

Massive Niche Profits

The HOTTEST, FASTEST Profit-Pulling Method on Instagram
Step by Step Guide

LisAnne Chapman

LEGAL DISCLAIMER

The author and publisher of this eBook and the accompanying materials have used their best efforts in preparing this eBook. The author and publisher make no representation or warranties with respect to the accuracy, applicability, fitness, or completeness of the contents of this eBook. The information contained in this eBook is strictly for educational purposes. Therefore, if you wish to apply ideas contained in this eBook, you are taking full responsibility for your actions. NOTE: The Buyer or Reader of this ebook acknowledges that some or all promotional methods used on Instagram may be or are a violation of Instagram's Terms Of Service (TOS). As such, violations of Instagram TOS may be subject to Instagram sanctions, which include Losing your Instagram account, with or without notice. The author and publisher disclaim any warranties (express or implied), merchantability, or fitness for any particular purpose.

The author and publisher shall in no event be held liable to any party for any direct, indirect, punitive, special, incidental or other consequential damages arising directly or indirectly from any use of this material, which is provided "as is", and without warranties. As always, the advice of a competent legal, tax, accounting or other professional should be sought. The author and publisher do not warrant the performance, effectiveness or applicability of any sites listed or linked to in this eBook. All links are for information purposes only and are not warranted for content, accuracy or any other implied or explicit purpose.

The reader may assume that some or all links used throughout this Guide are affiliate links, and that the author may earn a commission on the sale of products or services purchased through these links.

This eBook is © copyrighted. No part of this may be copied, shared, or changed in any format, sold, or used in any way other than what is outlined within this eBook under any circumstances!

TIP: This [Moblivious article](#) gives wonderful pointers for using Instagram in the best way to avoid (often unintended) violations of Instagram TOS. *I suggest reading it – it's a quick read and very enlightening!*

Table of Contents

Chapter 1: Why This New Method is <i>HOT!</i>	p. 4
Chapter 2: Making Money on Instagram – <i>The OLD WAY</i>	p. 6
Chapter 3: Making Money on Instagram – <i>The NEW WAY</i>	p. 8
Chapter 4: Choose Your Affiliate Offer and Funnel	p.10
Chapter 5: How to Find the Right Instagram Account	p.13
Chapter 6: How Much Does a Paid Shoutout Cost?	p.16
Chapter 7: How to Make Contact and Negotiate Your Deal	p.17
Chapter 8: Design and Place Your Ad	p.19
Chapter 9: Step by Step Checklist	p.22

UNPUBLISHED BONUS!!

BONUS: *MASSIVE PROFIT STRATEGY*.....p. 23

The '**MASSIVE PROFIT STRATEGY**' is a little-known secret. It is a very powerful strategy for earning a lot of money on Instagram ***before it is known and exploited by the masses!***

Chapter 1: Introduction – Why This New Method is **HOT!**



Instagram

Instagram is HOT!

>> There are 500 million active monthly users on Instagram (Nov 2016)

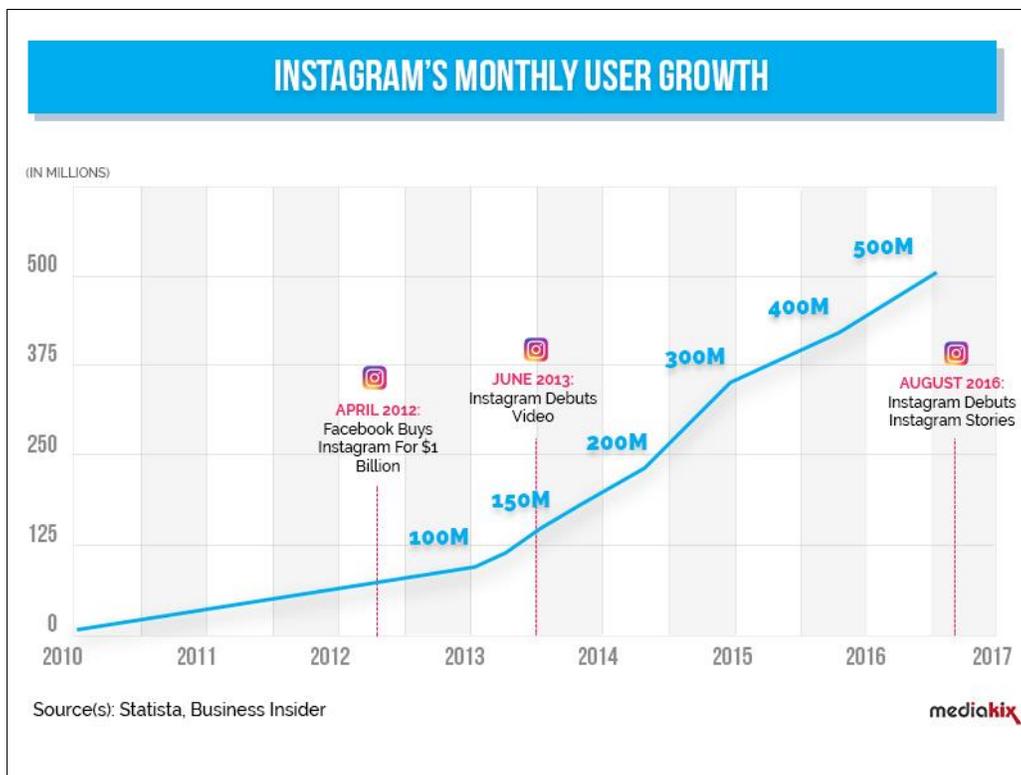
And it's only going to get HOTTER!

