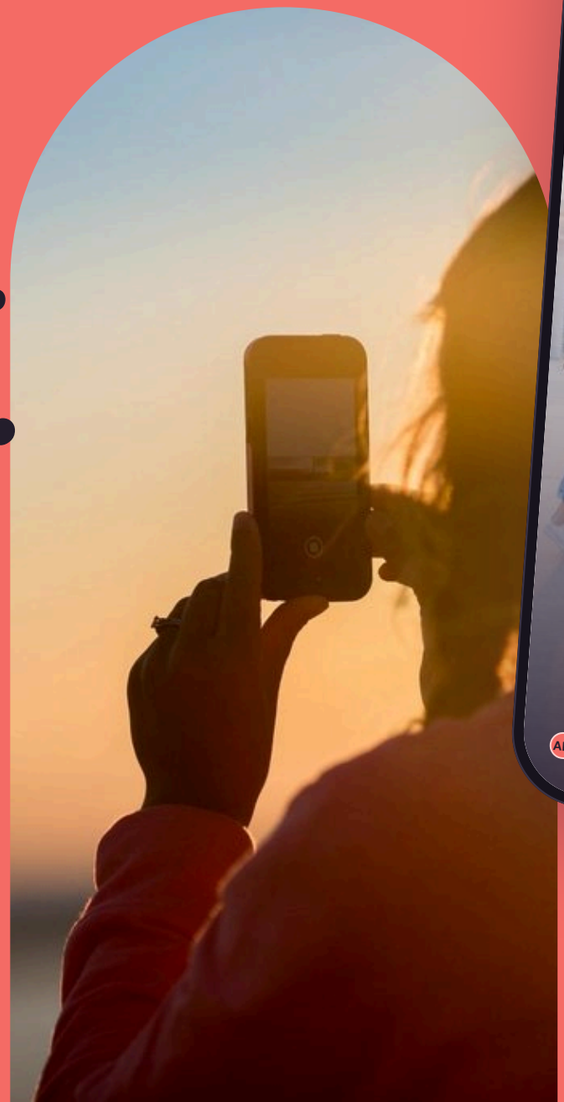
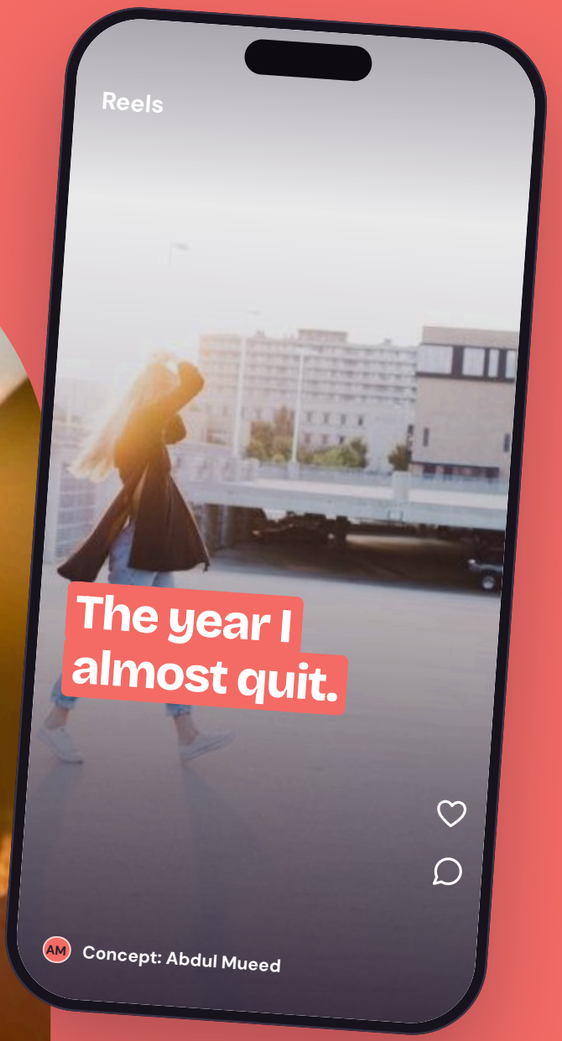
