

# *The Instagram* **CROWN**

**"The Underground Playbook For Reaching 100,000+  
People On Instagram Using Guest Posting"**



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# Introduction

Hey there!

My name is Filip Konecny and in this special e-book, I am going to walk you through exactly how to create a ton of guest posts for other Instagram pages without posting anything on your own account in return...

...and exposing yourself and your business to 100,000+ potential customers in less than 7 days!

In my opinion, guest posting is HIGHLY underrated.

You don't have to pay for any ads, shoutouts, or any other crap, and you can...

...reach your dream customers, by posting on another profile for FREE - no matter its size.

For example, I had no problem posting on 80K+ follower's Instagram pages and recently I even tried to create a guest post for 217K+ follower's Instagram page but unfortunately, in the end, they changed their mind and I got turned down.

But in fact, it doesn't matter.

What matters is the huge growth and sales potential that you get from every single one of the guest posts that you make.

And that is exactly why I have written this e-book for you.

Chances are you have already tried to create a guest post for another page, but no matter what you did, they didn't accept.

Don't worry about that anymore.

After you read every word of this e-book, it is going to change forever.

So, let's hop right into it, and let's get the growth and impressions rolling in now!



# What Is Guest Posting

## And It Works



Guest posting on Instagram is creating a post that will be posted on a different page than yours.

For example, if I would contact HubSpot and ask them if I could create a guest post for them and they would accept...

...I would create the post, send it to them, and then they would post it on their OWN page.

That means all of their followers will see it and because I am the one who has created the post and mentioned several times in it, they would come to my profile to follow me, engage with me, and visit my website.

It is an instant boost in growth, traffic, engagement, and sales.

(Of course how big depends on the size of the page, but it works like crazy!)

That is how guest posting works.

The only problem is with the number of pages that are willing to accept a guest post from you.

Most of them are going to REJECT. And that is fine. You don't care about them.

You care about those who will accept. Yet, numbers still matter and that is why I will show you how to maximize the amount of accepts that you will get throughout this whole e-book.

(And of course, I will give you some templates.)

So, let's hop into the first step of guest posting...



# Preparing The Cold DM Message + Creating A **List** of Content Ideas



This is probably the most important part of this e-book, so pay attention to what I am going to say.

Your message is the key to increasing the number of people that will ACCEPT your guest posting offer.

If your message sucks you can cold DM 500 people without any success.

But if it is good, you can gain success real quick.

To make your DM message most effective, it has to do three things:

- **Be Personal**
- **Go Straight To The Point**
- **Go Into Detail**

Let's take a look at each of the steps in detail.

And if you will still have no clue how to create a cold DM message that works, I am going to give you a proven template at the end of this chapter.

So, let's see how to do it...

## **Be Personal**

This is the key in every message that asks somebody for something, and it is also one of the main reasons why you must NEVER use DM bots or tools.

Your DM message has to start in a personal way establishing a bond between you and the person you contact. That means, you can tell them about how you like their content and share your thoughts about the latest

post they've created or you can talk about their products if you bought them.

Talking about their product is probably the easiest way to establish a relationship between you and them in SECONDS.

But as we're going to contact a lot of people, the first option is way more suitable...otherwise your wallet is going to be as empty as the antarctic desert.

(For those who think I am crazy, yes - the Antarctic is a desert.)

So, when you start the message don't talk immediately about what you want.

Build a bond first, ask for something later.

Here is an example of how it looks like:

Hey, Colby!

I really love your content! I was especially inspired by your post about the perfect productivity system.

Blocking your time for each task is really powerful and it can help you get more things done that you could ever imagine.

## Go Straight To The Point

If you think that the influencers, creators, and entrepreneurs you try to contact have time for a 4-day “chatting” you are wrong.



That is why if you don't get straight to the point in the first message that you are going to send them, you will lose them hand over fist.

Always tell them what you are asking them for in the first message you send.

Here is an example of how it looks like:

Since I can see you're into marketing and our audiences are similar, I thought I would reach out to see if you would be open to collaborating with me!