>> Average monthly follower growth for Instagram users: 16%

If you are not yet on Instagram, IT IS **NOT** TOO LATE!

>> Between 2016 and 2020, Instagram's growth will nearly double Twitter's growth.

>> And Instagram's growth will outpace all other social media.



Source: Mediakix

So - you're NOT late getting to the party...

You're just in time... the party has only just begun, and the word is not out yet!

This method is **so HOT** that only a few insider 'early adopters' have used it - and proven its' success.

Until very recently, this method has been held close to the vest among an elite group of experts.

You are reading this ebook as a first generation student.

That means that **you are among the first to receive and execute this exciting new method!!**

That's right – **you're getting in on the ground floor. FINALLY!**

Instagram as a traffic method is 99.999% UNTAPPED!!

What's more exciting than that?!?

TRY THIS...

Instagram's User Engagement Rate Is Through the Roof!!



Source: Bidnessetc.com

**User engagement on Instagram is 15 TIMES greater than Facebook...
...and 20 TIMES great than engagement among Twitter users...**

Those are numbers are **HUGE...**

Why?

Because, engaged users are more likely to be targeted, click, and ultimately take action - like opting into a list or making a purchase...

This makes Instagram the PERFECT platform for driving hordes of HIGH-QUALITY, CONVERTING TRAFFIC!

Welcome to the party!!

Chapter 2: Making Money on Instagram – *The OLD Way...*

Most courses that teach ‘making money’ on Instagram, actually teach you how to:

- set up an account,
- choose a niche,
- attract followers, and
- grow your Instagram account.

Then, when you have 10,000 to 50,000 followers, you can charge advertisers \$50 - \$100 (or more) for a **Shoutout**.

(That’s the **OLD WAY** of making money on Instagram.)

What’s a ‘Shoutout’? That’s when you, as an account holder, post an advertiser’s image and link in your account, and your followers click through if they’re interested.

As an account holder, you can sell 1-2 shoutouts per day (to be conservative) and not burn out your followers.

EXAMPLE SHOUTOUT: *@secrets2success provided a caption/photo for @millionaire.empire*



Credit: Instagram.com/secrets2success

Is growing your own account a good strategy for making money on Instagram?

Yes, IF you want to invest considerable time and resources to build your account:

- Download the app
- Create your account
- Make your Instagram profile look great
- Upload 15 – 20 of your best images – from your phone
- Make sure you only post high quality eye-catching photos
- Struggle to get your first 100 followers
- Spend hours every day
 - Taking original photos
 - Editing for success
 - Trashing the bad shots
- Pay for shoutouts to grow your following
- Deal with unforeseen events - like Instagram shutting you down for something you didn't even know was a violation of their TOS.
- ***And everything else*** that goes into running a successful online account build!!

THEN YOU'D HAVE TO SPEND MORE TIME:

- ✓ *Accepting shoutout emails*
- ✓ *Reviewing the requests*
- ✓ *Approving or rejecting the posts*
- ✓ *Communicating with the advertisers*
- ✓ *Juggling the schedule*
- ✓ *Coordinating the post*
- ✓ *Screenshotting the post for proof*
- ✓ *Enforcing the rules*
- ✓ *Among plenty of OTHER THINGS*
- ✓ *And do all this x30-90 TIMES A MONTH!*



**This is what it takes to be successful
with an Instagram business!**

Yes, many people do make money this way.
Some make a lot of money this way.

But - that's OLD NEWS.

That strategy is NOT what we are going to cover here.

In the following pages, I teach you how to use Instagram in a completely new way.

Chapter 3: Making Money on Instagram – The NEW WAY...

In this ebook, I will teach you how to skip all the work of building an Instagram account the OLD way.

You will skip the account setup.

You will skip the daily grind required to grow your account.

And you will skip all the work necessary to manage the advertisers, among other things.

