

# InstaScam

A FREE WORKSHOP SERIES · ANGELICA ROSS · NO OPPORTUNITY WASTED

## The Complete Breakup Checklist

Your step-by-step guide to migrating off Big Tech and building a platform you actually own.

### PHASE 1

#### The Platform Audit — Know What You're Leaving

##### ■ List every platform you currently use for content or community

Instagram / Facebook / TikTok / X / Substack / Patreon / Anchor — write them all down.

##### ■ Note your follower/subscriber count on each

Remember: followers ≠ your list. They belong to the platform.

##### ■ Check your organic reach on your top 2 platforms

Instagram avg: 7.6% · Facebook avg: 5.9% · Business pages: as low as 2-4%.

★ *If only 5 out of 100 followers see your posts — that's the scam in action.*

##### ■ Identify where you've been shadowbanned or suppressed

Notice which topics trigger reduced reach. Document it.

##### ■ Calculate how much you're paying these platforms in time

Hours creating content ÷ reach delivered = your real cost per impression.

### PHASE 2

#### The Migration — Move Your Audience Home

##### ■ Choose your Email Service Provider (ESP)

My recommendation: Beehiiv — free up to 2,500 subs, zero % revenue cut, newsletter + podcast + blog in one.

★ *Start free at [beehiiv.com/?via=angelica-ross](https://beehiiv.com/?via=angelica-ross) (affiliate link — I use this myself)*

##### ■ Export your Substack subscriber list as a CSV

Dashboard → Subscriber Settings → Export CSV. Guard that file like gold.

##### ■ Export lists from any other platforms you're leaving

Mailchimp, ConvertKit, Patreon — all have export options. Get every email address.

##### ■ Import your subscriber list into Beehiiv

Audience → Subscribers → Import. Upload your CSV with any custom fields.

##### ■ Set up your custom domain

Stop sending people to yourname.substack.com. Your domain = your brand.

##### ■ Create your lead magnet

One free piece of content that solves ONE specific problem. This checklist is your model.

★ *Simple, specific, immediately useful = people will trade their email for it.*

##### ■ Update your bio link on every platform

Every Instagram, TikTok, X, and Facebook bio now points to your lead magnet landing page.

##### ■ Launch your 30-Day Move Campaign

30 days. Every post drives people to your email list. Make it impossible to miss.

## PHASE 3

## The Build — Your Sovereign Media Machine

### ■ Set up your Beehiiv publication (The Front Door)

Newsletter + blog + podcast hosting. SEO-optimized. Zero % of your revenue.

★ [beehiiv.com/?via=angelica-ross](https://beehiiv.com/?via=angelica-ross)

### ■ Write and send your first welcome email

Tell your subscribers why you made the move. Be honest. Be you. They followed you for a reason.

### ■ Migrate your podcast to Beehiiv (if applicable)

Drop your RSS feed — episodes + metadata transfer intact. Distributes to Apple, Spotify + everywhere.

### ■ Set up your FGFunnels account (The House)

CRM · Courses · Community · Funnels. Your full business operating system.

★ [Join at fgfunnels.com/join?fpr=angelica39](https://fgfunnels.com/join?fpr=angelica39) (affiliate link — I run my entire business on this)

### ■ Connect Beehiiv to FGFunnels via Zapier or webhook

New Beehiiv subscriber → auto-added to FGFunnels CRM → welcome sequence triggers.

### ■ Build your welcome email sequence (3 emails minimum)

Email 1: Welcome + deliver lead magnet · Email 2: Your story · Email 3: What's next + offer

### ■ Set up your community inside FGFunnels

Private. No algorithm. No Nazi neighbors. You set the rules. Your people, your space.

## PHASE 4

## The Revenue — Turn Your Community Into Income

### ■ Apply to Beehiiv's Ad Network

Once you're publishing consistently on a qualifying plan, brands reach out to you. No sales team needed.

### ■ Create a paid newsletter tier

Beehiiv makes this seamless. Offer exclusive content, early access, or bonus episodes.

### ■ Launch your digital product or course inside FGFunnels

A \$297 flagship course sold to 2% of 10,000 subs = \$59,400. From a single product.

### ■ Launch your paid community at a monthly membership rate

\$20/month × 300 members (3% of 10k list) = \$6,000/month · \$72,000/year recurring.

### ■ Offer 1:1 strategy sessions

Book directly at [instascam.missross.com](https://instascam.missross.com) · \$997 single session · \$3,000/month retained.

### ■ Set your revenue goal and track it monthly

Newsletter ads + courses + community + consulting = your sovereign income stack.

## Recommended Tool Stack

<b>Beehiiv</b>	Newsletter · podcast · blog · ad network	<a href="https://beehiiv.com/?via=angelica-ross">beehiiv.com/?via=angelica-ross</a>
<b>FGFunnels</b>	CRM · courses · community · funnels	<a href="https://fgfunnels.com/join?fpr=angelica39">fgfunnels.com/join?fpr=angelica39</a>
<b>Zapier</b>	Connect Beehiiv → FGFunnels automatically	<a href="https://zapier.com">zapier.com</a>
<b>Stripe</b>	Payment processing for products & subs	<a href="https://stripe.com">stripe.com</a>

\* Affiliate links above: if you sign up through these links, I may earn a commission at no extra cost to you. I only recommend tools I personally use to run my own business.

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***"Stop asking what the algorithm wants. Start asking what you want to build."***

— Angelica Ross · No Opportunity Wasted

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