

1st Unknown: How fast will my IG DM account Grow?

- Question: What will be the key to reach 10 k followers on IG? How will this impact prospecting?

Hypothesis:

- Consistency of posting
- Quality of content
- Effort invested
- Fascinating content
- Focus more on one type of things
- If I have a bigger follower count, that gains more trust, I can have more people interested in working with me
- If I can collaborate with someone big in my niche, then it will gain more trust and status

Risk Determinetesting strategy

- Are opportunities scarce or infinite?
- infinite, that's the internet
- What are the upsides and downsides of getting it wrong

downsides:

It would be even harder for me to dm big companies/ businesses in IG.

No attention= no value ^^ no monetization= not money

Stay the same as now.

Low amount of followers

Upsides of getting it wrong:

Nobody wants to do some damage to me

I'm not known so that I can Impersonate myself as anyone.

I can post whatever I want

Mistake= new experience= lesson

- Experiment:

- Create a strategy and a plan when, what and how to post.
- Create a content for the future on free time. IF you have an *arsenal* to take a tool from, that's an advantage.

Something in common.

- Set up a profile correctly
- Pick a niche
- Look on competitors
- Analyse what they doing
- Go to [HOW to Analyze The Top Market Player](#) and [Market Research Template \(TRW-Stylized\) \(1\)](#)

- Measure twice and cut once

- Study notes
- Swipe file provided and personally created one.
- Use tactics and other things learned in agoge program.
- Rewatch copywriting bootcamp as well as level one
- Go watch videos from other professors.
- AB test
- Recon by fire

- Research and modeling take on greater importance

- Study copy that is working in the same niche
- Figure out how my niche fits into the successful copy
- Make a f

- Procedure working? Yes: Keep going and improving the strategy

- Procedure working? NO: maybe you started posting with a bad strategy.
- There might be a reasons why it didn't.
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- Troubleshooting
 - You have to go again through the decisions that you made, see the video quality, words u picked, way that you presented, etc (go on perspicacity walk).
 - GO analyse the root and cause
- data analysis and conclusions:
 - Results go right with my hypothesis ? - Yes, go to communication
 - NO- go back to hypothesis
- **Communication**
 - Started implementing the strategy and growing my follower count.

You always need to change strategies, but not every time you post. +- once a 1-3 months.