SCARLET

MEDIA

FREE GUIDE · 6-MINUTE READ

The Instagram setup

How to start an account that doesn't get you banned, step by step.

INSTAGRAM

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Yo, I'm Nick. Most bans aren't bad luck. They're setup mistakes made in the first week, before the account ever had a chance.

This is the setup I'd use if I were starting your Instagram from zero. I paid thousands to learn it. It's free here, whether or not we ever work together.

Step 1. A *clean identity*

The point is a brand-new account that can't be traced back to old accounts that may have broken the rules.

- **A new phone, or a factory-reset one.** One phone, one account. Never log in to an old account on it.
- **A new email and a new Apple ID.** Made fresh for this account, used for nothing else.
- **Sign up with email only.** No phone number. A number is the strongest link between accounts.
- **Mobile data, not Wi-Fi.** After setup, keep the phone on cellular. Your home Wi-Fi ties the account to every other account in the house.
- **No VPN.** Not "no switching between VPNs". None at all.

Step 2. Warm it up *before you post*

- **Don't post on day one.** Spend the first few days using it like a normal person: scroll, like, follow accounts in your niche.
- **Then add your profile picture and first reel.** Not before the account has some normal history.
- **Check Account Status every week.** Settings → Account Status. Green means fine. Anything else, stop and fix it before you post more.

Step 3. The link is *where accounts die*

- **No link for the first 30 days.** Then only if Account Status is green.
- **Never put your page link straight in your bio.** Instagram doesn't just read the bio. It follows the link, through Linktree or Beacons, to wherever it ends up. Hiding it behind a link page hides nothing.
- **Use a link page with several links,** and keep the site's name and any sales lines off everything Instagram can read.

> *I watched one account get a link restriction. Before it, 9 in 10 of her reels passed 5,000 views. For the 30 days it lasted, about 1 in 10 did.*

Step 4. Your first 10 videos *pick your audience*

Views aren't the goal. A view from someone who'll never spend a dollar is worth nothing. What matters is *who* shows up, and your first videos teach Instagram who to show you to.

- **Speak English on camera.** The biggest lever by a long way.
- **Let American things show in the frame.** Your room, your car, your coffee cup.
- **Use American audio.** Trending sounds from the US, not from anywhere else.
- **Check your top countries.** Your audience tab shows where viewers are from. If it isn't mostly the US, go back to these three.
- **Watch views divided by followers.** A 10k account doing 100k views is better than a 1M account doing the same. Small and sharp beats big and broad.

Step 5. Post less, *post new*

- **One or two brand-new reels a day.** Not ten.
- **No reposting old reels with small edits.** We tested it: rewritten copies of one video stopped getting reach after about 20 copies.

> *One account I run posted 4 reels in a week, and the typical one got 71,000 views. A week it posted 73, the typical one got under 2,000.*

Step 6. Be a *brand*, not a page

Almost nobody in this industry has a brand. They have a page.

- **One sentence.** A brand is when someone can describe you in one sentence without seeing your face.
- **3 to 5 topics, nothing else.** Spread across ten and nobody knows what they followed you for.
- **Niche beats pretty.** Ideally something guys are already obsessed with, where being a girl in it is an automatic advantage. Big enough to be worth owning, small enough that you actually can.
- **Stop copying girls who are already big.** You inherit none of the reasons they work. A video that worked for her audience means nothing to yours.

The checklist

1. **New or reset phone,** new email, new Apple ID.
2. **Email-only sign-up,** mobile data, no VPN.
3. **A few days of normal use** before the first post.
4. **Account Status checked** every week.
5. **No link for 30 days,** and never a direct one.
6. **First 10 videos** in English, American-looking, American audio.
7. **Top countries** checked: mostly US.
8. **One or two new reels a day,** no recycled copies.
9. **One sentence and 3 to 5 topics** for the brand.

If you've done all of it and you're still stuck, DM me on Instagram (@her.manager) and tell me which part. I'll tell you what I think is actually wrong. Free.

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