I can create a guest post (carousel) for your profile that will benefit your audience and that they will love. And because most of them try to find success on Instagram, I'd make it about Instagram marketing.

## Be Detailed

In every message, you want to be as detailed as possible to make sure that they are going to be able to choose.

Tell them about the ideas that you have, and what kind of a post it is going to be (single-image, carousel, or even if you want to go on a video together.)

The more detailed the better.

If they have never accepted or created a guest post before, you need to tell them how it works...but that is usually after they comply. However, *it is beneficial to have that step-by-step message ready.*

Here are examples of how it looks like:

Sure, here is how it works...

1. choose one of the topics (or if you have something on mind, it is fine to tell me, I am definitely open to your ideas.)
2. If you have a template you will share it with me so that the post fits your feed. (It is easy-peasy if you use Canva.) If not, I will create it in my own style or try to copy yours to make sure it fits.
3. I will create the post and share it with you.

Here are a few of my post ideas:

1. The Ultimate Engagement Strategy To Follow
2. The Worst Advice You Could Ever Get About IG Growth
3. The Best Kept Secrets About Instagram Growth

And because you will have to show them your ideas, you will need to prepare a list of them so that you are ready to go BIG!

Let's hop into that now...

## Creating A List Of Ideas

Having a list of ideas that you are going to create a post or video about is essential.

And you don't want to have just three ideas in place. You want at least 99 of them divided into 3-idea sections.

*"What Filip? 99 Ideas...but why?"*

It is simpler than you think. If you want to reach over 100,000+ people through guest posting, you will have to go BIG!

And if you send the same 3 ideas to 100 people, and 15 of them accept - what are you going to do?

I will tell you - you will either have to lie that you have never created a post about that for anybody else...

...or you're screwed!

That's just the way it is. But with 100 ideas in place you can contact all of them and have almost a 0% chance that somebody will choose the same idea as the other person.

All right, I know coming up with 100 content ideas is DAMN HARD! And that is why you don't want to come up with them.

Use headline or blog idea generators to do that for you!



My personal favorite is [HubSpot's blog topic generator](#).

You add a few keywords in there, and you will be flushed with ideas that you can use.

Then put them into Google Docs so that you can use them quickly and move on...

1. Will Instagram Marketing Ever Rule The World?
2. The Next Big Thing On Instagram
3. Instagram Marketing Explained In Fewer Than 140 Characters
4. What NOT To Do With Your Instagram Content
5. How To Sell Your Product To A Skeptic On Instagram
6. The Anatomy Of A Great IG Content Strategy
7. How To Win Big In The Instagram Marketing Industry
8. The Ultimate Instagram Content Checklist
9. 7 Surprising Stats About Instagram Marketing
10. Watch Out: How Reels Are Taking Over And What To Do About It
11. Content Creation: It's Not As Hard As You Think
12. An Introduction Guide To Instagram Marketing
13. The Worst Advice We've Ever Heard About Instagram Growth
14. A Beginners Guide To Instagram Content
15. The Pros And Cons Of Reel Creation
16. How Successful Creators Make The Most Out Of Their Engagement Strategy
17. 5 Tools Every Instagram Marketer Should Be Using
18. What I Wish I Knew A Year Ago About Instagram Growth
19. What The Best Instagram Elites Do (And You Should Too)
20. 6 Books About Marketing That You Should Read
21. Does Your Content Pass The IG Growth Test?

## Template For DMs

As I promised, here is a template for DM-ing creators if you weren't able to create your own...

*"Hey, [NAME]!*

*I really love your content! I was especially inspired by your post about [what the post is about].*

*[Share your thoughts about the post]*

*Since I can see you're into [Their Industry] and our audiences are similar, I thought I would reach out to see if you would be open to collaborating with me!*

*I can create a guest post for your profile that will benefit your audience and that they will love. And because [Reason Why], I'd make it about [Topic].*

*Here are a few of my post ideas:*

*1. [Idea #1]*

*2. [Idea #2]*

*3. [Idea #3]*

*Let me know if you are interested!*

*Thanks!*

*[Your Name]"*

I also recommend putting this template into Google Docs so that you can just copy and paste it when you will be cold DM-ing people.

