THE ZERO INSTAGRAM FOLLOWER BREAKTHROUGH

Growing an Instagram account
from 0 followers & 0 views



Jane Kruger

THE ZERO INSTAGRAM FOLLOWER BREAKTHROUGH

THE ZERO FOLLOWER SERIES

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FindTheCustomer.com

The Zero Instagram Follower Breakthrough

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How to Use This Book

Starting Instagram from zero in 2026 is the opposite problem of Facebook: distribution is plentiful and conversion is hard. Reels are shown to non-followers from literally the first post, so a zero-follower account can reach a million strangers by Friday — and still end the month with forty followers if the profile cannot convert. This book is the 90-day system for winning both halves: the Reels engine for reach, the grid-and-bio system for conversion.

- **Chapters 1–3**: how Instagram actually distributes content in 2026 (it changed — read this even if you 'know' Instagram).
- **Chapters 4–6**: the Reels-first engine, native content rules, and step-by-step video production.
- **Chapters 7–10**: formats, communities, analytics, the 90-day plan.
- **Chapters 11–13**: monetization, the account-killers, and a full case study.
- Figures are grayscale mockups; follow along on the live app.