

10 Claude Prompts to Build Your Instagram Growth Strategy

Built for Claude. Run them in order.



Ten prompts that walk you through building an Instagram strategy from scratch — from choosing your niche and understanding your audience to planning content, creating posts, monetizing, and reviewing what actually works. Each prompt builds on the last, so run them in order and use the answers from earlier prompts as you go.

Best results: use one Claude conversation for all 10 prompts so it remembers the strategy you built in the earlier steps. Replace every bracket before running a prompt. For research prompts, give Claude real examples instead of asking it to guess. If you ever need to start a new conversation partway through, save a short summary of your niche, audience, voice, and goals so far, and paste it back in to pick up where you left off.

Don't know what to put yet? That's okay.

You do not need to know your niche, audience, content strategy, or offer before starting. The first few prompts will help you figure those out. Save your answers as you go, because later prompts will build on them. [niche], [audience], and [offer idea] especially won't have real answers until you've worked through the prompts that produce them.

[niche] — the topic or direction you choose in Prompt 1

[audience] — the type of person you want to help

[hours] — how many hours per week you can realistically spend

[experience] — your relevant experience, knowledge, interest, or personal connection to the topic

[offer idea] — something you may eventually sell, or write “none yet”

[monthly goal] — an optional future income goal, or write “not sure yet”

I Find a Niche You Can Actually Stick With

I want to start an Instagram account, but I am not completely sure what niche I should choose.

Here are some topics I am interested in, knowledgeable about, learning about, or could realistically create content around: [paste your interests, skills, experience, hobbies, work background, or topics you enjoy]

I can spend around [hours] hours per week creating content.

Help me identify 3-5 realistic Instagram niche directions. For each one, compare:

- what I could realistically create content about week after week
- whether I already have relevant experience here or would be learning publicly
- the specific type of person the content would help
- possible ways the niche could eventually make money
- one simple way I could test this direction before committing to it

Label any claims about audience demand or earning potential as assumptions, not researched facts. Do not just choose a niche for me. At the end, ask me 3-5 short questions that will help me decide which direction fits me best. Once I answer, help me turn my choice into one clear niche statement.

Research What Your Audience Actually Wants

Before running this prompt, find 10–20 real comments, questions, complaints, or discussions from people in your niche. You can collect them from Instagram, TikTok, YouTube, Reddit, forums, product reviews, Facebook groups, or creators in the same niche. If you want, you can also include a few relevant posts with their links, opening lines, and results.

My niche is [niche].

The audience I am considering is [audience].

Here are real comments, questions, complaints, or discussions from people in this space:
[paste 10-20 examples]

If helpful, here are a few relevant posts with their opening lines and results: [paste links, opening lines, and results, or write "none"]

Analyze these examples and identify:

- the problems and questions that come up repeatedly, separate from ones that only appear once
- useful phrases in the audience's own words worth reusing in my content
- desired outcomes
- topics that could become useful Instagram content, connected directly to the examples above
- what these examples don't tell us yet

Group similar problems together. Then give me:

- 5 major audience pain points
- 10 content topics based directly on the research
- 5 questions I should keep researching

Clearly separate what you observed in my examples from anything you're inferring. Do not invent audience research that is not supported by the examples I gave you.

Build a Profile That Clearly Explains the Value

My niche is [niche], and I want to reach [audience].

My main goal for this account is [grow an audience / get inquiries / sell something / attract brand partnerships / not sure yet].

Use the audience research from earlier in this conversation. If it isn't available, ask me for a short summary first.

My relevant experience or proof is: [experience, real results, or "beginner learning publicly"]

Here is my current profile:

- Display name:
- Handle:
- Bio:
- Link and what it leads to:
- Highlights:
- Pinned posts:

I can also provide screenshots of my profile and first nine posts. If I haven't created my account yet, help me build these elements from scratch.

First, explain:

- what a new visitor would understand about my account
- what is unclear or missing
- the three most useful changes for my goal

Then give me:

1. Three display-name options that clearly describe my topic, while preserving any name I need to keep.
2. Three bio options using different natural wording. Each should explain what viewers get, include genuine proof if I have it, and give one clear next step. Show the character count and keep each within Instagram's current bio limit.
3. A recommended bio and a short explanation of why it fits.
4. A link CTA that matches what the destination actually offers.
5. Suggested highlights, with a brief explanation of what to put inside each.
6. Three pinned-post ideas with different purposes, such as an introduction, a useful example or result, and a resource or offer.
7. Any practical improvements to my photo, covers, or contact details that you can support from the information I provided.

If I'm a beginner, don't invent authority or results — use a clear content promise instead. If I'm aiming for brand partnerships, help me show relevant work and make contacting me easy without making the whole profile read like an advertisement.

Don't assume details you can't see. Don't change a legal or verified name casually. Keep emojis if they suit my voice.

04 · CONTENT

Build Your First Repeatable Content Series

My niche is [niche].

My audience is [audience].

These are the biggest audience problems and questions I found: [paste findings from Prompt 2]

I want content ideas that I can repeat consistently instead of posting random topics. Create 4 repeatable Instagram content series for me, and make sure they're genuinely different from each other rather than variations on the same idea. For each series, give me:

- the series concept and the specific audience problem it addresses
- why someone would come back for the next one
- 10 example post angles, not just broad topics
- the best format: Reel, carousel, static post, or mixed
- what experience, research, or demonstration I'd need to pull it off
- a simple naming convention I could reuse

My possible future offer is: [offer idea — write "none yet" if I do not have one]

If I write "none yet," do not force sales content into the strategy. Prioritize useful content that can help me grow trust and recognition.

Plan Your First 30 Days

I am starting or rebuilding an Instagram account in the [niche] niche.

My audience is [audience].

