™Dots Studio

FREE TEMPLATE

Fill in the blanks. You don't have to start from zero.

About 30 minutes.

Content Growth Playbook

[ ]

Start here: your niche in one sentence. Page 07.

By Edo (Myat Htet Hlaing)

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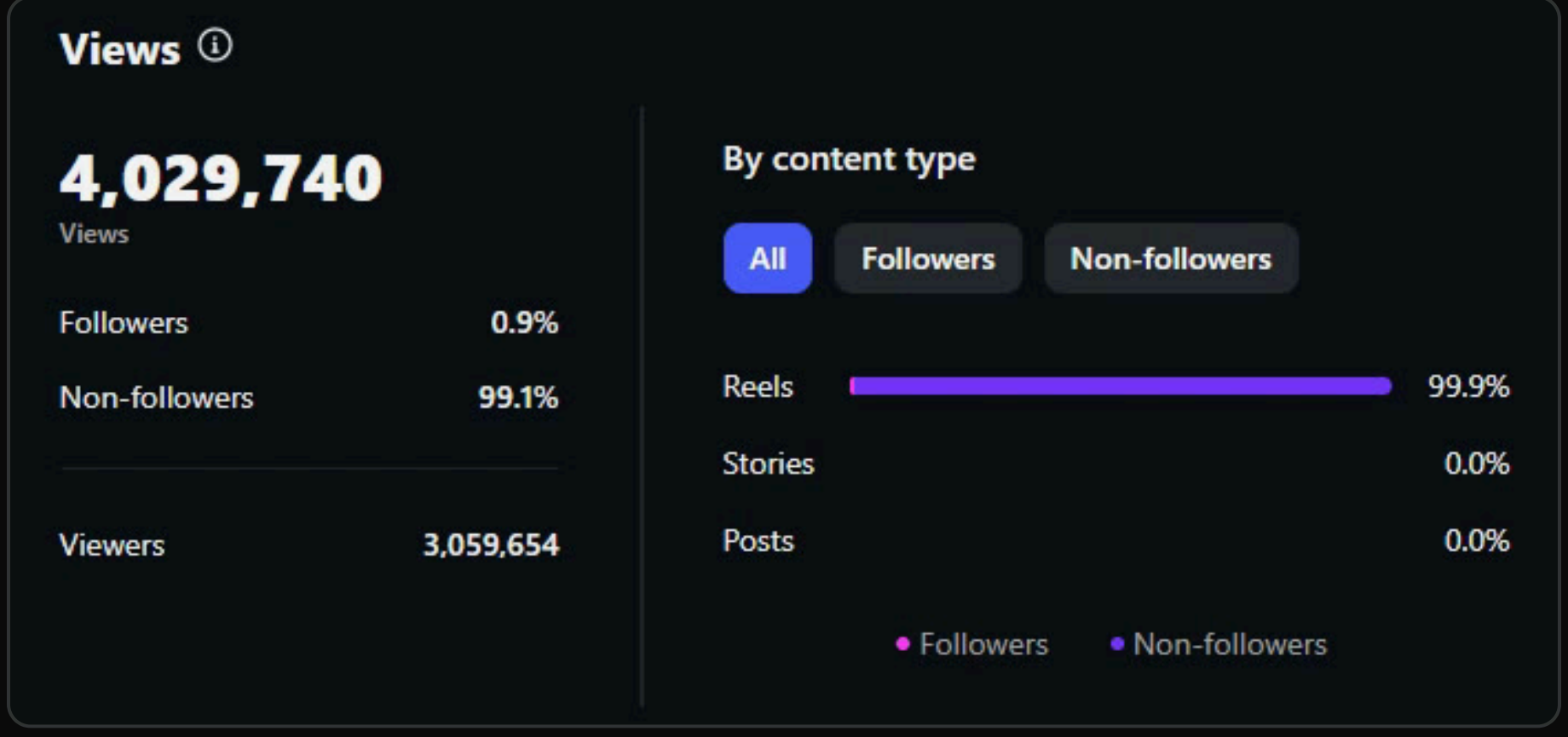
The proof.

4,029,740	views in the last 30 days
99.1%	of those views came from people who do not follow me
1,057,501	interactions



Instagram Professional dashboard, last 30 days. Read 28 Oct 2026.