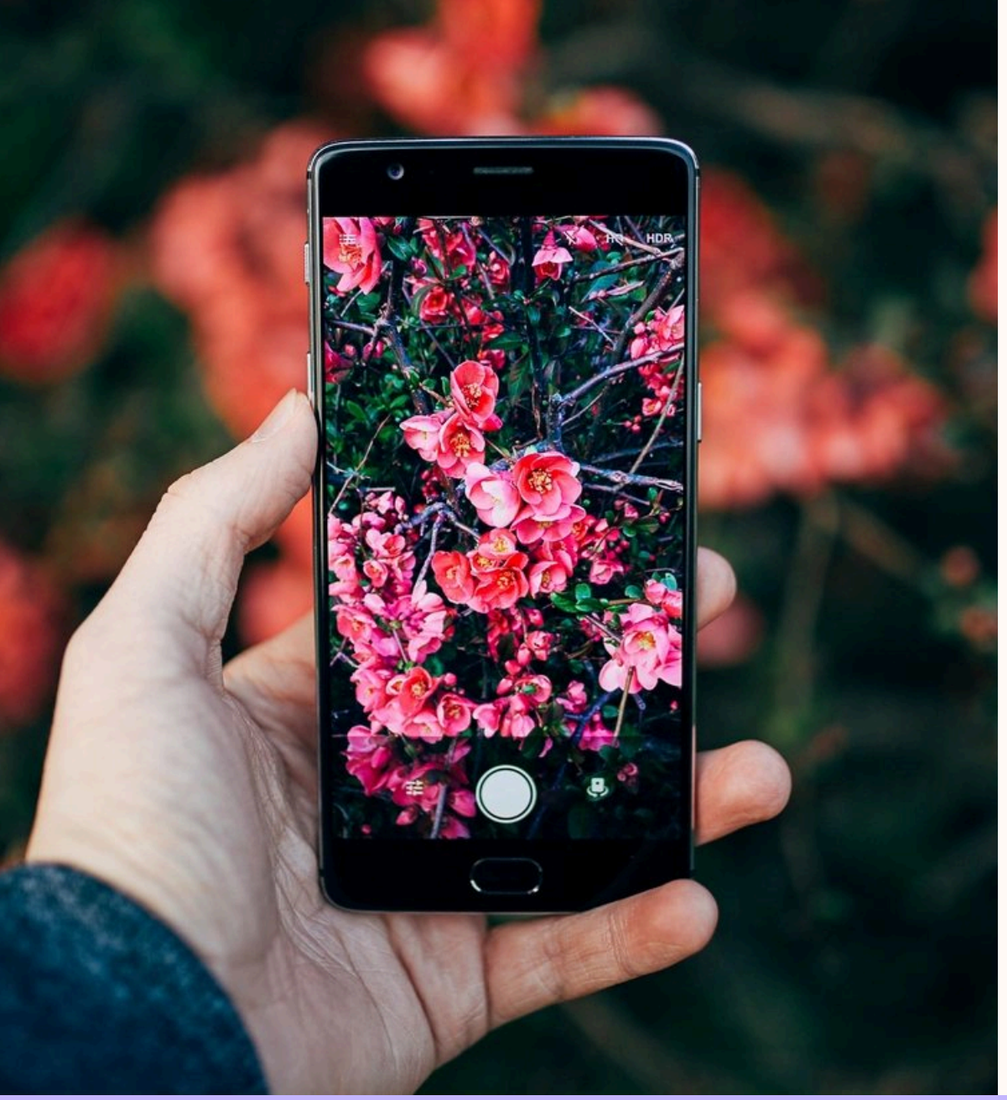
Founders