I can spend around [hours] hours per week.

My main content series are: [paste the series from Prompt 4]

Create a realistic 30-day Instagram plan for me that fits inside my available hours — not a schedule of 30 mandatory daily posts. Include:

- a sustainable posting frequency based on my hours, and which content series to use each week
- specific post ideas for Week 1 so I can start immediately
- time built in for research, recording, editing, and replying to comments
- a simple weekly review I can do in a few minutes
- room to adjust Weeks 2-4 based on what actually happens in Week 1

Use checkpoints based mainly on consistency, content output, reach trends, saves, shares, profile visits, follows, comments, and repeated audience questions. Don't invent ideal posting times — if I haven't given you audience activity information, treat timing as something to test rather than a fixed recommendation. Do not give me arbitrary follower promises. If you mention follower numbers, clearly label them as rough examples rather than expected results.

Write Reels You Can Film Today

Use one of the audience problems or content ideas we identified earlier.

Topic or problem: [paste one problem from Prompt 2 or one idea from Prompt 4]

If it helps you match my voice, here's a script I've used before or a few lines of how I naturally talk: [paste a previous script or a few sentences in your voice, or write "none, use natural conversational language"]

First, give me 3 different hook approaches for this one idea. For each, show the on-screen hook, the spoken opening, and the line that comes right after it. Recommend one and briefly explain why it's the strongest.

Once I tell you which one to use, develop it into a complete Reel with:

- the full spoken script
- a simple shot list
- on-screen text, listed separately from the spoken script
- what to demonstrate or show on screen
- a rough duration (30-45 seconds is a helpful target, not a rule to force the pacing)
- a caption with a useful opening line, brief relevant context, natural wording someone would actually search for, and one clear primary CTA that matches what I'm offering

The script must actually deliver on what the hook promises. Do not invent personal experiences, savings, or results I haven't given you. Make it conversational and easy for a beginner to film. Avoid generic motivational hooks and unnecessary hype.

I Turn One Idea Into a Carousel

Turn this topic, lesson, audience question, or content idea into an Instagram carousel: [paste one idea from Prompt 2 or Prompt 4, or paste your own notes]

Start with an 8-slide structure, but use fewer or more slides if 8 would force repetition or overcrowd any slide:

- Slide 1: a cover with a clear promise of what the carousel delivers
- Slide 2: a reason to keep swiping
- Middle slides: one main idea per slide, with concrete examples where they'd help
- Second-to-last slide: a short recap of the key points
- Final slide: a natural CTA

For each slide, give me a headline, short body copy, a simple visual direction, and alt text. Keep each slide concise enough to read quickly on Instagram.

Also give me a caption that adds context instead of repeating what's already on the slides, plus 3 alternative hooks for slide 1.

I Build Community Even With a Small Account

My Instagram account is about [niche] for [audience].

Here are a few real posts, comments, or questions I've received, if I have any: [paste a few examples, or write "none yet"]

Assume my account is still small and I may receive very few comments or DMs at first. Give me a simple, manageable community-building routine I can follow each week. Include:

- example comment replies based on the posts or questions I gave you, clearly labeled as examples
- how to reply to genuine questions in a way that invites more conversation
- a short Story sequence with one relevant poll or question
- a simple delivery message for when someone requests a resource I've promised
- a way to turn repeated questions into future content

If I don't have much to work with yet, give me a realistic starting routine instead of inventing audience conversations that haven't happened. Avoid generic praise, fabricated familiarity, unsolicited pitches, and unrealistic engagement quotas. Make the routine realistic for someone with [hours] hours per week.

No prompt here can promise followers or income — results depend on your niche, consistency, and content quality.

09 · MONETIZING

Explore How Your Account Could Eventually Make Money

My niche is [niche].

My audience is [audience].

The biggest problems they seem to have are: [paste findings from Prompt 2]

My current experience or skills are: [experience]

My possible offer idea is: [offer idea — write "none yet" if I do not have one]

My optional future monthly income goal is: [monthly goal — write "not sure yet" if I do not know]

Suggest 3 realistic ways this type of Instagram account could eventually make money. Consider services, products, affiliate work, and brand partnerships, based on what actually fits my situation. For each option, cover:

- what I would sell and why it fits this specific audience
- what evidence of demand I should look for before building it
- a small, low-effort way to validate interest first
- if it involves brand partnerships, what work samples or proof would help
- approximate price range and how many sales would be needed to reach my income goal, if I gave you one

Treat any pricing or income numbers as illustrative examples, not forecasts. Do not assume I should launch something immediately. Help me understand which options make sense to test later.

I Review Your Results and Decide What to Do Next

Review the performance of my recent Instagram content. I may only have a small amount of data because my account is new.

Here are my results from the last 7-30 days: [paste metrics or post results]

Possible metrics include: post topic, format, hook, views or reach, likes, comments, saves, shares, profile visits, follows, link clicks, inquiries, and sales, plus watch time or retention if I have it. Leave any metric I do not have blank — don't treat a missing value as zero.

Compare posts over similar time spans where possible, and separate views and reach from engagement and from conversions like follows or inquiries. Compare these results against my own typical performance rather than generic benchmarks. When you calculate any rate, state what you divided by.

Identify:

- which topics, formats, and hooks appear strongest, and which of those observations are actually supported by the data versus still uncertain
- what people seem to save or share
- what may be underperforming, without assuming every disappointing post failed because of its hook

Do not treat a tiny sample size as proof. Then tell me:

- what to keep doing
- what to improve
- one specific experiment to run next week
- what result would tell me whether that experiment worked

Keep it honest: replace every placeholder with your real details, treat each result as a first draft, and check the facts before you post. No prompt here can guarantee followers or income — that depends on your niche, consistency, and content quality.