And yes, you will do it through the desktop.

If you will try to do it through your phone it will take you longer than you can imagine.

However, if you have no choice and you are willing to do whatever it takes - opt for the phone and get after it.

Now, with your message and ideas ready, let's move on to the next step...

# Finding Ideal People For Guest Posting



I guess that I don't have to explain why we have to do that. If there is nobody to contact...nobody can **ACCEPT** your offer, right?



And because of that, you have to find the right people to contact.

Yes, the *right* people. If you will try to contact everybody two things will happen.

First, you will work your ass off for longer than you can even think about.

Second, you are going to see no results.

Because if you will try to guest post on pages with 50 followers, the chances are only 5 will go and visit your profile.

And that is simply not worth the effort.

So, you have to MAN UP and contact people who have some real influence...

By that, I mean people whose pages have thousands, tens of thousands, or hundreds of thousands of followers.

Posting for pages with fewer followers is worthless.

But how are you going to find them?

Well, I do it in several ways, but here are 5 of them that I like the most.

## **Comment Section**

Go to a comment section of a relevant big creator and check the profiles that have commented there.

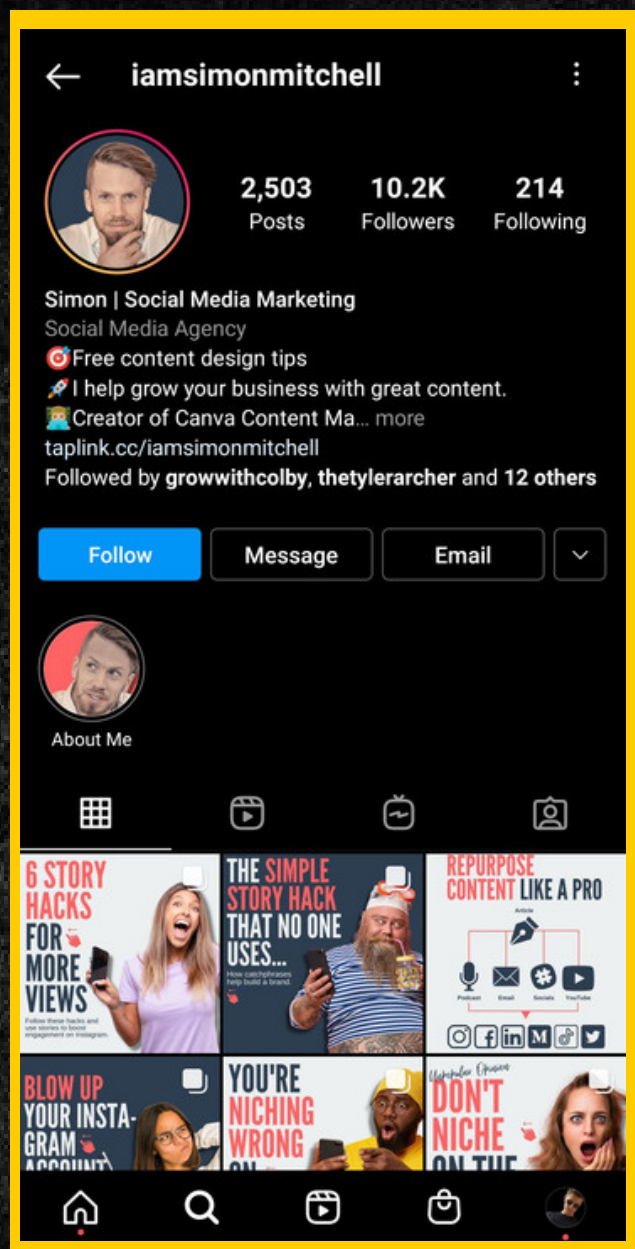
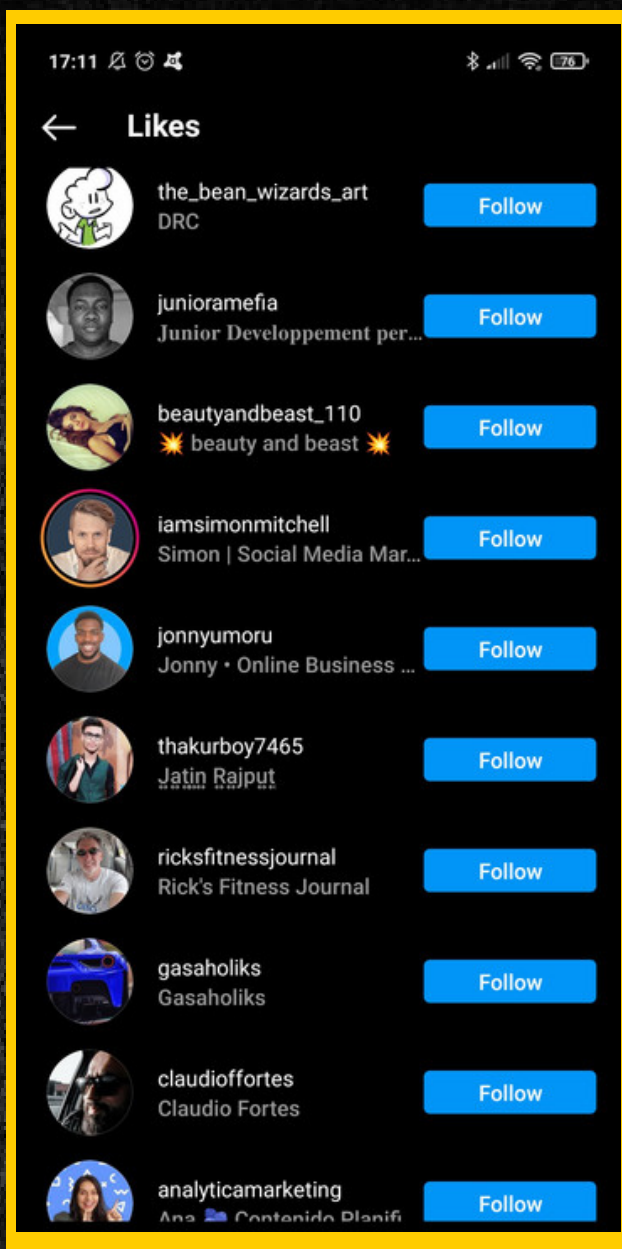
With a bit of persistence, you will find a lot of potential people that you could create a guest post.

