Social Media Growth Playbook

Prepared for Dino · From zero to followers to income

The short version: pick one niche, post every day for 90 days, let AI handle the busywork, and stack multiple income streams instead of waiting on platform payouts. Consistency beats perfect timing.

Phase 1 — Foundation (Week 1)

1. Pick your platform

- **TikTok** — fastest growth from zero. Main money: brand deals + TikTok Shop.
- **YouTube Shorts** — post the same videos here too.
- **Instagram Reels** — same video again. Make it once, post it three places, then focus on whichever grows first.

2. Pick a niche (the most important decision)

A good niche passes three tests:

- You could make 100 videos about it without getting bored.
- People search for it (how-tos, reviews, day-in-the-life, transformations).
- Brands pay to reach that audience (fitness, food, tech, cars, money, beauty, pets, home).

Formula: who you are + what you know + who it's for. *Example: "Regular guy learning to cook cheap meals for broke 20-somethings."*

3. Set up your profile

- Same @handle on every platform, clear face photo.
- Bio says exactly what you post and for who — e.g. "Cheap meals under $5. New recipe daily."
- Free link-in-bio page (Linktree or Beacons).
- Switch to a **Creator/Business account** so you get analytics.

4. Study 10 accounts in your niche

Find accounts with 10k–100k followers. Save their best videos and note the hooks, video length, format, and how often they post. Copy the *formats*, never the content.

Phase 2 — Content System (Weeks 1–2)

5. Choose 3–4 repeatable formats ("content pillars")

- **Teach** — how-to or quick tips
- **Show** — before/after, results, transformations
- **Story** — "this happened to me…"
- **React** — hot takes on trends in your niche

6. How every short video is built

- **0–2 seconds — the hook.** Bold statement, show the result first, or ask a question. If they scroll here, nothing else matters.
- **2–45 seconds — the value.** Fast cuts, captions on screen, zero dead air.
- **End — call to action.** "Follow for part 2" or "Comment X and I'll send it."

7. Let AI do the heavy lifting

- **ChatGPT / Claude** — 30 video ideas at a time, hook variations, scripts, captions, hashtags.
- **CapCut (free)** — editing, auto-captions, templates.
- **Scheduling** — TikTok's built-in scheduler, Meta Business Suite (IG/FB), or Buffer's free plan.

> **Important:** AI writes and schedules — **you** are the face or voice. Fully AI-generated accounts rarely grow; the platforms reward original content from a real person.

Phase 3 — Daily Execution (Days 1–90)

8. Your posting schedule

- **1–2 posts per day, every day, for 90 days.**
- **Batch film:** shoot 7–10 videos in one session each week, then schedule them all.
- **Timing:** start with evenings (about 6–9pm your time). After 2–3 weeks, check analytics for when YOUR followers are online and adjust.

9. Daily 30-minute engagement routine

- Reply to every comment in the first hour after posting — the algorithm rewards it.
- Leave real, thoughtful comments on 10–15 bigger accounts in your niche.
- Answer comments with video replies — free content ideas that build loyal fans.

10. Weekly review (15 minutes every Sunday)

- Which 2 videos did best? Make 3 more like them.
- Where did people stop watching? Fix that hook.
- Track it in a simple sheet: date, topic, hook, views, average watch time, follows gained.

Phase 4 — Making Money

You can earn **before** the big milestones. Stack these:

Stage	Income stream	Notes
Day 1	Affiliate links	Amazon Associates, TikTok Shop affiliate — start immediately.
~1–5k followers	Small brand deals / UGC	Brands pay for videos even if you don't post them. Pitch with your best samples.

Stage	Income stream	Notes
10k followers	TikTok Creator Rewards	18+, 10k followers, 100k views in last 30 days. Videos must be over 1 minute. Pays roughly $0.40–$1.00 per 1,000 qualified views.
500 subs	YouTube fan funding	500 subs + 3 uploads in 90 days + 3M Shorts views (90 days) or 3,000 watch hours (12 months).
1,000 subs	YouTube ad revenue	Now: 4,000 watch hours or 10M Shorts views. From Feb 1, 2027 new applicants need 8,000 hours or 20M Shorts views.
Anytime	Your own product	Digital guide, merch, or coaching once people trust you.

Creator Rewards alone is pocket money unless videos go viral — brand deals and affiliate income usually matter far more.

Landing brand deals

- Once you have a few strong videos, build a one-page media kit in Canva (niche, audience, best stats, sample videos).
- Pitch brands directly by DM or email.
- Join creator marketplaces: TikTok Creator Marketplace, Collabstr, JoinBrands.

Realistic Expectations

- **Months 1–2:** slow growth while you learn what works. This is where most people quit — don't.
- **Months 3–6:** usually one video breaks out and growth speeds up.
- **Months 6–12:** 10k+ followers is realistic with daily posting and a clear niche.
- **Never** buy followers or join follow-for-follow groups. It kills your reach and can get you rejected from monetization.

Your First 3 Steps (do these this week)

- Text Brandon your niche idea, your platform, and whether you'll be on camera.
- Set up your profiles with the same @handle everywhere.
- Film your first 7 videos in one sitting and schedule them.

Program requirements current as of November 2026 and subject to change. Sources: ttcalculator.net (TikTok Creator Rewards), argil.ai (TikTok payouts), tubefilter.com and ppc.land (YouTube Partner Program updates).