worth following.





Instagram marketing and personal branding, by Abdul Mueed.



Hi, I'm Abdul.

I make founders hard to scroll past.

Strategy, content, and lead generation for founders in finance and professional services.

Name: Abdul Mueed **Location: Pakistan**

Strategy  **Profiles**  **Reels**  **Hooks**

Scripts • Captions • Community • Leads • Reporting

Professional *experience.*

Freelance Instagram Marketing & Social Media Management

Duration

3 years – Present

Cybex

Duration

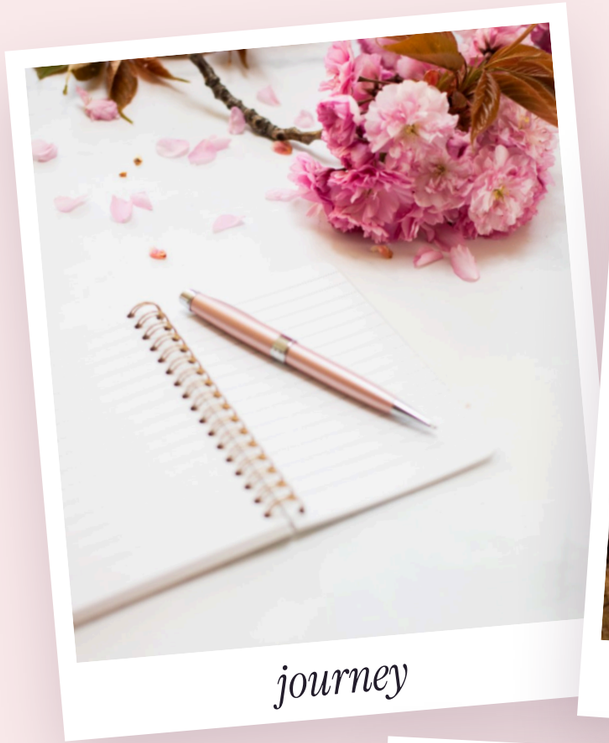
1 year

Personal brand moodboard

Founder stories.

Real connections.

Life earns attention. Teaching earns belief. Together, they earn trust.



journey



lifestyle



connection



expertise

From audience *to opportunity.*

Discover
Reels reach the right people.



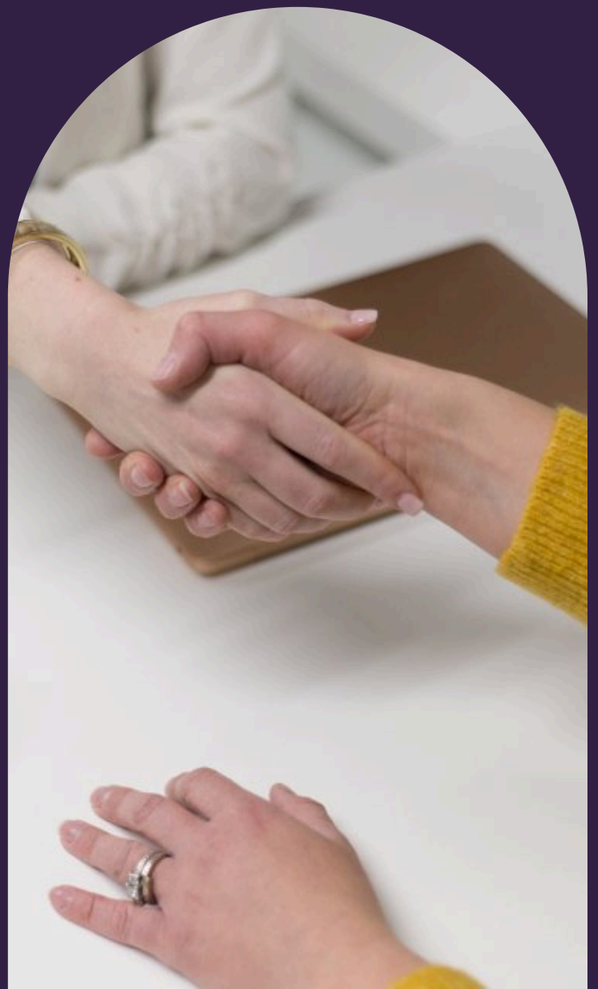
Follow
A clear profile earns the follow.



Trust
Daily replies. Useful content.



Inquire
One clear next step.



Instagram Work

Accounts I've *worked with.*

Eight founders and professionals across credit repair, business funding, and tax and CPA services.

JA @jetscreditrepair
Jethro Adedeji
Credit Repair, Crowned Credit
Followers (approx.) **40.5K**
View on Instagram

VM @creditvalee
Valeria Martinez
Credit Repair, iRepair Financial
Followers (approx.) **57.1K**
View on Instagram

DB @dmi_enterprises
Damiaya Bryant
Business Funding, Financial Services
Followers (approx.) **52.8K**
View on Instagram

MB @mattbontrager
Matt Bontrager
Founder, TrueBooks CPA
Followers (approx.) **40.7K**
View on Instagram

JH @jennilhendrix
Jenni Hendrix
CEO, Tax Team Services
Followers (approx.) **21.1K**
View on Instagram

MT @notyourdadscpa
Mark Tew
CPA, Tax Services
Followers (approx.) **21.1K**
View on Instagram

CE @courtneyeppstax
Courtney Epps
Founder, Tax Advisory Businesses
Followers (approx.) **11.4K**
View on Instagram