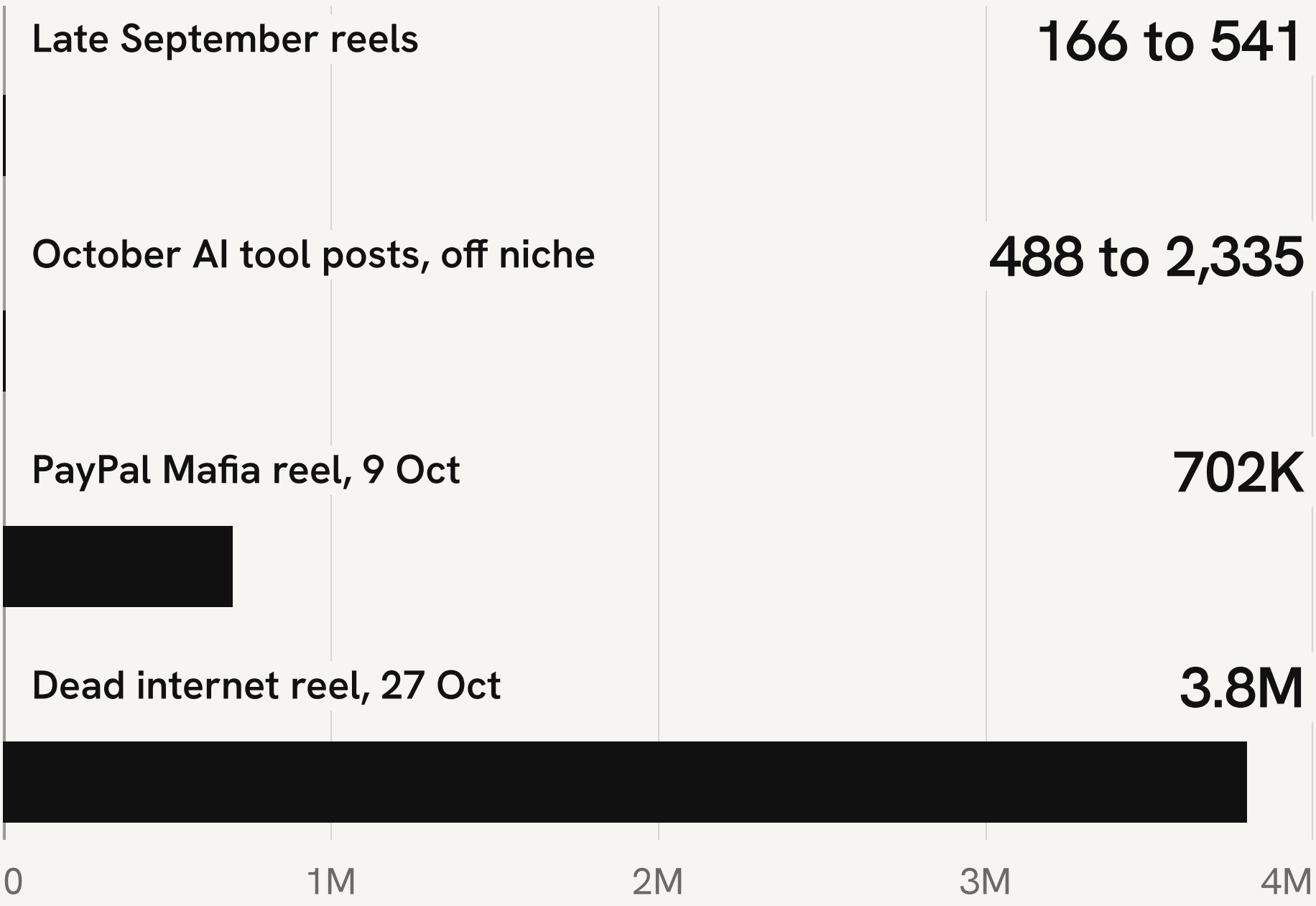
Down in August.
Up 3,863 in October.

In August my followers went down, even with views. On 9 Oct I switched strategy.

Followers read from my Instagram on 10 Jul, 8 Aug, 9 Oct and 28 Oct 2026.

The old videos barely show up.

Views per video, all on one scale. The first two rows are drawn at their true length.



Views per video. Same scale for all four rows.

HOW TO USE

Fill in the blanks.

This is the exact strategy I used to grow my Instagram from about 1,900 to 5,700 followers in three weeks, with 4 million views in 30 days. Fill in the blanks, and you don't have to start from zero. It takes about 30 minutes.

Edo

Screenshot a page and type on it, or print it. Do the steps in order.

SIX STEPS

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STEP 1 OF 6

Pick one niche and stay in it

When my page talked about everything (AI tools, marketing tips, brand stories), nobody knew why they should follow me. When I picked one niche, my videos started to travel.

Everything	One niche
AI tools	Startup story
Brand stories	Tech story
Marketing tips	Startup story
AI tools	Startup story
Brand stories	Tech story
A stranger sees: no idea what this page is.	A stranger sees: stories about startups and tech. Follow.

MY EXAMPLE **The stories behind startups and tech.**

STEP 1 OF 6

Write your niche.