In fact, with this method, I will teach you how to skip everything involved with an Instagram account.

Because with this new method, you don't need an Instagram account at all.

With this method, you can MASSIVELY PROFIT in ANY NICHE – even without your own account!

In this ebook, I teach you:

- **how to promote your affiliate products**
- **to a highly targeted niche audience**
- **by purchasing Instagram Paid Shoutouts.**

And listen closely, because if you do this right - *even anywhere close to right* - **your very first paid shoutout can be massively profitable!**

YES, you will design your very first paid shoutout – for as low as \$50 – to be profitable.

Rinse and Repeat.

In the following chapters, you will learn **step-by-step** exactly how to sell affiliate offers with this new traffic source called Instagram Paid Shoutouts.

Haven't thought about Instagram Shoutouts as a traffic source before?

Well...

it's hot

it's instant

it's profitable

and *it's NEW, NEW, NEW!!*

You can be making money tomorrow – or as fast as it takes to set up your offer and get your email confirmation.

So, just to give you an idea of what volume of traffic you can expect via the shoutout strategy...

Below you see a screenshot example of one woman (herself with 62k followers) using a 4 hour shoutout on October 17, 2016 - from a 7.5 m (million) page - and **gaining almost 1000 followers**:

2016-10-12	Wed	-8	61,809
2016-10-13	Thu	+156	61,965
2016-10-14	Fri	-31	61,934
2016-10-15	Sat	+91	62,025
2016-10-16	Sun	-8	62,017
2016-10-17	Mon	+999	63,016

(Screenshot from Social Blade)

Of course, the VIEWS this shoutout got are significantly higher – likely over 50,000 views!
(This example is a simple Shoutout. We will do PAID Shoutouts, but the conversion rate is the same.)

Chapter 4: Choose Your Affiliate Offer and Funnel

Affiliate Marketing on Instagram

Affiliate marketing is still one of the best ways to earn money online. You don't have to create a product or a funnel. All that is done for you. All you need to do is promote someone else's product as an affiliate - and you'll get paid a large percentage of each sale. **Many affiliate offers pay 50-75%!**

YOU bring the traffic, and the affiliate brings the products and funnels.

And, there are a ton of affiliate programs out there, such as:

- ✓ [Amazon Associates](#)
- ✓ [ClickBank](#) (with its extensive [ClickBank University](#))
- ✓ [Commission Junction](#)
- ✓ [ShareASale](#)
- ✓ *and many more!*

You don't need a website to make affiliate sales anymore either – you can do it using just your Instagram account a landing page, and a way to collect the money!

Before you approach anyone on Instagram, choose your affiliate product(s) for promotion.

Your Offer Funnel

You will set up your funnel and your follow up autoresponder exactly the same as you would for any other promotion.

Most affiliate offers do this for you.

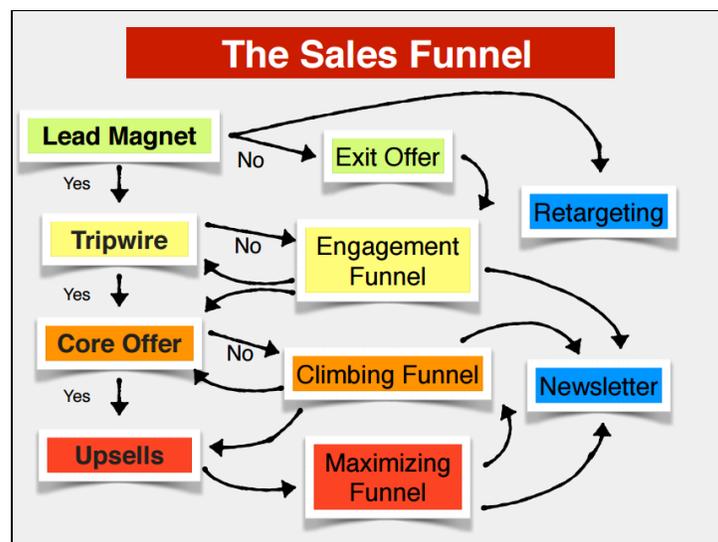


Image Credit: ClickBankUniversity

**Your sales funnel could be only ONE product
OR it could be multiple products, set up as extensively as the image above.**

This method involves a normal affiliate promotion, with the only real difference being that Instagram is used for the ad placement and traffic.

NOTE: *The goal of this ebook is to introduce an exciting new strategy – Instagram Shoutouts – for creating traffic - to promote and sell your affiliate products on Instagram. This book is not intended to be a primer on affiliate products and affiliate marketing. Many fine resources already exist and are accessible in abundance within the various affiliate marketplaces. Therefore, in this chapter, we will cover a few additional tips as they pertain to Instagram Shoutout promotion.*

Choose Products to Promote

You will choose affiliate products in your niche which are attractive to the followers of the Instagram account you've chosen.