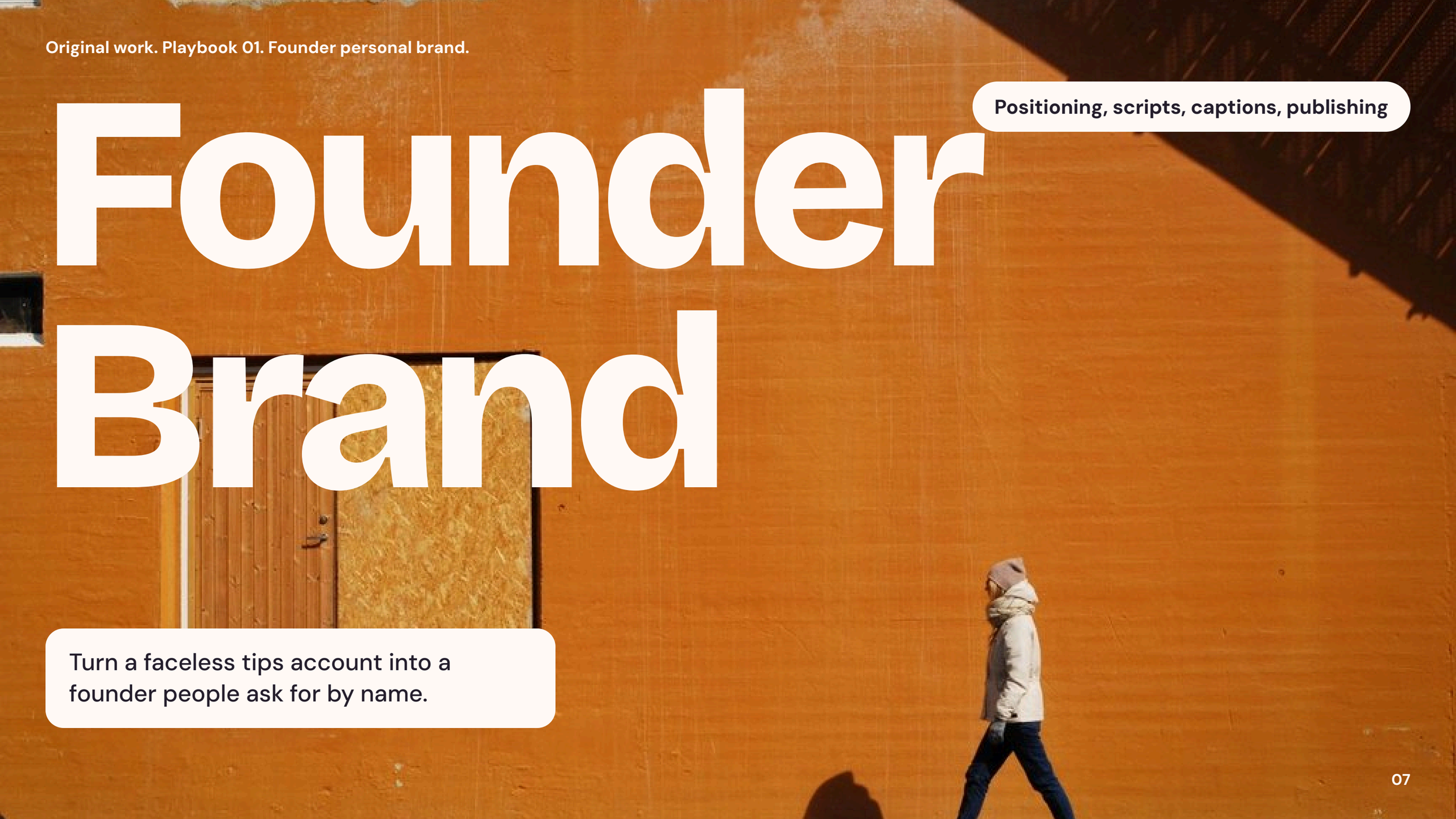
CC @chasenperfection
Chase Craig
Credit Repair, Business Funding
Followers (approx.) **46.8K**
View on Instagram

Follower counts are approximate at the time of writing and are shown for context only.

