

**You have to learn the rules of the game.**

**And then you have to play better than anyone else.**

*Albert Einstein*

Going viral on Instagram is one of the biggest search terms on Google the past couple of years.

Often new creators get stuck in not knowing how to produce great performing content.

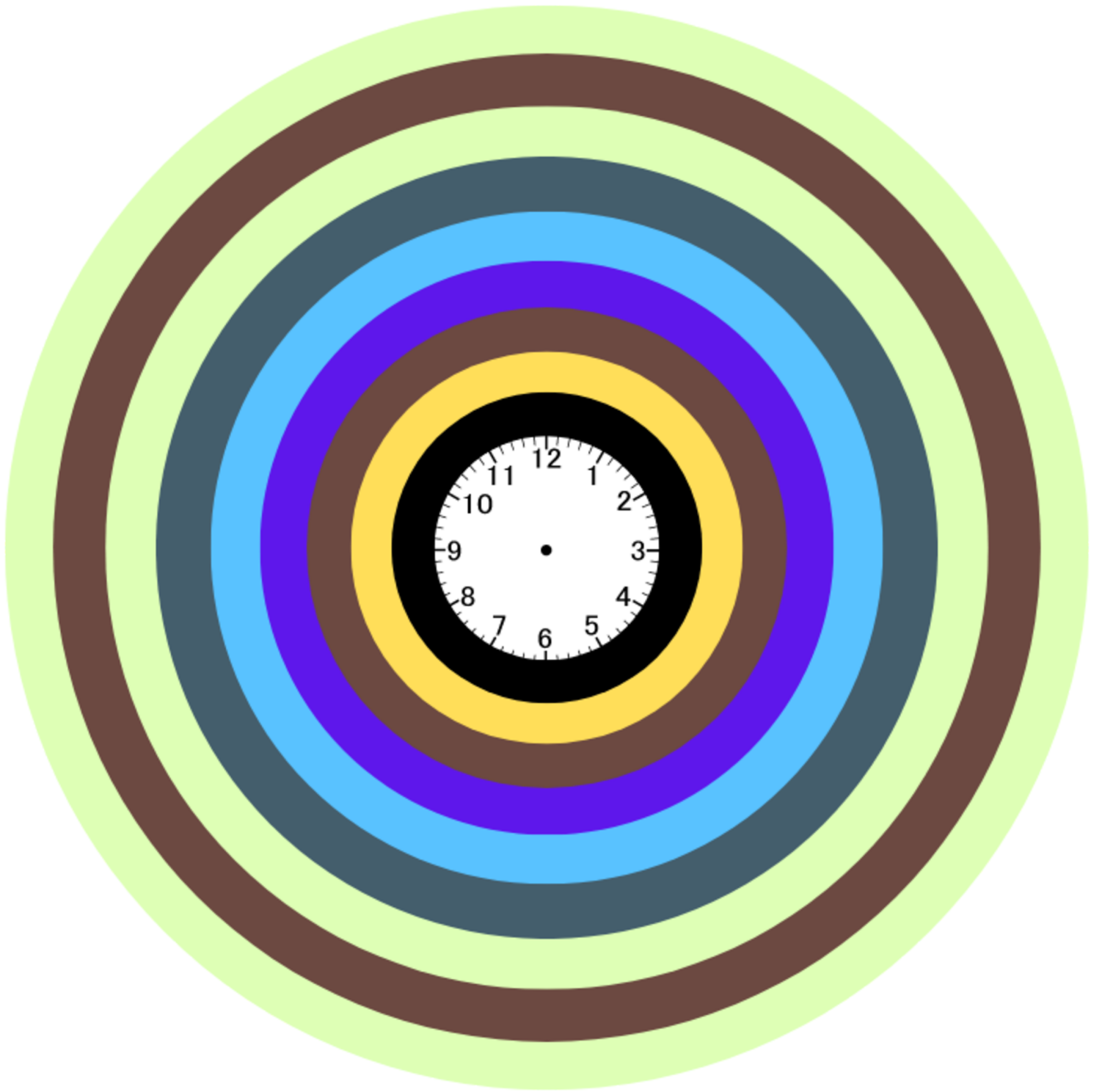
Most people just can't figure it out and then quickly spend their money on expensive online courses where other creators promise them the 'magic formula'.

**Did you know:** I never paid for any type of course or advertisements and managed to reach millions of people while growing my followers to 125K in just one year?

And I don't want your hard earned money to share the secrets I've learned throughout that year.

Let me break it down for you on the process I use myself.