**Kettlebell
Burn 2.0**

The Ultimate Kettlebell Fat Loss Workout Geoff Neupert, CSCS, Master RKC

**"Finally - A REAL Kettlebell Workout
That Melts Fat Off Your Body!"**

If you've wanted an EXACT plan to strip off that spare tire, those lovehandles or saddlebags – then you've come to the right place!

Dear Friend,

Imagine for a moment that you suddenly knew exactly what to do to lose that stubborn body fat. Imagine spending less time working out and more time doing the things you love.

Now imagine combining the two – a scientifically based kettlebell training program that allows you strip the unwanted fat from your body in less than 3 hours per week.

Example ClickBank Affiliate Product

So if it's a fitness account, the product might be kettlebells, or if it's fashion, it might be shoes.

For example, if you're in the beauty category, you could post a photo of a stunning makeup 'look' you created - and promote your affiliate product through the image and link you advertise.

Funnel or No Funnel?

You can choose to promote just one product (no funnel) OR you can link into the affiliate funnel provided by the affiliate host, such as Clickbank. Either can be very successful, though you may earn more money with the funnel concept, simply because you offer more opportunities to sell and earn money.

Mobile is Mandatory

One important point to consider when assembling your offer funnel is this:

“Well over half of all sales online are now conducted on a mobile device.”

So, when you design your initial landing page, it must be:

- simple
- easy to opt in
- mobile responsive

Landing Page Simplicity

Your landing page will influence your optins and conversions.

- **Design a simple landing page to get more optins and higher conversions.**
- **Link your email autoresponder to the landing page**
- **Add your affiliate link to the optin page. When someone opts in through your affiliate URL, you'll make your commission.**

Mobile responsive Optin page:

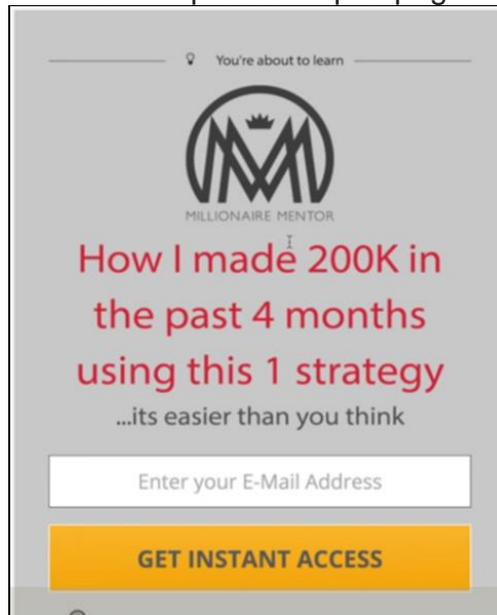


Image Credit: Clickbank.com/millionairementor

This is an example of a simple, clean mobile responsive Optin page for the Instagram Shoutout.

(In fact, this exact landing page is taught in Clickbank University's discussion of Instagram Shoutouts.)

This Optin page has been used repeatedly by high-earning affiliate marketers.

Chapter 5: How to Find the Right Instagram Account

In this chapter, you will learn how to search for and choose the Instagram account that complements your affiliate offer.

You will also learn how to advertise your offer.

If you don't use an agency to handle the placement of your Instagram Shoutout (agencies are covered in the separate BONUSES attachment), follow these steps to do it yourself.

This is how to find the perfect account with a target audience that matches your offer.

1. **After logging in to Instagram, search for accounts within your niche, starting with top level keywords.**

For instance, if you are in the PET category, you'll likely search using terms like 'Dogs', 'Pugs', or even, 'Dog Sweaters' to find possible **Influencer Accounts**.

2. **How to identify the INFLUENCER accounts – those with massive followers, interest and engagement.**

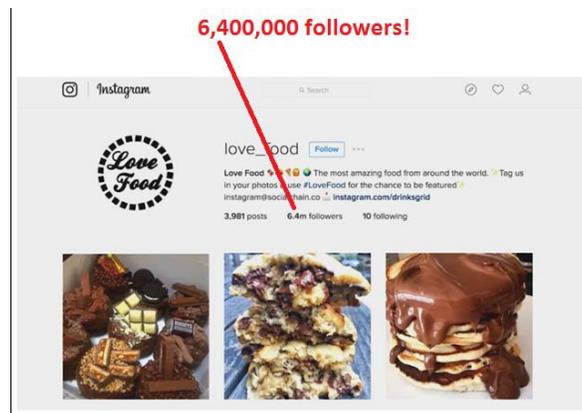
An **'Influencer Account'** is one with:

- massive followers
- massive interest (**Views**)
- massive engagement (**Likes**)

For example, if you are in the food niche, the account **'Love_Food'** has 6,400,000 (6.4m) followers (at the time of this screenshot!) – it is an Influencer Account.