## **Like Section**

This is the same as trying to look for people in the comment section.

Find a relevant account in your industry that has a lot of followers and check all of those who have liked their posts. You can find some great pages there to add to your list.

Definitely try it out!



## "Following" Section

This is probably the best one, and I recommend you to start doing this.

When you go to a big account in your industry and click on the “following” section, you will see a goldmine of people that you can offer a guest post.

Why?

Because big accounts follow other relevant big accounts.

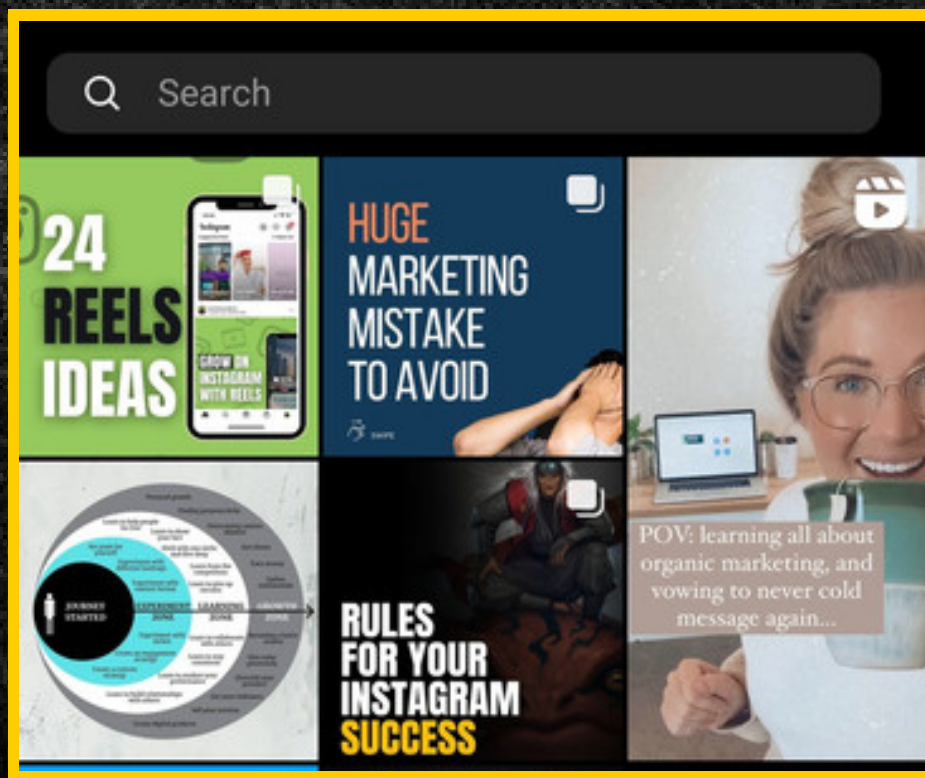
A simple philosophy, a massive goldmine of people to contact.

