FIRST EDITION / $5 USD

Instagram Growth Lab

Part I

Audience and Profile Foundations

A 200-page guided workbook for building useful Instagram content and learning from audience response.

24 chapters / Lessons, worked examples, practical experiments, and written reflection

Volume I of the five-part series / Build an Audience That Comes Back.

START HERE

How to use this workbook

Read one chapter at a time. Each applied case occupies eight pages and moves from a lesson to a worked example, a production audit, an experiment, a busy-day plan, an observation record, a review, and a transfer exercise.

Use the writing space to turn an idea into a decision. You can type answers in a separate document or print selected pages. The PDF is a write-in workbook with open response areas.

Choose one active content test at a time. Other chapters can help you understand your plan without becoming additional daily assignments.

Each volume has six teaching units, each practised through four fictional account cases. Figures and examples are illustrative. Check current Instagram tools, account eligibility, permissions, and official guidance before publication.

CONTENTS / 1

Your chapter map

01 Choose a useful audience / Case 1 / 9

02 Choose a useful audience / Case 2 / 17

03 Choose a useful audience / Case 3 / 25

04 Choose a useful audience / Case 4 / 33

05 Make the profile promise clear / Case 1 / 41

06 Make the profile promise clear / Case 2 / 49

07 Make the profile promise clear / Case 3 / 57

08 Make the profile promise clear / Case 4 / 65

BEFORE CHAPTER ONE

Your starting point

Describe your account purpose, intended viewer, production resources, and one question you can answer accurately. If you have no account yet, use a fictional practice brief.

What audience value can you produce and review within your available time?

CASE 01 / UNDERSTAND

Choose a useful audience / Case 1

Define a recurring question you can answer accurately. Compare the same audience need across a Reel, a carousel, and a Story, then choose the format that suits the evidence. Use the fictional account and audience in the worked example. State the intended placement and the evidence your draft needs.

Verify current account options, permissions, and in-app definitions before publication. Practice schedules and formats are editorial choices. Follower outcomes vary. This is a fictional case rather than a reported account result.

What evidence would show that your draft helps new apartment gardeners place a saucer so runoff stays off a shelf?

CASE 01 / OBSERVE

Follow a worked example

For Mothlight Plant Club, begin with new apartment gardeners. The video can help them place a saucer so runoff stays off a shelf. A useful opening question is Where does the water go after watering?. This is a worked planning example, not a reported performance result.

Identify the audience, question, promised payoff, and evidence in the example. Write what you would need to film, explain, or measure to verify the draft.

Which part of this example fits your situation, and which part needs changing?

CASE 01 / AUDIT

Audit the brief or current draft

Use the fictional brief, a draft, or your own recent post. Record the audience question, current opening, evidence, ending, and missing information. Distinguish observed audience behavior from your interpretation.

Connect this observation to the chapter topic.

Choose a useful audience / Case 1

Brief / current version / missing evidence / likely production issue

CASE 01 / ACT

Try one small experiment

Write an audience brief and choose one discovery post plus one follow-up Story. Use the case brief in the worked example, keep the first version, and save the revision you make after checking it.

Define the draft you will produce, the variable you will change, the checks required before release, and a realistic production slot. Save the original and revised versions.

My experiment and the observation I will collect

CASE 01 / ADAPT

Troubleshoot the first draft

Verify current account options, permissions, and in-app definitions before publication. Practice schedules and formats are editorial choices. Follower outcomes vary. This is a fictional case rather than a reported account result.

Identify one likely failure such as unclear audience relevance, missing evidence, unreadable text, poor sound, a misleading comparison, or an unavailable metric. Write the smallest repair and how you will verify it.

If this obstacle happens, what will I do, and when will I review the plan?

CASE 01 / NOTICE

Record what actually happened

After a draft test or a published post, record the version, date, account, observation window, and available result. Label fictional data as practice data. Do not treat missing analytics as zero.

Record at least one contextual detail that could explain the result. Include what helped as well as what got in the way.

Date / version / observation window / result / limitations

CASE 01 / REVIEW

Choose the next adjustment

What evidence would show that your draft helps new apartment gardeners place a saucer so runoff stays off a shelf?

Compare your plan with your record. Identify a specific observation that supports keeping, reducing, moving, or replacing the action. Change one element so the next attempt remains interpretable.

Evidence, decision, next action, and review date

CASE 01 / TRANSFER

Carry the lesson forward

Choose a second situation where this chapter could help. Identify what stays useful and what changes with the new context. Keep this as a future possibility until you have capacity to test it.

Return to the worked example if you need a concrete model.

For Mothlight Plant Club, begin with new apartment gardeners. The video can help them place a saucer so runoff stays off a shelf. A useful opening question is Where does the water go after watering?. This is a worked planning example, not a reported performance result.

A second situation, the necessary adaptation, and a realistic next opportunity