In the following pages, I provide screenshots that show you how to spot an Influencer Account, with all the right attributes.

Not only does this account have massive appeal and interest, with 6.4 million followers...



...but the images within the account **also show massive engagement**. Read on...

Massive Engagement: The chocolate chip cookie (below - in the middle of the top row) has **87,300 Likes** at the time of this screenshot. **WOW! *That's massive engagement.***

The account's followers took an action - to 'Like' the image. They **engaged with the image**.



You are looking for an account with active, engaged followers.

When they are engaged in the account, **they are more likely to be engaged with your ad**. Your click-throughs will be higher.

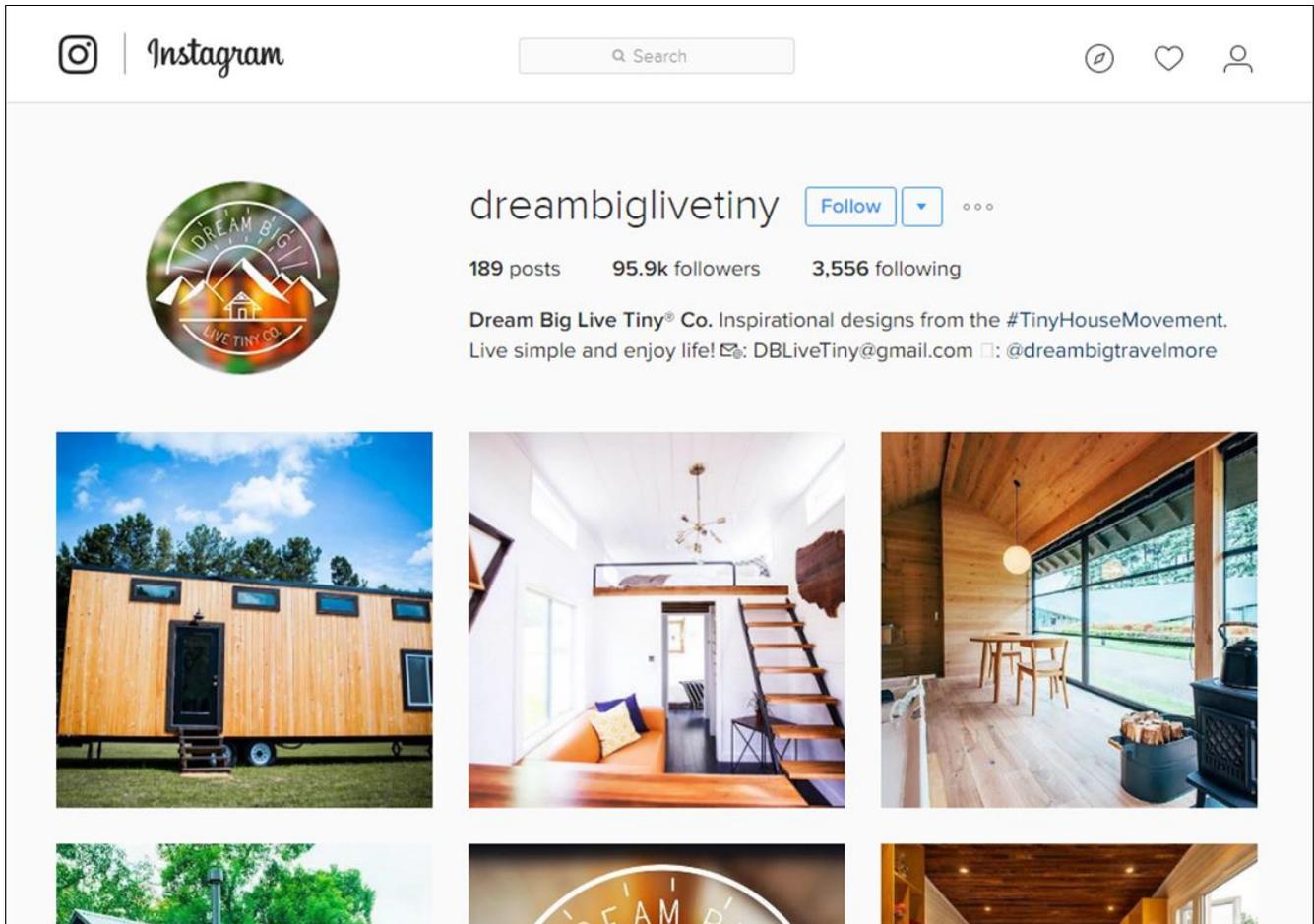


These posts have massive interest and engagement - as you can see - high views and likes.

