

# DON'T DO THAT!

10 THINGS KILLING YOUR CONTENT GROWTH  
AND **HOW TO FLIP IT TO FEED YOU**



**Don't Do That:**  
**10 Things Killing Your Content Growth**  
**(And How to Flip It to Feed You)**

*By DeShon Gales*



## Welcome From DeShon

Listen... I created this guide because too many of y'all are posting like you're fishing with a snapped rod and wondering why you're not catching a thing. You're showing up, doing all the work, casting out daily... and pulling back air. That ends here.

We're about to stop scrolling aimlessly and start *fishing with strategy*. Because yes, you can build your brand, grow your following, and get PAID—organically—if you stop doing what's been killing your growth and start aligning your content with real purpose.

Let's fix it. Let's flip it. And let's get you fed.

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### 01. Don't Post Random Memes That Have Nothing to Do With Your Brand

#### Why It Hurts:

You're training your audience (and the algorithm) to see you as a joke account. That might get laughs, but it won't get leads.

#### Flip It:

Use meme energy *on brand*. Take trending memes and remix them to speak directly to your audience's struggles, wins, or industry.

#### DeShon Says:

"That meme got 800 views, 50 LOLs, and not a single click to your link. That's not funny — that's failure wearing a punchline."

#### Try This:

Audit your last 12 posts. Which ones reflect what you want to be known for? Archive the rest.

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### 02. Don't Be Inconsistent Then Blame the Algorithm

#### Why It Hurts:

You can't outwork inconsistency with excuses. If you only show up when you feel inspired, you're telling your audience (and IG) that you're not dependable.

#### Flip It:

Build a sustainable content rhythm — not a hustle. Quality + consistency > random viral spurts.

**DeShon Says:**

"If you ghost your content, don't cry when it ghosts you."

**Try This:**

Create a weekly posting plan with 3 content themes. Set aside 1 day to create in batches.

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### 03. Don't Post and Disappear

**Why It Hurts:**

Engagement isn't just about clicks — it's about community. If people comment and you never respond, you're closing the door they just opened.

**Flip It:**

Be active in your own comments. Reply. Ask questions. Thank people. Spark more conversation.

**DeShon Says:**

"If you can't treat your comment section like a conversation, you're not building community. You're building a brochure."

**Try This:**

Schedule 15 minutes post-post to engage: reply to comments, like responses, and slide into DMs with appreciation.

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### 04. Don't Ignore Your Insights

**Why It Hurts:**

You're posting blindly. If you're not using data to guide you, you're guessing—and guesses waste time.

**Flip It:**

Study your top-performing posts. What format? What time? What topic? Then repeat and remix.

**DeShon Says:**

"The answers are already in your analytics. You just too scared to look."

**Try This:**

Open your IG Insights and screenshot your top 3 posts. What do they have in common? What can you replicate?

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## 05. Don't Let Every Post Be a Flyer

### Why It Hurts:

You're turning your content into a billboard. People want value, not constant promotions.

### Flip It:

Follow a content mix: educate, entertain, inspire, then sell.

### DeShon Says:

"Your feed ain't a church bulletin. Make it feel like a conversation, not an announcement."

### Try This:

Audit your last 9 posts. How many are promo vs. value? Aim for 70% value, 30% sell.

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## 06. Don't Post Low-Quality Graphics or Stretched Screenshots

### Why It Hurts:

It makes you look amateur — and people won't invest in what looks unpolished.

### Flip It:

Use clean templates, good lighting, and high-res visuals. Canva is free. So is effort.

### DeShon Says:

"If your post looks like it was made in Microsoft Paint, you're gonna attract Microsoft Paint results."

### Try This:

Pick 2 brand colors and stick with them. Use one template format for your value posts.

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## 07. Don't Just Copy What Everyone Else Is Doing

### Why It Hurts:

You disappear in the noise. No one remembers you because you're blending in.

### Flip It:

Put your voice, style, and point of view into your content. Your story is your separator.

### DeShon Says:

"You ain't gotta be the loudest — just the *real*est."

**Try This:**

Create 1 post this week that tells a story only YOU can tell. Add your face, your voice, and your flavor.

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## 08. Don't Talk to Everybody

**Why It Hurts:**

If you're trying to catch everybody, you'll hook nobody. Generic content gets generic results.

**Flip It:**

Speak directly to your ideal client. Be specific about their problems, goals, and mindset.

**DeShon Says:**

"When you speak to one, you attract many. But when you try to speak to all, they scroll."

**Try This:**

Write a post and start it with: "This is for the \_\_\_\_ who..." Then speak from the heart.

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## 09. Don't Rely on Hashtags Alone

**Why It Hurts:**

Hashtags help, but they ain't magic. If your content's weak, hashtags won't save it.

**Flip It:**

Use strong visuals, powerful captions, and CTA's that spark action. Hashtags come *after* good content.

**DeShon Says:**

"Hashtags ain't fairy dust. They're seasoning — not the main meal."

**Try This:**

Use 5 niche-specific hashtags, 3 community tags, and 2 branded ones that align with your message.

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## 10. Don't Post Without a Purpose

**Why It Hurts:**

If you don't know why you're posting it, neither does your audience. And the algorithm ain't guessing.

**Flip It:**

Every post should do one of these: Educate, Inspire, Entertain, or Sell.

**DeShon Says:**

"If your post doesn't have a job, fire it. You're the boss."

**Try This:**

Before you post, ask: Who is this for? What do I want them to do? Why does it matter?

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**Final Thoughts: Let's Flip the Feed**

This wasn't just about Instagram. This was about stewardship.

You've got value. You've got vision. But your content needs a strategy to make it move. You don't have to scream, beg, or chase trends.




You just have to *fish on the right side*. (Luke 5:4)

Let's cast smarter. Let's get fed.

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**Next Step: Ready to Go Deeper?**

This eBook was your wake-up call. If you're ready for the *walk-up*, here's what to do:

-  Join the **Beyond the Lens** Program (coaching, prompts, strategy)
-  Book a 1-on-1 Session (custom audit + growth plan)
-  DM @dgcreativestudio to say: "I'm ready to grow"

Let's build your content with clarity, consistency, and some Holy Ghost seasoning.

**Your content doesn't just have potential. It has purpose.**

Let's flip the feed. Let's feed the people.

— DeShon