**Explore Page**

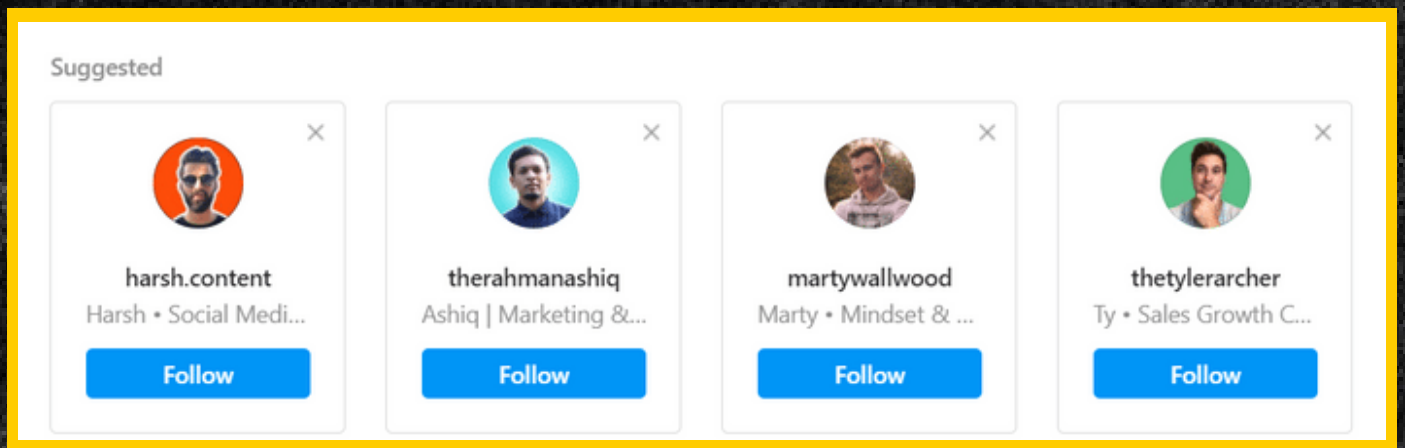


On the explore page, you can see a lot of posts from big accounts in your industry because they get a ton of engagement.

And because on the explore page you will see only relevant content, it is a fantastic source of people to contact.



## SFY Lists



“Suggested For You Lists” are great places to search for potential people to contact.

Instagram is only recommending relevant people and that can be something that you can leverage.

Just go to some profile follow it and the SFY list is going to pop up. *(Or you can click the little arrow next to the “follow” button.)*

# Create A List Of People

Now when you know all of these places to search your target people in...