So we have determined that the account ‘Love_Food’ could be a great candidate to host your Shoutout (assuming it’s also a match for your target audience.)

Here’s another example...

(The search term used to discover this account was ‘Simple Living’)



They have 95,900 followers in this small niche, and would be a great place to advertise - if you’re a professional organizer, for example!

Your offer of organizing info or products would solve one of their biggest massive headaches!

REMEMBER THIS:

Your offer MUST meet a pressing need or solve an urgent problem in order to SELL!

Chapter 6: How Much Does a Paid Shoutout Cost?

Price is determined by the account holder, who may or may not be familiar with shoutout pricing. Most often they are, but it is all still very new, so this varies widely.

Prices currently range from about \$50 to \$400

The price is generally negotiable, unless the account holder just will not negotiate. (That's their prerogative.)

So just to give you a ballpark idea of our "Best Guesstimate" on current pricing (based on 1 caption/picture, one hour shoutout):

800k+ followers = \$250+

215k+ followers = \$100-300

140k+ followers = \$75-150

60k+ followers = \$10-100

NOTE: These guesstimates will vary.

Prices vary widely - depending on Celebrity status, niche, demand, and any number of things!

And prices will certainly go up over time, perhaps quickly, so enjoy these low rates now!



Shoutout - @Giggsholic

1,475 posts | 190k+ followers | 113 following

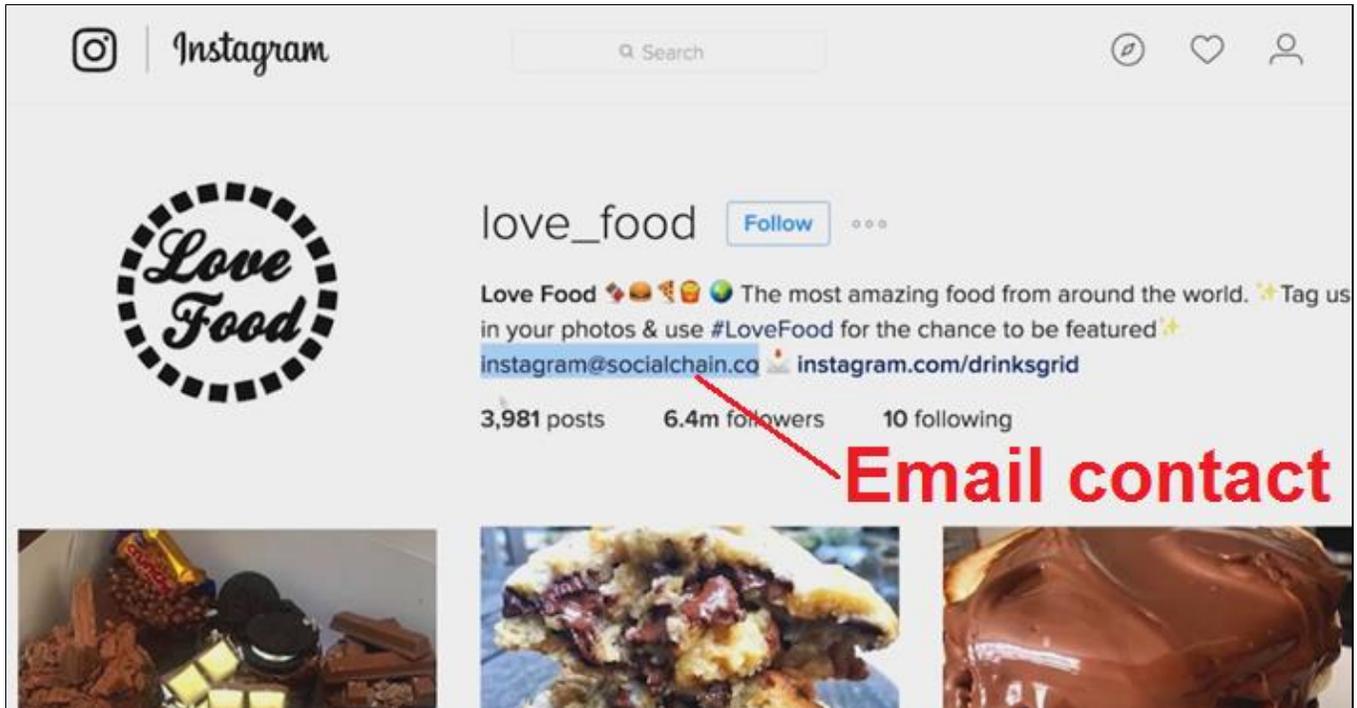
@Giggsholic \$15 to \$70

Photo Credit: BuySellShoutouts.com

Example of a shoutout offered for sale by an agency.