MY EXAMPLE The stories behind startups and tech.

My niche in one sentence

Who it is for

What I will never post here

Test: can a stranger say why they should follow me after one video?

☐ Yes ☐ No

STEP 2 OF 6

Two or three content pillars inside the niche

Pillars keep you consistent without getting boring. Every post must fit one of them.

YOUR NICHE

My example

The stories behind startups and tech.

Pillar 1

POST IDEAS

Pillar 2

POST IDEAS

Pillar 3 (optional)

POST IDEAS

STEP 3 OF 6

Quality over quantity

You don't need to post every day. I post every other day at the same time, and that was enough.

WEEK 1

1	2	3	4	5	6	7
Post 1 6 PM		**Post 2** 6 PM		**Post 3** 6 PM		**Post 4** 6 PM

WEEK 2

8	9	10	11	12	13	14
	Post 5 6 PM		**Post 6** 6 PM		**Post 7** 6 PM	

Filled day: post at 6 PM. Blank day: no post. Start on any day.

Two rules

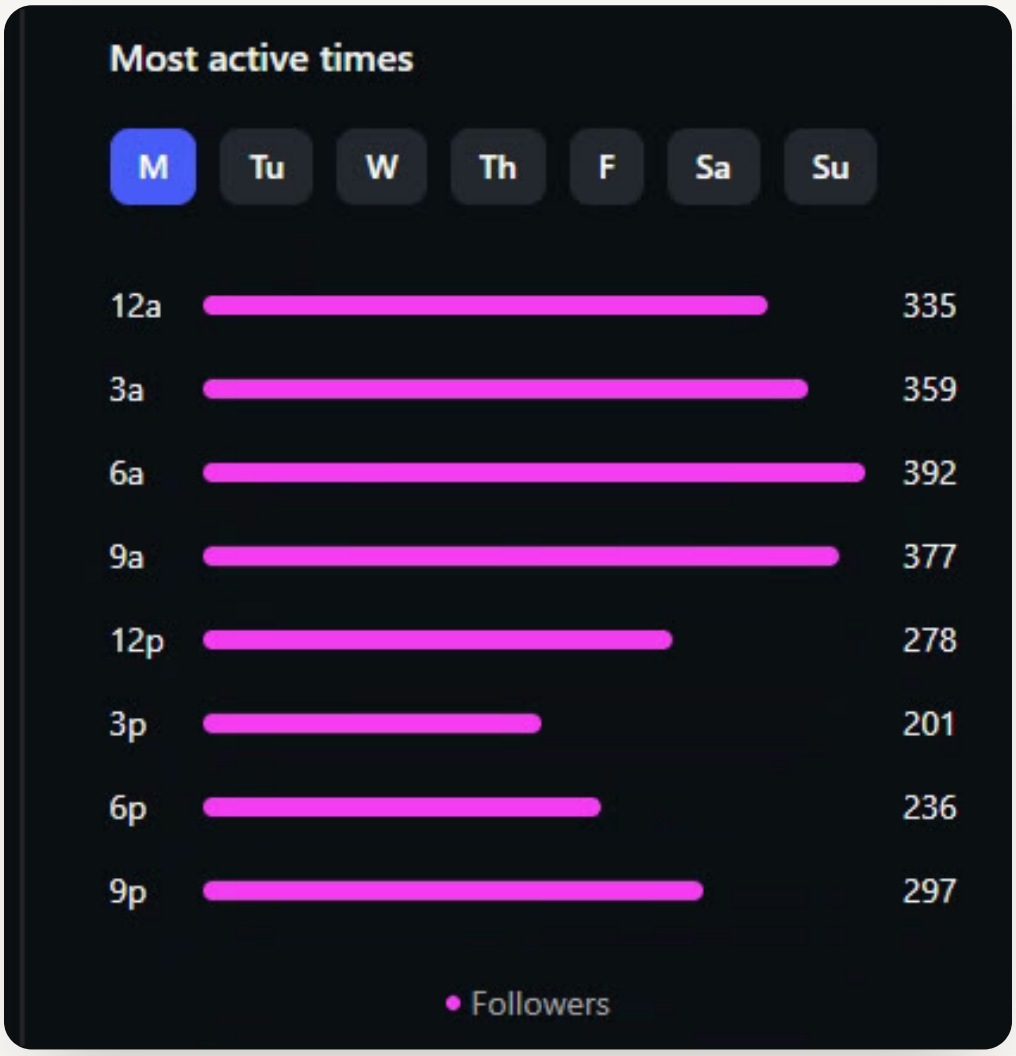
RULE	Never post a weaker piece just to keep a streak. Skip the day instead.
RULE	When a video hits, post the same kind of video next. The new followers came for that.