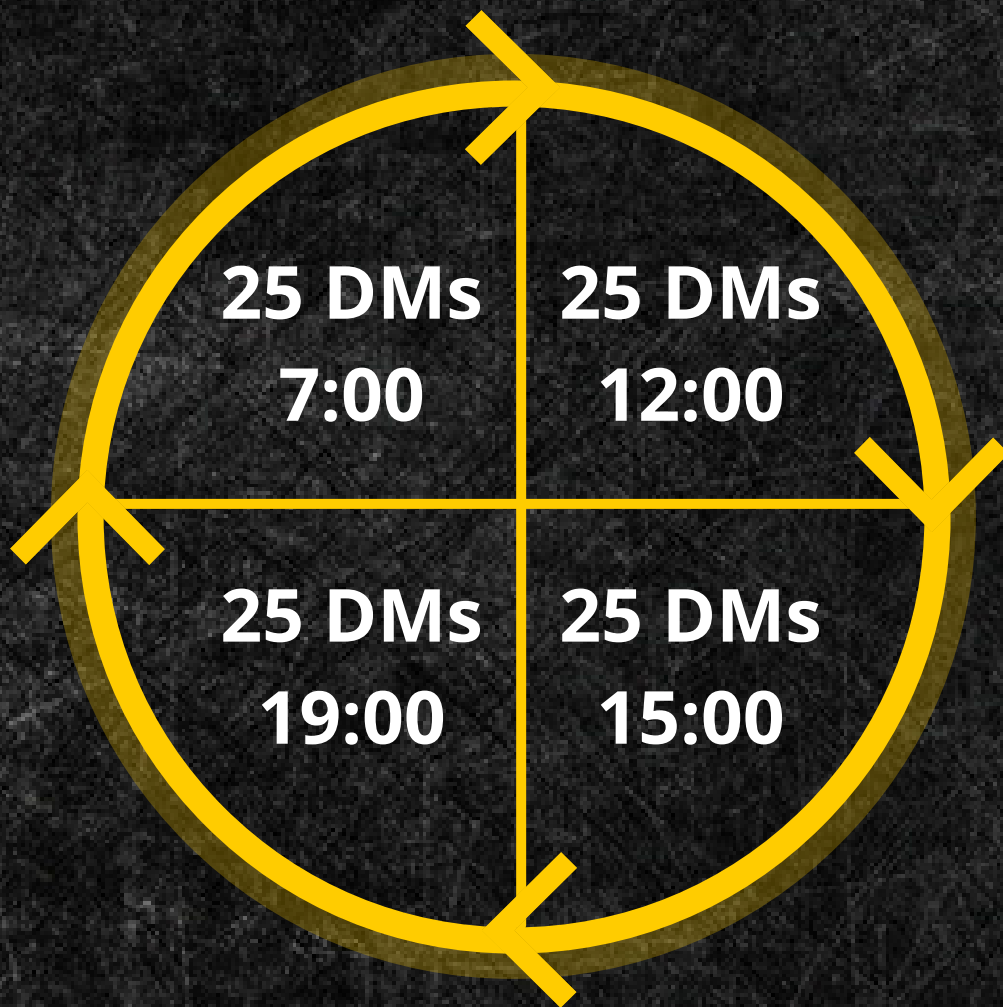
...it is time to create a list of those that you are going to contact.

Make sure that the list is as long as possible because once you run out of people to contact you will have to research again.

## The People To Contact

1. @iamrachaelfisher
2. @thepeonycollective
3. @gabbybernstein
4. @karima.creative
5. @themellissalin
6. @bizcoachnicole
7. @yessupply
8. @alyssa\_birchfield
9. @tiffanycheung.co
10. @alyssacoleman.ca
11. @herfirst100k
12. @kohisocial
13. @kateperkovic
14. @theindemandva
15. @sugarpunchmarketi

# Building A Cold DM Routine



Well, here comes the toughest part. You need to become a cold DM-ing MOTHERFU\*KER!

And I mean it exactly as I say.

At this stage, you are probably going to contact more people than you ever have in your entire life.

And that is why you have to build a cold DM-ing routine.

If you are like me, you can contact 100 people at once and be fine with it.

But I know that this might not be your case as I am really tough on myself.

So, you have to build your own DM-ing routine to avoid facing total exhaustion at the end of the contact period.

