

# THESE ARE THE COMMON **MISTAKES** PEOPLE MAKE ON IG



# NOT OFFERING VALUE

TAKE INTO CONSIDERATION OF  
YOUR TARGET AUDIENCE  
AND DELIVER VALUABLE CONTENT.

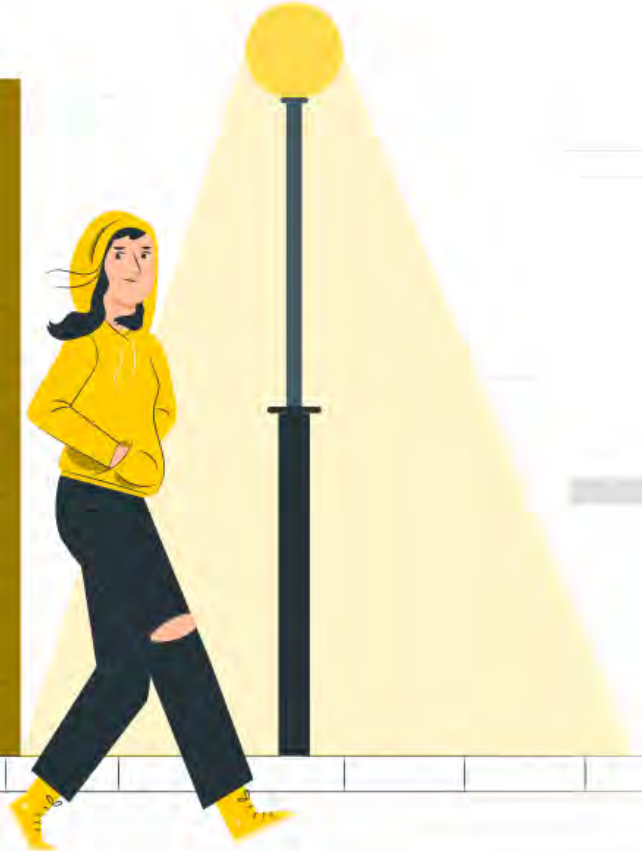


**NO VALUE NO FOLLOWERS**

# FOLLOW THEN UNFOLLOW

**(A)** YOU'LL LOSE YOUR IMPORTANCE IF YOU FOLLOW AND THEN UNFOLLOW

**(B)** THIS WILL HURT YOUR AUDIENCE'S EMOTIONS AND EVENTUALLY THEY'LL STOP LISTENING TO YOU.



# CHANGE IS NOT MANDATORY

**(A)** ADAPTABILITY HELPS YOU TO  
MOVE FORWARD.

**(B)** DON'T STICK TO THE SAME IDEAS,  
YOU NEED TO KEEP CHANGING WITH  
THE SCENARIO.



# ALWAYS FOLLOW THE TREND

(A) FOLLOWING THE  
TREND DOES NOT  
ALWAYS HELP  
YOU TO WIN

(B) PEOPLE GET BORED  
WATCHING THE SAME  
CONTENT OVER AND  
OVER. **BE DIFFERENT!**





# COPYING BRANDING IDEAS

- (A) SOMETIMES IT DOESN'T WORK COPYING OR FOLLOWING A BRAND BLINDLY
- (B) IT MAY HAVE WORKED FOR THEM BUT IT MAY NOT WORK FOR YOU.
- (C) GET INSPIRED BY IDEAS BUT DO NOT COPY.

# YOU SHOULD BE LOVED BY EVERYONE

## \*BASIC RULES OF LIFE

**(A)** NOT ALL PEOPLE LOVE US, BUT THEY DEFINITELY NOTICE US

**(B)** SO PERFORM TO GET NOTICED AND TO STAND OUT





# FOCUS ON MONETARY GOALS

**(A)** NO DOUBT, MONEY IS THE SET INTENTION.

**(B)** HOWEVER, CONCENTRATE MORE ON THE SEED  
RATHER THAN FOCUSING ON FRUIT



# RANDOM COMMENTS

**(A)** DON'T THINK BY COMMENTING RANDOMLY WILL INCREASE THE NUMBER OF FOLLOWERS

**(B)** FIND THE RIGHT PLATFORM TO COMMENT, SO THAT IT'LL ATTRACT ATTENTION





**IT'S NEVER TOO LATE  
TO CORRECT YOUR MISTAKES.  
REMEMBER, WE ALWAYS  
LEARN FROM THEM.**

IF YOU'VE FOUND YOURS,  
COMMENT BELOW OR  
SEND ME A DM