Chapter 7: How to Make Contact and Negotiate Your Deal

Consider, for example, an affiliate promotion in the **Food** category, ‘**Consumer Food**’ niche:



You will **see the account holder’s email address in the header**. It was probably placed there for business inquiries.

You can also contact them via Instagram direct message (dm), and if they have a KIK in their bio then KIK them and ask for their rates. (**Kik Messenger is a free texting app** available for iPhones, Android, Windows, and Blackberry phones.)

If you don’t see some method of contact, then move on ... there are plenty of accounts that are familiar with shoutouts – the process will be much easier if you use someone who already does this every day!

Send the account holder your initial inquiry. You’ll want to ask them for their pricing:

“Hey, I enjoy your page – I’d like to run a shoutout ad. What’s your pricing?”

As with any business email, **watch your junk folder** to be sure a reply doesn’t land there.

Also note, most sellers will **use PayPal** for transactions, and will expect you to pay before running your post.

NEGOTIATE

Try to negotiate with the account holder to test the ad with a small buy, such as \$50 for an hour, for example.

Then, after the ad performs, and you are happy with the results, you can place the ad again, for a longer time.

More that's negotiable:

- **Approve the final post. Be especially careful if they make any changes.**
- **Ask to receive confirmation of the post.**
- **Confirm your agreement via email.**

CHAPTER 9: Design and Place Your Ad

Essential for Great Ads:

- ✓ In order to absolutely win with an Instagram ad, the image you use in your ad must be *absolutely amazing*.
- ✓ **Don't advertise without a stunning photo. OR Use my 'Massive Profit Strategy' (see **BONUS p. 23**).** EASY: Just look through Instagram photos to find those with LOTS of Likes - to see what people engage with!
- ✓ **Do NOT include your logo.** That screams '*Advertisement*' and viewers will not click. Allow the creativity and emotional appeal of your image to speak for itself. You have plenty of opportunity later to include your logo.



Source: blog.storeya.com

This is an example of a stunning photo.

See how one little Photoshop tweak turned an ordinary picture of a cat sleeping into an amazing photo that 8,517 people love?

In the following example, we found an amazing image that was already massively-liked by the followers of a similar fitness page:



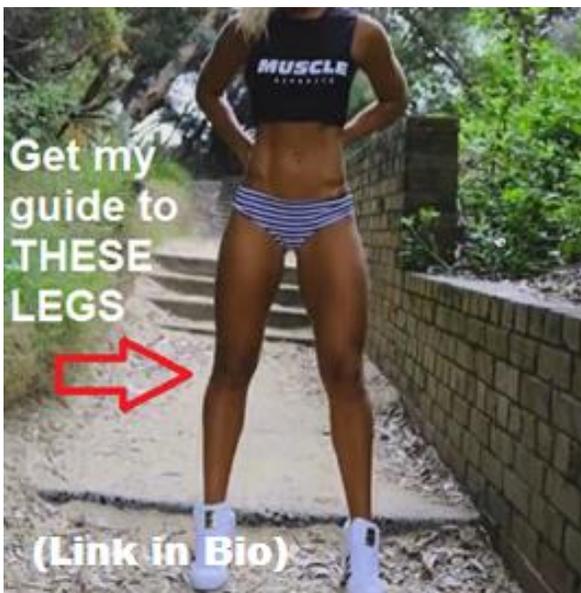
For the category: **Fitness** and the Niche: **Women's Workout...**

...this image is emotionally powerful AND delivers a solution to a strong need/desire.

So it could be ideal to help promote the right offer!

The audience has a **POWERFUL emotional desire** - as over 42,000 followers have indicated by their LIKES - that they want these legs.

Imagine if you could tie in an offer that helps the audience GET these legs ...



By using this image, you leverage its **proven massive appeal**. It appeals to the raw desire of this target audience to have these powerful legs! (It could also be “Get my Guide to THESE ABS”.)

The audience has already told the world they want these legs!

Give the solution to your passionate audience: Ex: Your affiliate workout guide.
OR – offer a free guide with optin required to receive it.

Write and/or approve your ad post:

You can draft the post for the caption of the image.

And you will provide the shortened link for the account holder to post in the bio.

For example, you can shorten your landing page link like this:

<http://bc.vc.com/FabulousLegs>

FOLLOW THESE STEPS TO GET THE SETUP RIGHT:

- The account holder will type the content of your ad into the **caption** of the post.
- The ad also includes your landing/optin page link in the bio.
- The link should be shortened. (Use a service like **bc.vc** - just type bc.vc in the browser.)
- Your landing/optin page is connected to your email autoresponder.
- The landing page will capture email addresses and deliver the report via the autoresponder.
- Later, deliver massive value and highly targeted affiliate offers to your email list via a series of follow up emails.