Most of the “gurus” would tell you it is easy...but it is not.



However, the fruit is overwhelmingly worth it as you can rocket your growth from zero to hero pretty quickly.

You should build a DM-ing routine based on when you have time and how productive you are.

I shared an example on the image on page 31.

You can model it, but remember the times you use should be yours.

Also, here are some tips to enjoy the cold DM-ing more:

- 1 . Turn on some music (I personally like Jazz or classical music.)**
- 2. Find a comfortable position on your chair.**

### **3. Make some tea or drink you like.**

After you do that, it is time to pull off some big guns and rock it!

I personally get 5-10 accepts per 100 people contacted. And when you multiply 10 by an average of 10,000 followers to see the reach of all guest posts...the numbers become pretty exciting!

So, don't stop until you contact them all.

# What To Do After They Accept?



Now, this might be the part that you thought the most about - *"What to do after they accept, and how do I create the post?"*

Don't worry, I am going to show you everything I can to ensure that your guest posts are amazing!

**First, you will ask them if they have a Canva template to share with you.**

Why do you want a Canva template? Because the post is created for their page and it has to match their style.

If they don't have any, tell them they can just copy their latest post and share the editable version with you, or ask if you should try copying their style or making it in your own one.

Once you have clear answers, you are going to get into post creation. BUT THERE IS ONE EXCEPTION.

Some of the people will say that you should send them just a manuscript of a carousel and they will create the post by themselves.

If that happens, it is amazing!

You don't have to care about the design. All you will have to do is to send them a text version of the post and that's it!

But of course, every person is different and once they comply you will want to make sure that everything is clear and that you know what to do.

The biggest secret for that: COMMUNICATE.

I know you might be an introvert but don't be afraid to communicate with people.

Otherwise, it is going to be a complete failure.



Also, don't be afraid of the unknown. You will figure out the rest as it goes - that is how I and everybody else did it.

And in the end - it is FUN!

But here are some deeper insights about the post creation...

## Creating The Guest Post



Now, when you have compliance, the fun part begins. It is time to create the guest post!

When you have a template it is going to be easy peasy for you.

But when you don't have one, you will have to copy the design...or create it in your own style, which is easy as well.

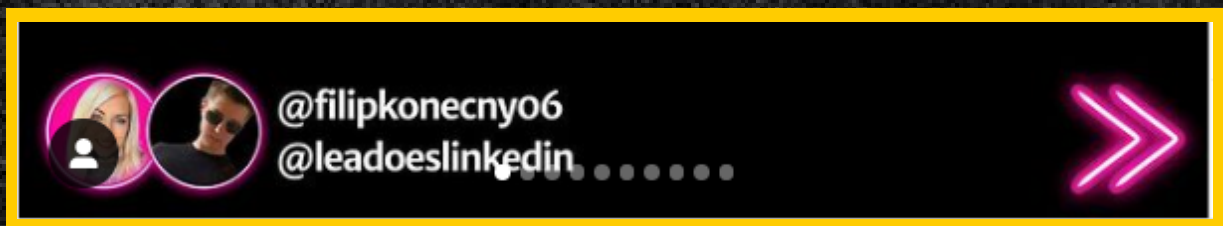
When creating the post, use the principles that you already know about and do your best to make it **freaking fantastic!**

Remember: the post represents YOUR brand.

If you fail to deliver the value, you will not get new followers and sales.

