

The four-week plan as a checklist

What to post when your account stops growing · ProfileScan Blog

Four weeks, step by step

- [] Note how often you posted, in which formats and at what times over the last three months
- [] List your three posts that brought the most follows
- [] Copy every question from comments and DMs into one list
- [] Mark the darkest band on your followers' activity grid
- [] Week one: remake your best subject in your best format
- [] Week two: one post per follower question
- [] Week three: the people and the place behind the work
- [] Week four: two more posts like the one that beat your average
- [] Compare follows per post with the three months before

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