

FREE GUIDE BY HALFCZECH

The 14K Week

How HalfCzech nearly tripled its Instagram in 7 days, without showing a face.

[Join the free group →](#)

THE NUMBERS

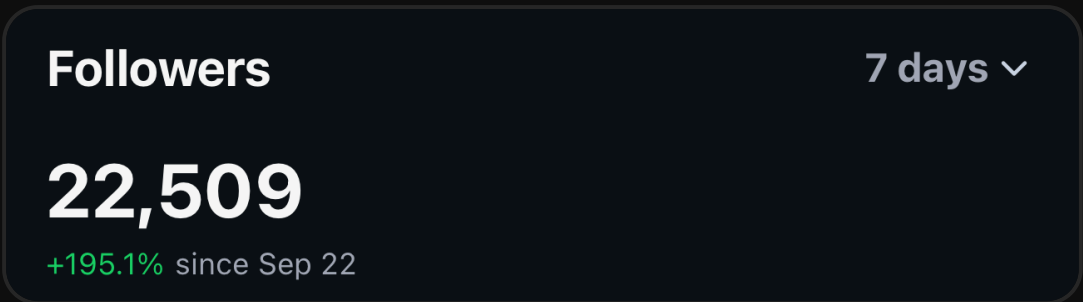
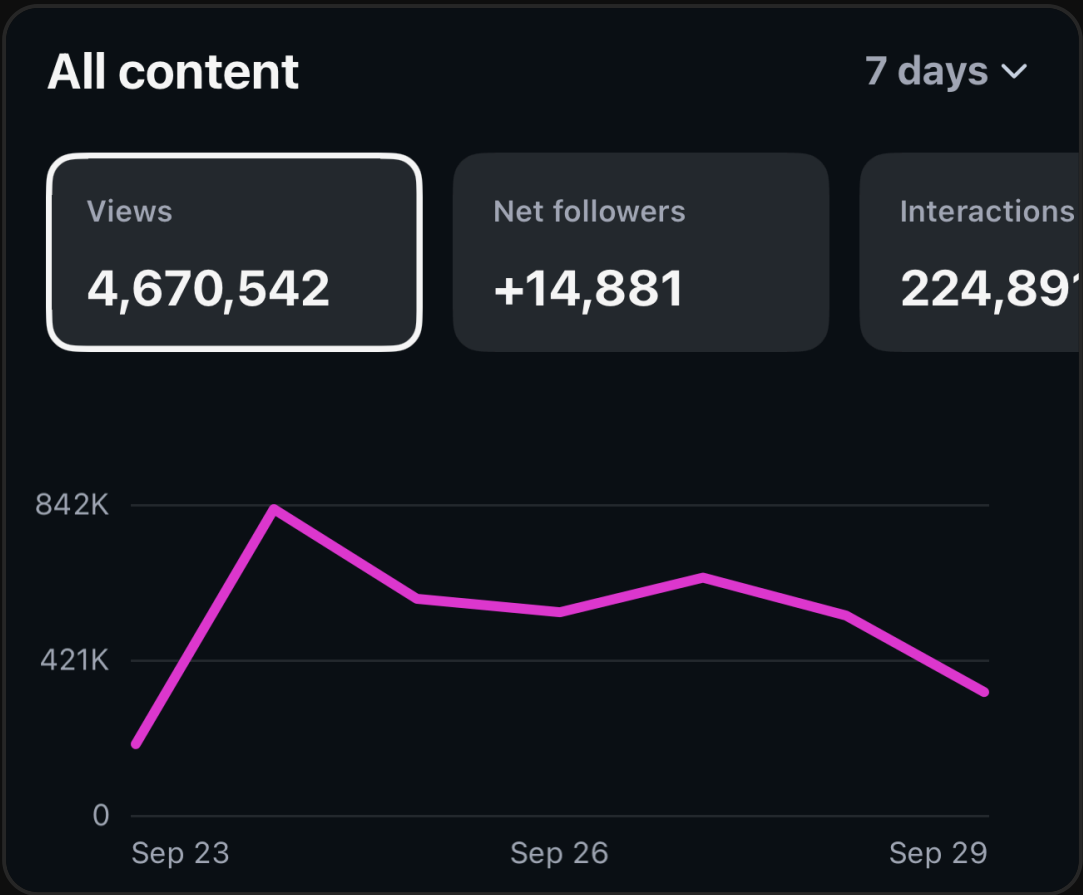
+14,881

Instagram followers in 7 days. From about 7,600 to 22,509: up 195%.

Same framework: **12K** on TikTok, **20K** on Facebook.

A second faceless page: **16K** on Facebook.

THE RECEIPTS



Straight from Instagram Insights, Sep 23 to 29, 2026.

SAME FRAMEWORK, OTHER PLATFORMS

HalfCzech ▾

@halfczech

10

Following

12K

Followers

364.9K

Likes

HalfCzech on TikTok

Culturily

16K followers · 0 following · 135 posts

A second faceless page, Culturily, on Facebook

● HalfCzech Online Brand Club

[Join free →](#)

THE FRAMEWORK

It wasn't luck. It was **six steps.**

What to post

Hook

Retain

Reward

Give first

More, Better, New

It works for any format: photos, videos, carousels or text.

STEP 1

What to **post**

Every post should do one of three things: **teach** something, **surprise** people, or **entertain** them.

No niche yet? Post about what you like and could keep up every day. Let engagement show you your niche.

Have a niche? Keep it, and try lots of different angles inside it.

STEPS 2 TO 4

Hook, Retain, **Reward**

- **Hook:** make a specific promise in the first second, so the right people stop.
- **Retain:** give them a reason to keep watching or reading until the end.
- **Reward:** keep the promise. That's why people follow and come back.

USE THIS TODAY

The **value test**

Before you post anything, ask three questions:

1. Would I stop scrolling for this?

2. Does it deliver what it promises?

3. Would someone save it or send it to a friend?

Three yeses: post it. Any no: fix that part first.

STEPS 5 AND 6

Give first. Then **More, Better, New.**

Give first: most of your posts should be pure value, with no ask.

More: volume comes first. HalfCzech's biggest early mistake was not posting enough. More posts means more chances, and more data to learn from.

BETTER: READ YOUR DATA

3 numbers to check after 7 days

- **Reach:** how many people saw it, and how many didn't follow you yet.
- **Retention:** how far people got before they left.
- **Response:** comments, saves, shares and new follows.

When something works, post the same topic from a new angle. Change one thing at a time. Only then try **New** formats.

[Lesson 6 in the free group goes deeper →](#)

Get the rest, free.

6 short lessons, 20 hook templates,
and a weekly Q&A. In English and
Czech.

Join HalfCzech Online Brand Club for
free.

Join the free group →