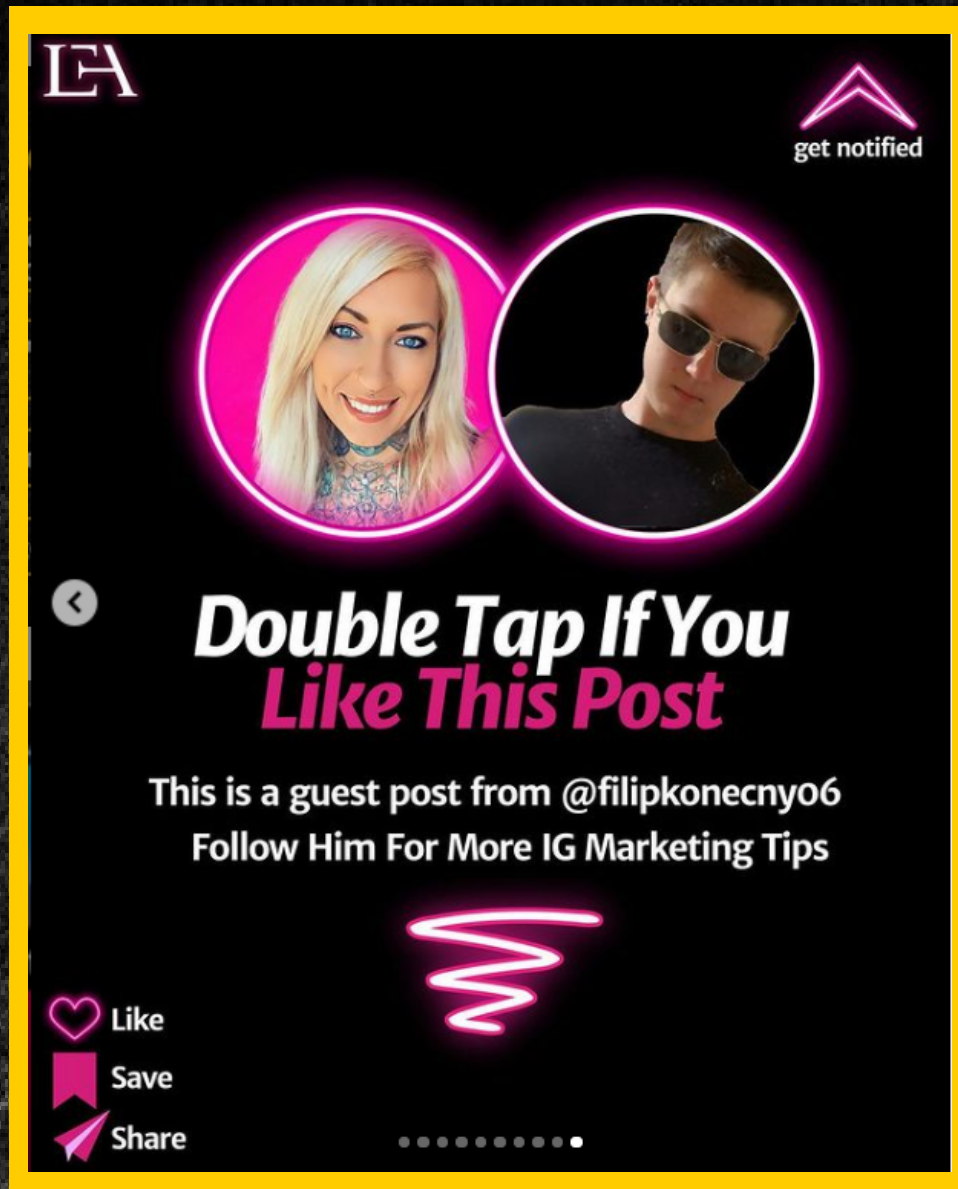
But now, let me share the things that are different when it comes to creating a guest post than when you're creating a post for your own profile...

## Mention Both Creators



That is the thing that you will have to do in the footer as well as on the last slide of the guest post (if it is a carousel.)

You will make it clear after they see how the post looks like and they'll tell you what they would like to change so don't worry.



## Don't Change The Design Too Much

Remember, the post is for their own page and if you change it too much it doesn't have

to match their style. You can definitely change something but make sure it matches their style and do YOUR BEST to craft an amazing presentation.

## **Keep It Clear And Concise**

Remember, this is not your audience and they are not used to the way you explain things.

Do your best to keep things clear and concise in the post.

Both you and their followers will be happy about it.



# Conclusion

And that's it! This is the whole science behind guest posting.

Remember, if you don't know something ASK the person to make it clear.

Also, if you are unsure about anything that I shared...don't worry. You will figure the rest of the stuff as it goes.

But now, there is just one last thing left for you to do.

**Go and take the Instagram crown that belongs to you!**

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