

START STRONG

Build your foundation

Set up your profile, publish your first content, and give people a reason to connect.

01 Create your Sxgram profile

Add a recognizable photo, clear bio, category, and links. Tell people who you are and what they can expect.

WHY IT MATTERS

A complete profile builds credibility and helps new visitors understand why to follow you.

02 Upgrade to a Verified Account

Review the Verified options and choose the account that fits your role and goals.

WHY IT MATTERS

Verification helps distinguish your identity and gives your profile a more established presence.

03 Publish your first Gram

Introduce yourself. Share what you create, who you serve, and one question that invites conversation.

WHY IT MATTERS

Your first Gram gives visitors something to engage with instead of finding an empty feed.

04 Share your first Story

Post a quick behind-the-scenes moment, update, or personal introduction.

WHY IT MATTERS

Stories create timely, informal touchpoints that help people get to know you.

05 Publish a Welcome Article

Tell your origin story: who you are, what you do, and what you want to build.

WHY IT MATTERS

An article offers more context than a short post and gives your network a story worth sharing.

06 Get featured in SxM Magazine

Complete a Featured Article Interview; share it with your existing network and invite them to read.

WHY IT MATTERS

Editorial storytelling can introduce you to new readers while deepening loyalty with current followers.

FIRST MILESTONE → A complete profile + your first six touchpoints.

KEEP MOMENTUM

Turn activity into discovery

Make every new post, article, and launch an opportunity to reconnect with your audience.

07 Set up your SxLinks

Add your key destinations: creator pages, website, podcast, shop, and other relevant links.

WHY IT MATTERS

One organized hub makes it easier for visitors to explore your work beyond a single post.

08 Post and cross-promote regularly

Share Grams and Stories consistently. Repost your Sxgram content to your other social accounts.

WHY IT MATTERS

Repetition builds familiarity; cross-promotion gives your existing audience a clear path to follow.

09 Promote content before release

Have new content in the works? Complete an SxM Magazine Coming Soon Content Interview.

WHY IT MATTERS

A pre-release story can create anticipation and give fans context before your content drops.

10 Tell the story behind a new drop

When new content launches, request an SxM Magazine New Content Drop feature and share the behind-the-scenes details.

WHY IT MATTERS

The story behind a release gives audiences more reasons to care, comment, and share.

11 Announce new offers with an interview

Launching a product, promotion, or service? Explore an SxM Magazine interview focused on your offer.

WHY IT MATTERS

Explaining the who, why, and value behind an offer is often more persuasive than a sales pitch.

12 Share every feature everywhere

Share each article and interview across your networks, newsletters, and relevant communities.

WHY IT MATTERS

Published articles create shareable, potentially searchable pages; discoverability is not guaranteed.

CORE PRINCIPLE → Your content is the product. Your story is the marketing.

YOUR ACTION ROADMAP

30-Day Growth Plan

A practical checklist to build your presence, start conversations, and create repeatable momentum.

DAYS 1-7

Launch your profile

- ☐ Complete photo, bio, category, and profile details.
- ☐ Review Verified Account options; upgrade if right for you.
- ☐ Publish your first Gram and first Story.
- ☐ Write and publish your Welcome Article.

WEEKLY WIN: A profile worth visiting and following.

DAYS 8-14

Tell your story

- ☐ Set up and test every SxLinks destination.
- ☐ Complete your SxM Magazine Featured Article Interview.
- ☐ Share your Welcome Article and feature on other platforms.
- ☐ Invite your existing audience to follow you on Sxgram.

WEEKLY WIN: Your story reaches beyond your current feed.

DAYS 15-21

Build a posting rhythm

- ☐ Publish at least 3 useful or personal Grams.
- ☐ Share at least 3 Stories or behind-the-scenes updates.
- ☐ Respond to comments and start meaningful conversations.
- ☐ Connect with relevant creators, brands, or peers.

WEEKLY WIN: An active profile with real interactions.

DAYS 22-30

Amplify what works

- ☐ Promote an upcoming launch with a Coming Soon Interview.
- ☐ If applicable, feature a New Content Drop or New Offer.
- ☐ Share every article, feature, and Gram across your channels.
- ☐ Review what sparked engagement; plan your next 30 days.

WEEKLY WIN: A repeatable content + editorial promotion routine.

MEASURE PROGRESS, NOT JUST FOLLOWERS

Track posts published • conversations started • profile visits • referrals • articles shared