STEP 3 OF 6

Your posting rhythm.

My posting days

My posting time (check Insights, Most active times)



Instagram, Insights, Followers, Most active times. Your numbers will differ.

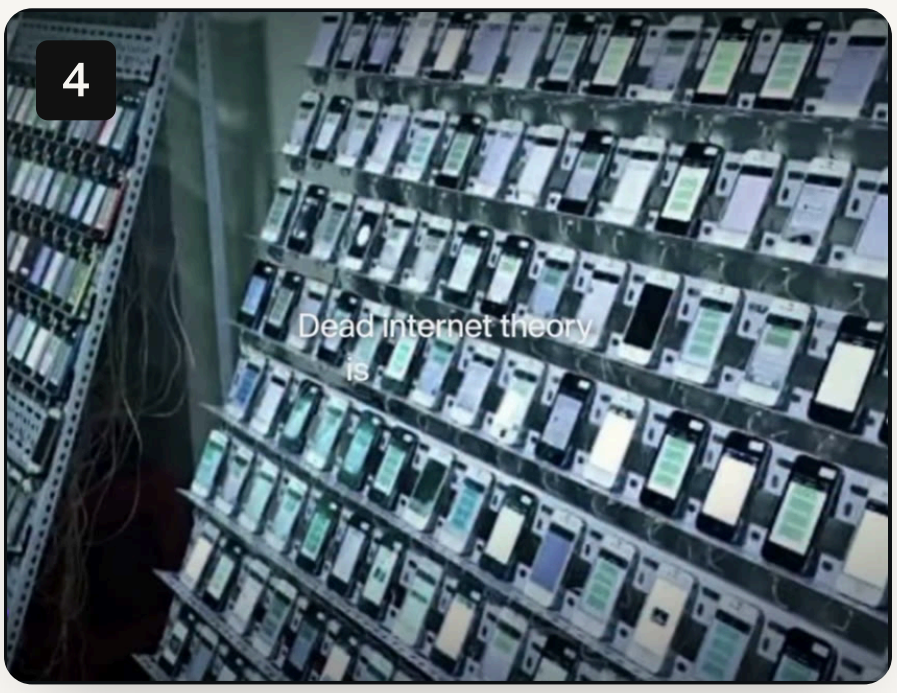
STEP 4 OF 6

The hook

People decide in the first 2 seconds if they keep watching. My 3.8 million video opens with:

3

Dead internet theory is getting real, 1 and it's hiding in the captions you never read. 2



About 0:01. Racks of phones, and the line begins.

About 0:02. The line lands.

Frames from the real reel.

STEP 4 OF 6

Write three hooks.

THE FOUR RULES

1. Say the most surprising part first, then explain.
2. Open a question that the video answers later, so people stay to the end.
3. Say it the way you would say it to a friend, in a full sentence.
4. Show something in the first second that matches the line.

Hook A ☐ Best

Hook B ☐ Best

Hook C ☐ Best

Pick the best one and tick it.

STEP 5 OF 6

No AI slop, keep it real

You can grow a faceless page, but it can't look like AI made all of it. My most polished edits with 3D got a few hundred views. The simple videos that feel real went into the millions.

POLISHED, 3D

291 views

SIMPLE AND REAL

3.8M views

Real tiles from my Instagram. Same account, a few weeks apart.

STEP 5 OF 6

Before you post.

Tick all five.

- [ ] A real person is talking (your voice, your words, your opinion)
- [ ] Real screens, real footage, real proof where you can
- [ ] Every fact checked before posting
- [ ] Clean sound and readable text on a phone
- [ ] **Raw is fine. It does not need a fancy edit.**

STEP 6 OF 6

Check your numbers every week

Over 99% of my views came from people who don't follow me. So you can start with few followers. What matters is whether people watch.

Followers 0.9% Non followers 99.1%

Last 30 days, Instagram Insights.

EVERY WEEK	THIS WEEK
Views and how many came from non followers	
Which video kept people watching the longest	
Shares and saves on my best post	
Followers gained this week	
What I will repeat next week	

My next 2 weeks

Seven posts, one every other day. Tick each one when it is posted.

Day 1 to day 14

1	2	3	4	5	6	7	8	9	10	11	12	13	14

- [ ] **Post 1**
  Day 1
- [ ] **Post 2**
  Day 3
- [ ] **Post 3**
  Day 5
- [ ] **Post 4**
  Day 7
- [ ] **Post 5**
  Day 9
- [ ] **Post 6**
  Day 11
- [ ] **Post 7**
  Day 13

Now post the first one.

Fill in the six pages, pick your best hook, and post on day 1. Check your numbers when the week ends.

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™Dots Studio builds content systems like this for brands.

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