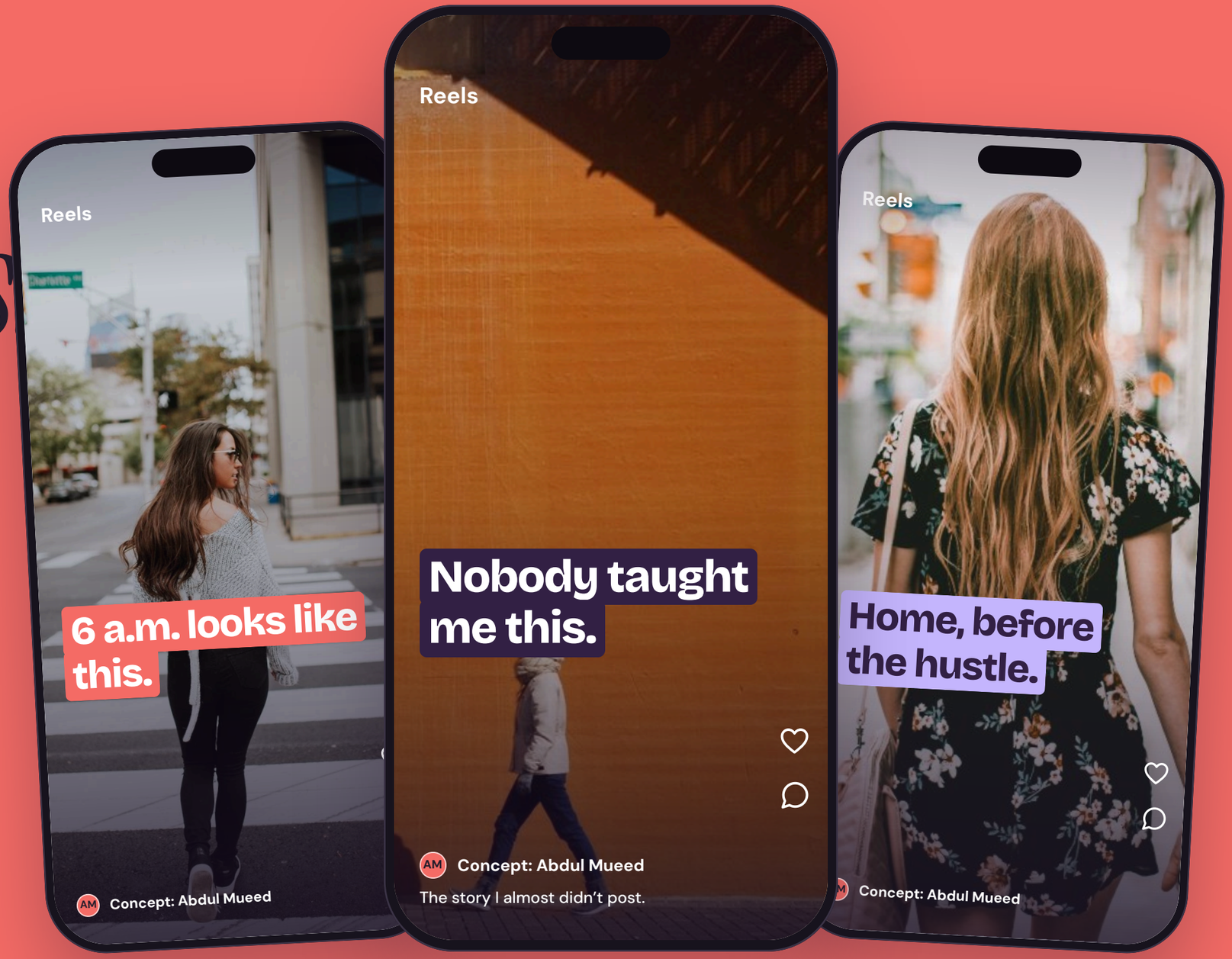
Founder Brand

Positioning, scripts, captions, publishing

Turn a faceless tips account into a founder people ask for by name.



Your life.
Your lessons



Build the founder first. Let every Reel show a life and teach a lesson.

What I handle: positioning, scripts, captions, publishing.

Original work. Playbook 02. Financial education.

Clarity Series.

Money, made clear.

Built to be saved.

One money idea per carousel, simple enough to keep and share.

What I handle: strategy, carousel scripts, captions, reporting.

1 / 5

Your credit score isn't your cash flow.



3 / 5

Check three numbers every Friday.

4 / 5

Cash in. Cash out. Runway.



Original work. Playbook 03. Business funding growth.

Funding Path





Reels that send funding-curious owners to one clear next step.

Content built to *convert.*

What I handle: hooks, CTAs, the DM path, and lead tracking. No approval promises, in any post.



Instagram Strategy Project. Entrepreneurship and scaling.