**The Content Creation Circle**

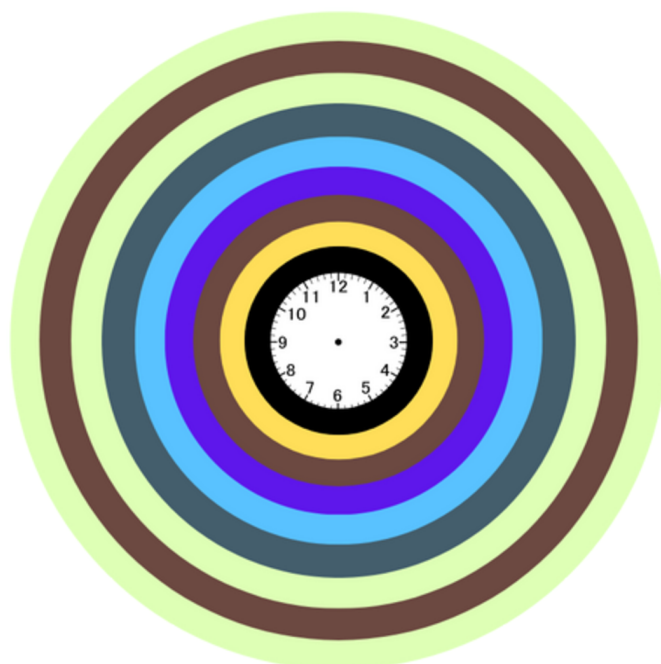


## How does it work:

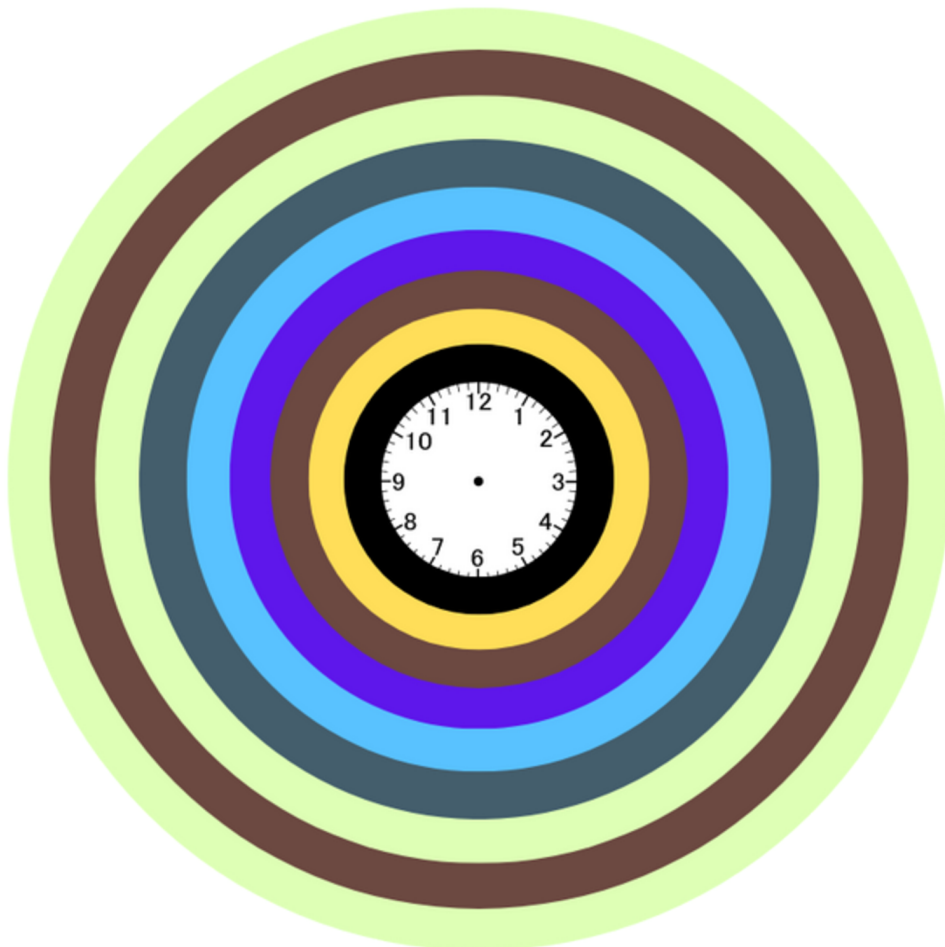
The circle represents 10 factors (circles) that are important when you create and post content on Instagram.

## In order of importance:

1. Visual Value
2. Hook
3. Content Value
4. Captions - Transitions - Edit
5. Music
6. Camera Angle
7. Buildup Cycles
8. CTA Description
9. Tags Description
10. Publish Time



1. **Visual Value** = The first thing people see
2. **Hook** = The first thing people hear
3. **Content Value** = What people earn from it
4. **Captions - Transitions - Edit** = Visually appealing content
5. **Music** = Relatable music
6. **Camera Angle** = Keep it relaxing for the eyes
7. **Buildup Cycles** = Promise and deliver
8. **CTA Description** = Show authenticity
9. **Tags Description** = Use the algorithm
10. **Publish Time** = Engage with audience



## **1. Visual Value**

= *Make the first seconds of your content stand out with an interesting visual, person, appearance.*

## **2. Hook**

= *Make the first sentence of your content strong and understandable for everyone.*

## **3. Content Value**

= *Make your content something that people get some kind of value from.*

## **4. Captions - Transitions - Edit**

= *Make your content visually appealing by editing it in a creative way.*

## **5. Music**

= *Use background music to increase your chances of making your content relatable.*

## **6. Camera Angle**

= *Make your content centered so people don't make their eyes tired while looking at it.*

## **7. Buildup Cycles**

= *Promise at the beginning and deliver at the end of your content.*

## **8. CTA Description**

= *Write a clear call to action in the description of your content (especially when starting out).*

## **9. Tags Description**

= *Use tags in your description to let Instagram know you're engaging with the algorithm.*

## **10. Publish Time**

= *Find out when your followers are online and publish in that time slot.*