

6 Phases to Instagram Success

By Brandy Green

Instagram can be an amazing tool to help you get more followers, engagement, and customers. However, like any road to success, it often is not a straight line. If you are committed to the process, then you can achieve success with your Instagram account. I'd like to share with you 6 Phases of Instagram Success.

Excitement Phase

Remember when you first heard about the wonders of Instagram? People were sharing amazing pictures and short videos of their services, products, and even personal lives. The platform has hundreds of millions of users every month and more engagement than Facebook, even though it is a fraction of its size. In this phase, you are fired up and enthusiastic about the possibilities of your Instagram page. Often, I see people who think they are going to share one picture or video and become an Instagram sensation the next day. At this point, you have so many plans for the content you want to share, the people you want to connect with and ways for you to deliver even more value to your customers.

Overwhelmed Phase

However, after posting a few pictures and not seeing the followers or engagement that you want, your excitement starts to wane (sometimes it wanes quickly). You start to ask yourself questions like, "What in the world am I doing?" You quickly answer, "I have no clue." You start to feel overwhelmed because you don't have the time to post as much as you want or money to pay for advertisements. You soon learn that you do not have the expertise to really make your account grow. And to add insult to injury, you see other people's pages who seemingly started when you did, but they are experiencing exponential growth. However, most people quit on their Instagram page at this phase, and never reap the benefits of Instagram in their business. **Warning:** Don't allow yourself to get jealous or envious of someone else's page, but rather be appreciative for what you do have and what you will have in the future.

Determined Phase

Congratulations if you made it to this phase! Many people lose resolve and don't get to this point. In this phase, people recommit themselves to making their Instagram page work. Some people decide to start studying other successful accounts and perhaps even post what they post, to try to obtain the same results. However, then reality all too soon sinks in again that they do not have the necessary knowledge to grow their page like they want. Yet, on a positive note, if you have this mindset (even if you don't have the followers, engagement, or customers that you want) you are in a good position. Having an attitude of determination is extremely important to making your Instagram page a success. You will eventually see success if you keep working on it, however that success will not come overnight.

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Frustrated Phase

At this phase you've decided that you are committed to making Instagram work for your business, but you are frustrated because you aren't seeing the results that you once hoped for. You are doing exactly what others seem to be doing, only to get less than desired results. You may see glimmers of hope here and there, but you are not consistently seeing results. You may feel like you want to give up, but you know how important this platform is for helping you grow your business. Other people have figured it out and are reaping the benefits, so you feel that you should too! Unfortunately, you just do not know what to do to get there.

Educated Phase

At this phase you take your determination and invest in yourself and your business to make this work. Here is the formula: **D+I+P**

Determination + Investing (in your education)+ Practice = Success

This is the point in time when you enroll into a course, get a mentor, join a mastermind group and do other things to learn what it takes to grow a successful Instagram account. You realize that learning is a lifelong process, so you commit to continuous education. You begin to apply what you learn and understand the reason why things may not have worked in the past. You spend time experimenting and applying new strategies, which will ultimately lead you to your Instagram goals.

Successful Phase

Finally! You are gaining more followers, getting more engagement, and have secured more customers on your Instagram page. Although you may have hated much of the process up until now, at this phase you can honestly say that it was worth it.

Okay, I know that I said that there were only 6 phases, and that is true. But, I really want to help you have a successful Instagram page, so can I share with you my favorite phase?

Thanks. Here is:

The Mentor Phase

I love this phase! This is my favorite part of the process because this is when you can help other people who were just like you (struggling to grow their page) have a successful account. You can take the knowledge, lessons, mistakes, and expertise that you've acquired and share it with people, helping you create more value in your life. That is why I love this phase so much because now I get to help people skip some of the unpleasant phases above and get to the successful phase much faster.

If you found this helpful and are looking for more information on how to grow your account sign up for the [Dominate Instagram](#) course. Stay in touch and follow us @VoiceOfHair on: [Instagram](#), [Facebook](#), [Pinterest](#) and [Twitter](#).