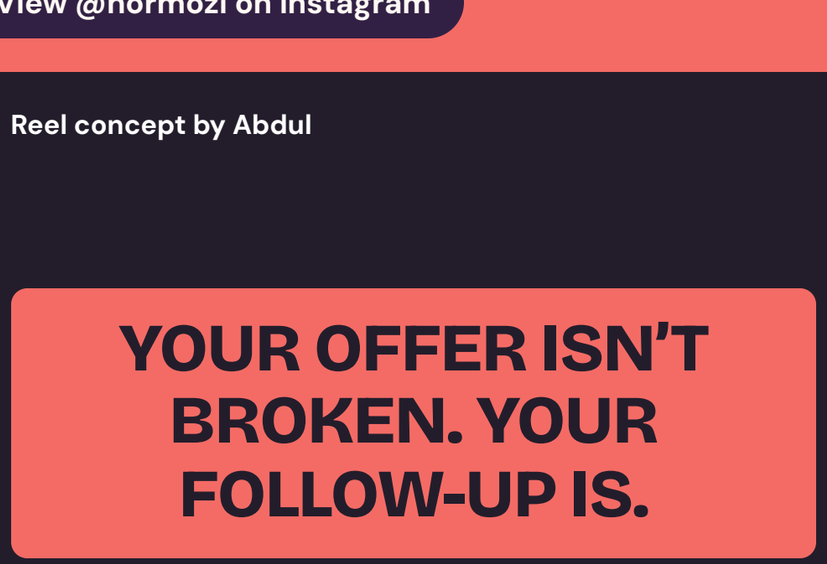
@hormozi

Alex Hormozi

5.1M followers Latest post: 4 Nov 2026

View @hormozi on Instagram

Reel concept by Abdul



Project overview

An independent strategy project on how Alex Hormozi, founder of Acquisition.com and co-founder of Skool, turns scaling advice into an instantly recognizable Reels format.

Marketing objective

Help business owners find the right advice faster, and move more viewers toward the free scaling roadmap in his bio.

Abdul's creative contributions

Abdul reviewed the public profile, analyzed its hooks and visual system, then wrote the series strategy, engagement plan, and three original Reel concepts.

Content strategy

Group live Q&A Reels into named series by business stage, from first hires to sales training, so new followers can quickly find answers that fit.

Lead generation and engagement

Close each series with one call to action for the scaling roadmap, and pair top Reels with save-worthy carousel summaries that bring viewers back.

Key deliverables

Brand analysis, series-based content strategy, engagement plan, three Reel concepts, and one cover concept.

Reel concepts and creative execution

Your offer isn't broken. Your follow-up is.
Fix this before you buy more ads.
The first hire that buys back your week.

Direct-to-camera answers, a question hook in the first line, and one takeaway per Reel.

Independent creative work by Abdul Mueed. Brand name belongs to its owner.

Instagram Strategy Project. Personal finance and founder brand.

@your.richbff

Vivian Tu

4M followers Latest post: 4 Nov 2026

View @your.richbff on Instagram

Reel concept by Abdul



Project overview

An independent strategy project on Your Rich BFF, where former Wall Street trader Vivian Tu makes personal finance feel like advice from a trusted friend.

Marketing objective

Build trust with people who feel shut out of finance, and move followers from one useful Reel to her podcast and @askdolly.

Abdul's creative contributions

Abdul studied the account's voice, caption style, and content mix, then mapped three content lanes and wrote original Reel concepts in a friend-to-friend tone.

Content strategy

Run three clear lanes, each with a repeatable cover: money news explained, podcast clips, and personal money stories.

Lead generation and engagement

Host a weekly money Q&A. Followers send questions through Stories, the best answers become Reels, and each one points to the podcast or @askdolly.

Key deliverables

Voice and content analysis, three-lane content plan, weekly Q&A format, three Reel concepts, and one cover concept.

Reel concepts and creative execution

Got a raise? Your first 24 hours.
The "free" account that isn't.
Ask this before you co-sign.

Casual talking-head delivery, a white caption card, and one clear money takeaway. General education only.

Independent creative work by Abdul Mueed. Brand name belongs to its owner.

Instagram Strategy Project. Business funding.

@lendio

Lendio

14.4K followers Latest post: 30 Oct 2026

View @lendio on Instagram

Reel concept by Abdul

Paid in 90 days. Payroll is Friday.

Project overview
An independent strategy project on Lendio, a small business financing provider whose bio highlights one simple application and a network of 75+ funders.

