



How to Grow a 10k+ Connected Community in 2021

@hollerinfluencers_

Hey, I'm so glad you're here!

In this little freebie I've prepared for you - we're going to go everything connected community. I can't wait to reveal my social media audience building secrets - and help you to take one step further into gathering your group of connected super fans!

But before we take this any further, I'd love to take a second to introduce myself!

My name is Abigail Frances - I'm a qualified Instagram and Influencer expert! For the past 6 years I've helped brands grow their online presence and sales with proven marketing techniques - and now I'm using these marketing secrets to help influencers and creators grow online too! Here's a little more about me:

- First Class BA (Hons) Marketing
- MA in Journalism & Media Comms
- 3 Chartered Institute of Marketing (CIM) Certifications
- 2 Additional Diplomas in SEO and Social Media Marketing
- 6+ Years in Social Media Marketing
- Qualified University Marketing Lecturer for 2+ Years
- Serial Entrepreneur
- Coffee Addict

Now you know a little bit about me... let's get into the learning!





“THE
SECRET OF
GETTING
AHEAD IS
GETTING
STARTED.”

ELBERT HUBBARD





Connected Comunities

Growing a connected community on Instagram and beyond is the single most important thing to having influence and turning your social media presence into your full-time career



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In this free guide we are going to share with you the **exact** tips to grow a connected following of super fans who LOVE your content - even if you've only just started!

STEP ONE

step-one.exe



1. Know your niche!



Before you even **begin** to grow on Instagram – you need to know your niche. and I mean really know your niche!

Your 'niche' on Instagram, in short, is the type of value your account gives for your ideal audience. This could be your expertise, industry, lifestyle choice, or style.

Try to niche down as much as possible. There are millions of accounts on Instagram, so try not to be generic. If you choose 'fashion' for example – you may get lost in the sea of 1000s of other fashion accounts. If you choose 'petite' fashion, 'plus-size fashion', 'workwear fashion' etc. however, it will be a lot easier to grow – as these are niche communities, that are in need of specific value for them!



2. Know your Audience

After you've decided on your niche – you need to really get to grips with who your ideal follower is going to be! This will help you to create the best content possible, and grow as an authority in your chosen niche.

When growing our audience online, we're not just looking for quantity. What we really want is an audience who is engaged, and interested in who we are, what we do, and what we can do for them! Think in great detail, about who the ideal person will be for what your account is going to provide. This is the kind of person who will be most excited about your particular approach to the niche!

3. Know your Value and Purpose

Now that you have decided on your niche, and discovered who your ideal follower is, it's time to ask yourself these questions (note: this is the most important part of being an influencer!). "What is your 'purpose'?", and "What value are you going to produce for other people?"

A purpose is.....

How you help people

Value is.....


How you provide that help

Here are some examples of a purpose:

- I want to help plus size women feel comfortable, stylish, and confident
- I want to help other mummy's lose their mum guilt

Now let's add value

- I want to help plus size women feel comfortable, stylish, and confident through sharing my personal experiences and plus size style, and informing my audience where they can buy these outfits!
- I want to help other mummy's lose their mum guilt through sharing my ups and downs as a working mum, and affirmations I use to help feel less guilty

A straw hat with a black band sits on a white and blue striped cloth. In the foreground, an open book with cream-colored pages lies on the same cloth. To the left of the book are three dried palm fronds on wooden sticks. The background is a soft-focus view of the same striped cloth.

You can't go back and
change the beginning, but you
can start where you are and
change the ending.

C. S. Lewis

Solve Problems



FRIDAY

12

4. Solve Problems and fulfil needs



Once you have these past 3 points down, you'll be able to start creating killer niche content that fulfils your purpose, and helps people to achieve their's to.

If you're struggling with creating content for your audience that fulfils your purpose and value, you can ask yourself these questions:

- What might my ideal audience struggle with? Do I know a way to help with that?
- What might my ideal audience be aiming to achieve? Do I know any ways to help them do that?
- What might my ideal audience want to see? Can I create that?

REMEMBER: If you want people to follow you – you need to have something they want to follow you for. If you're not creating value, don't expect people to stick around!



5. LET YOUR AUDIENCE KNOW YOU'RE THERE

Don't be a passive account. Don't just post and ghost. If you want your audience to stick around – you have to show them that you're there! Take time to maintain the relationships you already have with your followers. Prioritise this over finding new followers. Disengaged followers will unfollow. Followers who feel seen and heard will engage and stay.

WANT TO KNOW MORE?

Join us and Ignite your Influence Today!



We have combined everything we know into one online course: **"IGNITE YOUR INFLUENCE"** This online course will grant you lifetime access to the exact repeatable framework to grow your account by 10s of 1000s of followers, grow a connected community of superfans, make money creating the content that you **love**, collaborate with your dream brands, get paid to post, work from anywhere and take your IG game **full time!**

JOIN NOW

60+ lessons
20+ video lessons
6+ Guest Masterclasses
4 Online Toolkits
bonus tools & guides

SOME REAL REVIEWS FROM OUR COURSE TAKERS



Honestly, I've never been able to come up with more than 3 days worth of content ideas... and I now have 3 weeks worth for both pages!! Xx

14:22



Just secured another job only £100 but I approached them and thought it was going to be a gifting colloab



Can't believe how much content there is!!
Love the tasks too they make it so easy to follow, thanks for your continued support in this journey it's honestly amazing!



It's actually been my busiest month to date. I've taken more that £1000 for collaborations.

I also have gained 1k followers in a week which is madness.

The only influencer course you'll ever need

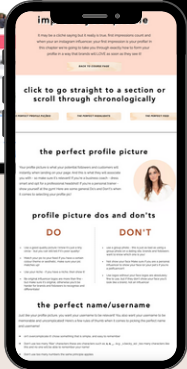
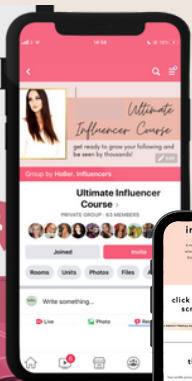
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current price:

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**connected
fb group**



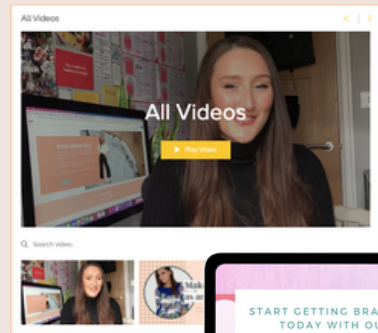
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REMINDER
REMINDER
REMINDER

Reminder

before you go don't forget to follow
us on Instagram [**@hollerinfluencers_**](#)
we post Instagram tips EVERY day!

PREACH

YASSSS

