

### **Making Money on Instagram**

According to Ross Dickerson, a muscle-bound fitness entrepreneur and avid Instagrammer, on a low day he makes approximately 500 quid. Ross is not the only one, and perhaps it's not news that more and more Instagramers are scrambling to make a quick buck from a picture of their abs. And the barriers to entry are dropping as advertisers see value in the Instagramers with all ranges of followers, from big to small. Dickerson is on the larger end of the scale with over 1.3 million Instagram followers, which he attributes to constant, unrelenting posting of flexing selfies. His huge following translates into big money, too, with Dickerson's revenue coming from two sources: advertising and selling his own fitness plans.

Every time I post, I'm trying to make as much money as possible from that post. I'm trying to get as many people from Instagram to my website. That's the aim of the game every time. I simply earn money from a website with diet and fitness plans. It's simple, fast but big money: 'a low day is like £500 worth of plans a day.' On top of his "low day", Dickerson advertises products. He can command \$300 for a two hour time slot, after which he deletes the post. The longer the picture stays up, the more it costs. Despite the selfie bravado, he's refreshingly upfront - and humble - about all of this. It's ridiculous money, I know people who work their asses off for weeks for that, he says.

Dickerson's Instagram account is a business. It's not a behind-the-scenes insight into the life of a muscular man, and it's not an earnest collage of what he's desperate to share with the world. It's a cash generator. Despite this, he's reluctant to "sell out" as he describes it. I could be earning so much more money if I wanted to. All I'd have to do is sell out. I've been offered serious money to post things on my Instagram like teeth whiteners. But I always decline. I could be making an extra 5 grand a month, but I'd look like a sellout. It started for me with companies approaching me. They would email me - I left my email on my profile - and ask to collaborate. In the beginning it was freebies in exchange for posts, but then as you get bigger and get more followers, it turns into collaborations and working on projects.

Dickerson, whilst operating on a more professional level, are not alone. Thousands of Instagramers are trying to 'crack' the platform and hit the fitness highs of success stories. On the less glamorous side, armies of wannabes post and chase advertising deals, with varying results. Recently, a friend's wife, with fewer than 500 followers, was approached by a 'healthy' drinks company asking her to pose with said beverage for a free crate of drinks. I suspect this is not uncommon. Instagram isn't the sole platform that these advertisers operate on, it's common across all social channels.

Adapted from [www.forbes.com](http://www.forbes.com)

**Ex. 1 Find the words or expressions in the text which mean the following:**

- 1) a person who does business: \_\_\_\_\_
- 2) a day when you make less money than usually: \_\_\_\_\_
- 3) 500 pounds: \_\_\_\_\_
- 4) muscles on your stomach: \_\_\_\_\_
- 5) income: \_\_\_\_\_
- 6) a „window“ of time: \_\_\_\_\_
- 7) to be honest: \_\_\_\_\_
- 8) strongly convinced about sth: \_\_\_\_\_
- 9) to say no: \_\_\_\_\_
- 10) to formally ask sb about sth: \_\_\_\_\_
- 11) to work together: \_\_\_\_\_
- 12) things you don't have to pay for: \_\_\_\_\_

**Ex. 2 Match the expressions from the two columns into logical collocations:**

1.	to scramble	into sth
2.	a range	into sth
3.	to attribute	for sth
4.	sth translates	worth of sth
5.	to get sb	to do sth
6.	500 pounds	serious money
7.	insight	sth to sth
8.	to be offered	into sth
9.	in exchange	to do sth
10.	sth turns	of followers

**Ex. 3 Provide English equivalents of these expressions:**

1) zapalony	7) za kulisami
2) około	8) sprzedać się
3) nieustający	9) 5 „tysi”
4) o to chodzi	10) prowadzić działalność
5) zażyczyć sobie \$300	11) pretendent
6) skromny	12) napój

**Grammar corner...**

In the text you found a grammatical structure with „would” that referred to a past action that was repeated several times. It’s quite similar to „used to”, i.e. sth you did in the past, but you don’t do anymore, but there’s a slight difference. „Used to” can be used to talk about actions AND states, while „would” can ONLY be used for actions.

**Ex. 4 Choose the correct option - sometimes BOTH are correct.**

1. At the beginning of the economic transformation in Poland people used to / would be able to make huge money selling almost anything.
2. I used to / would be much more self-confident when I was younger.
3. I used to / would attend all sorts of different courses every summer when I was a student.
4. I used to / would lend money to family members in the past, but I stopped, because they never paid me back.
5. I used to / would enjoy clubbing when I was in college, but now I prefer to sit at a quiet pub.
6. I used to / would sit at the library every evening during exam sessions.

<b>GLOSSARY</b>	
<b>an entrepreneur</b>	przedsiębiorca
<b>a low day</b>	dzień, kiedy są mniejsze obroty
<b>500 quid</b>	500 funciaków
<b>abs</b>	mięśnie brzucha
<b>revenue</b>	dochód
<b>a time slot</b>	„okienko”
<b>to be upfront</b>	być szczerym
<b>earnest</b>	przekonany o czymś / do czegoś
<b>to decline</b>	odmówić
<b>to approach sb</b>	wyjsc z propozycją do kogoś
<b>to collaborate</b>	współpracować
<b>freebies</b>	darmowe gadżety
<b>to scramble to do sth</b>	pchać się do czegoś
<b>a range of followers</b>	liczba ludzi śledzących czyjś profil
<b>to attribute sth to sth</b>	przypisywać coś czemuś
<b>sth translates into big money</b>	coś przekłada się na spore pieniądze
<b>to get sb to do sth</b>	przekonać kogoś do zrobienia czegoś
<b>500 pounds worth of sth</b>	o wartości 500 funtów
<b>insight into sth</b>	wgląd w coś
<b>to be offered serious money</b>	otrzymać ofertę sporych pieniędzy
<b>in exchange for sth</b>	w zamian za coś
<b>sth turns into sth</b>	coś przeradza się w coś
<b>avid</b>	zapałony
<b>approximately</b>	około
<b>unrelenting</b>	nieustający
<b>that's the aim of the game</b>	o to chodzi
<b>to command \$300</b>	zażyczyć sobie 300 dolarów
<b>humble</b>	skromny

<b>behind the scenes</b>	za kulisami
<b>to sell out</b>	sprzedać się
<b>5 grand</b>	5 „tysi”
<b>to operate</b>	prowadzić działalność
<b>a wannabe</b>	pretendent
<b>a beverage</b>	napój

**ANSWER KEY:**

*Ex. 1*

- 1) an entrepreneur
- 2) a low day
- 3) 500 quid
- 4) abs
- 5) revenue
- 6) a time slot
- 7) to be upfront
- 8) earnest
- 9) to decline
- 10) to approach sb
- 11) to collaborate
- 12) freebies

*Ex. 2*

- 1) to scramble to do sth
- 2) a range of followers
- 3) to attribute sth to sth
- 4) sth translates into big money
- 5) to get sb to do sth
- 6) 500 pounds worth of sth
- 7) insight into sth
- 8) to be offered serious money
- 9) in exchange for sth
- 10) sth turns into sth

*Ex. 3*

- 1) avid
- 2) approximately
- 3) unrelenting
- 4) that's the aim of the game
- 5) to command \$300
- 6) humble
- 7) behind the scenes
- 8) to sell out
- 9) 5 grand
- 10) to operate
- 11) a wannabe
- 12) a beverage

*Ex. 4*

- 1) used to
- 2) used to
- 3) used to / would
- 4) used to / would
- 5) used to
- 6) used to / would