Marketing objective
Reach owners before funding becomes urgent, build confidence through education, and guide ready owners to the application.

Abdul's creative contributions
Abdul audited the editorial design and customer storytelling, then built an industry-based series plan, a DM lead path, and three original Reel concepts.

Content strategy
Publish a weekly series by industry, starting from real cash flow problems like construction's 90-day wait to get paid, supported by customer stories.

Lead generation and engagement
Educate first, then offer one step: a prep checklist by DM, followed by the application link. No approval promises, and requirements vary by lender.

Key deliverables
Design and content audit, industry series plan, DM lead path, three Reel concepts, and one cover concept.

Reel concepts and creative execution

Paid in 90 days. Payroll is Friday.
Line of credit or term loan? One minute.
What to gather before you apply.

Short, hook-first Reels built on everyday owner scenarios, with simple on-screen text and educational captions.

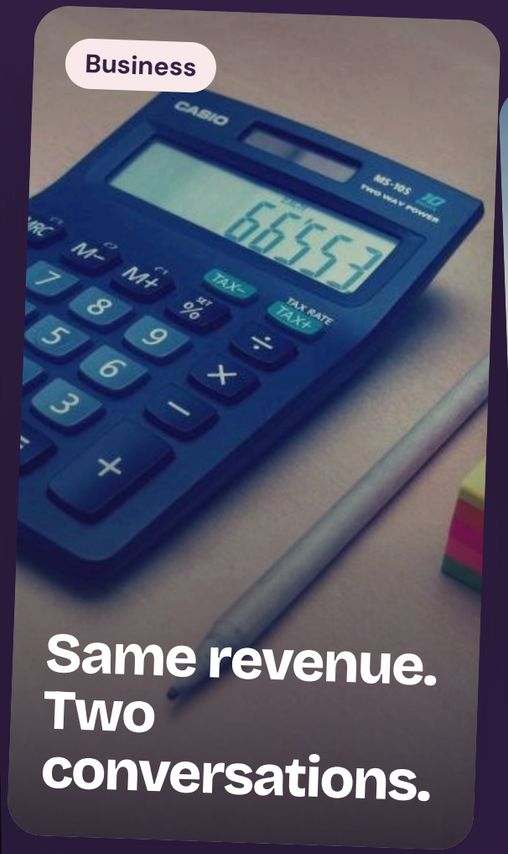
Independent creative work by Abdul Mueed. Brand name belongs to its owner.

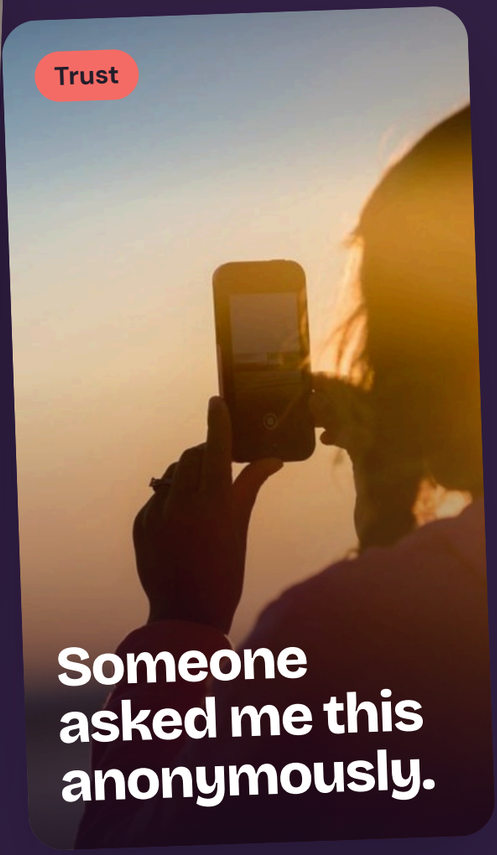
Five Reels. *One voice.*











Hooks, scripts, *captions.*

Reel 1. Story

“I kept the letter that told me no.”

Script
Hold up the envelope. “I didn’t understand a word of this.” What I learned next. One lesson, no pitch.

Visual
Macro on the envelope. Window light. Room tone, no music.

Caption
Everyone in this business has a “before.” This is the short version of mine.

CTA
DM “FIRST LOOK” for the questions I wish I’d asked.

Reel 2. Education

“What a lender reviews first.”

Script
A loan application. Highlight time in business, cash flow, and existing debt. “Requirements vary by lender.”

