similar!

*A genuine conversation will allow for a **connection to be established** and for an **opportunity to naturally promote your products**, without being pushy!*