CHAPTER 10: Step by Step Checklist

In this ebook, I teach you how to promote your affiliate products to a highly targeted niche audience by purchasing Instagram Shoutouts.



Use this checklist to ensure that you have covered each critical step. Note that page numbers are provided so you can go back for more info if needed...

STEP-BY-STEP GUIDE:

*(Find these steps at the page numbers indicated – you will see them in **RED**.)*

- ✓ Before you approach anyone on Instagram, choose your affiliate products. (p. 10)
- ✓ You will set up your funnel and your follow up autoresponder exactly the same as you would for any other promotion. (p. 10)
- ✓ Design a simple landing page to get more optins and higher conversions. (p. 12)
- ✓ Add your affiliate link to the optin page. Then when someone opts in through your affiliate URL, you'll make your commission. (p. 12)
- ✓ Identify the 'Influencer Account' in your niche – with massive followers, interest and engagement. (p. 13)
- ✓ Your offer **MUST** meet a pressing need or solve an urgent problem in order to SELL! (p. 15)
- ✓ Send the account holder your initial inquiry. You'll want to ask them for their pricing. (p.17)
- ✓ Try to negotiate with the account holder to test the ad with a small buy, such as \$50 for an hour, for example. (p.18)
- ✓ Approve the final post. Be especially careful if they make any changes. (p.18)
- ✓ Ask to receive confirmation of the post. (p.18)
- ✓ Confirm your agreement via email. (p.18)
- ✓ Don't advertise without a stunning photo. (p. 19) **OR** Use 'Massive Profit Strategy'. (p. 23)
- ✓ Do NOT include your logo in the image/ad. (p. 19)
- ✓ Give the solution to your passionate audience: Ex: Your affiliate workout guide. (p. 21)
- ✓ FOLLOW THESE STEPS TO GET THE SETUP RIGHT (P. 21)

UNPUBLISHED BONUS!!

BONUS: *MASSIVE PROFIT STRATEGY*

INTRODUCING: THE MASSIVE PROFIT STRATEGY:

The **MASSIVE PROFIT STRATEGY** is a little-known secret. It has been astoundingly successful for a core handful of internet marketers in 2016.

You now possess a very powerful strategy for earning a lot of money on Instagram *before it is known and exploited by the masses!*

Execute this strategy carefully, and it will be very successful for you for a long time to come...

Shorten the Link for the Bio

Be sure to have the Instagram account holder put the shortened link to the landing page in their bio. Be sure to use a shortening service to make it easy and attractive. (See RESOURCES page)

Make a Compelling **FREE OFFER**:

The offer below is short and sweet. The offer below is for the 'Make Money Online' niche.

You will choose an offer that massively converts for your chosen niche. Like the *FabulousLegs Guide* (p. 20)



Apply this MASSIVE PROFIT STRATEGY for a very successful campaign:

1. Use a compelling **FREE offer** like the one in the image above. **(THIS is the key!)**
2. The account holder puts your link in their BIO. **No message in the caption – create intrigue!**

And the rest – virtually the same as our original strategy (p. 21):

3. Create a separate email list for these optins in your autoresponder (such as [GetResponse](#))
4. Set up a simple landing/optin page.
5. Collect the email address on the landing page – with the autoresponder.
6. Deliver the FREE Report offered in your shoutout post (image above.)
7. In subsequent emails - sent in a series as set up in your autoresponder - you deliver massive value, as well as compelling affiliate offers.
8. **Collect your Profits!**

CONGRATULATIONS!

You're now on the way to your own Massive Niche Profits!!

RESOURCES

LINK SHORTENERS (Some do not accept affiliate links. These do.)

<http://bc.vc>

bc.vc - a modern URL shortener is a free URL shortening service with a twist. you get paid to share your links on the Internet! Just register for a free account and start shrinking. You get paid for every person that visits your URLs.



<http://yourls.org>

YOURLS stands for Your Own URL Shortener. It is a small set of PHP scripts that will allow you to run your own URL shortening service (a la TinyURL or bitly). [Download YOURLS](#) from Github



EMAIL AUTORESPONDER (with optin page builder)

[GetResponse](#)

My favorite because, after much research, I discovered that unlike most other autoresponder services, you can upload emails without requiring a double-opt in - which has a dramatic fail rate.



AFFILIATE MARKETING

[Clickbank University](#)

ClickBank University is the premier marketing course which has taught thousands of up-and-coming Internet entrepreneurs how to find success in the digital age with ClickBank.



**Thank you for using this guide
for your Instagram traffic success!**

Please contact us and send your success stories to: helpyoutosucceed@gmail.com