Visual
Overhead desk. Highlighter strokes, simple labels, 30 seconds.

Caption
Three things worth reviewing first. General education, not a promise of approval.

CTA
Save this before you apply.

Reel 3. Lifestyle

“My quietest 20 minutes.”

Script
Early start. Coffee. Statements open. “Nobody films this part. It’s why the rest works.”

Visual
Dawn light, natural sound, numbers kept blurred.

Caption
The unglamorous habit behind every money decision I make.

CTA
What’s your 20 minutes? Tell me below.

Founder stories run only if true.

The rest *of the set.*

Reel 4. Business

“Same revenue. Two conversations.”

Script
Two owners, labeled a dramatization. One brings a pile of paper, one organized statements. No result shown.

Visual
Split screen, match cuts, the same clock in both frames.

Caption
Dramatization. Preparation doesn’t guarantee an outcome. It changes the conversation.

CTA
DM “READY” for the prep list.

Reel 5. Trust

“Someone asked me this anonymously.”

Script
The question on screen. “You’re not the only one.” A plain answer, then one next step.

Visual
Parked car, one locked-off take, question card on top.

Caption
No judgment here. Ask what you’d never ask out loud. General education.

CTA
Send yours. The question box opens Tuesdays.

AM **Concept: Abdul Mueed**



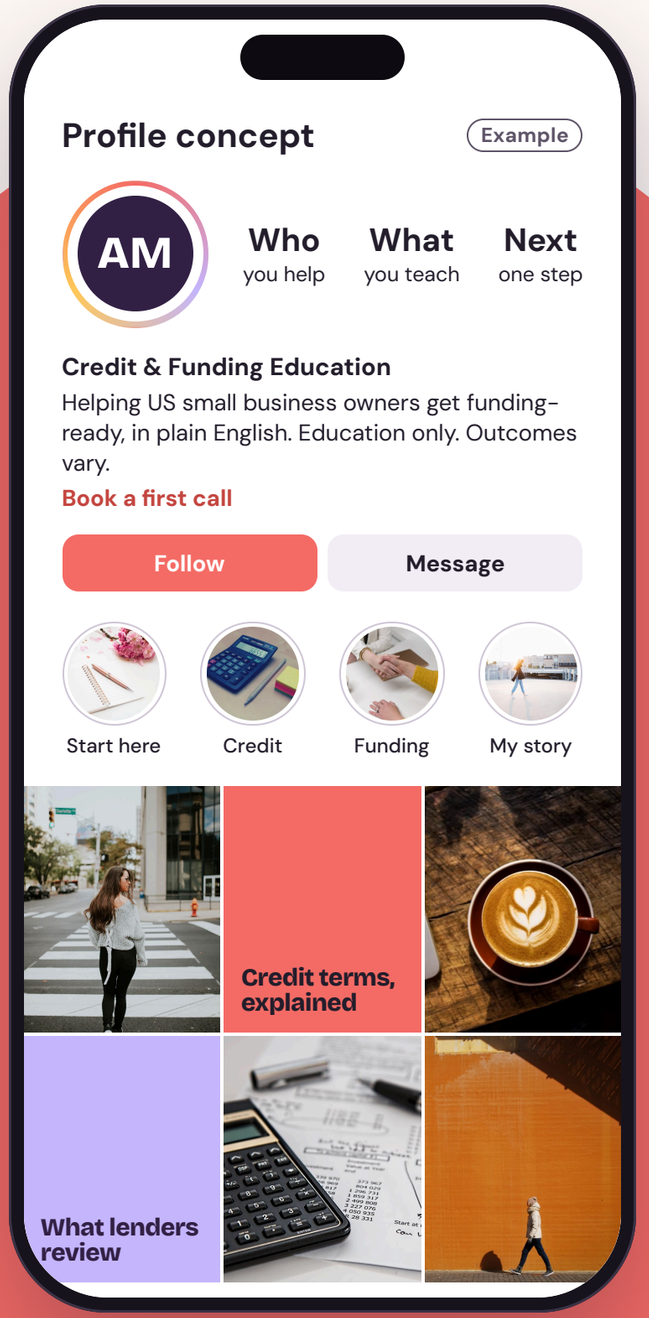
Caption Everyone in this business has a “before.” DM “FIRST LOOK” for the questions I wish I’d asked.

General education, no outcome promises.

A profile that sells *without selling.*

Name: words buyers search

Link: one tracked action



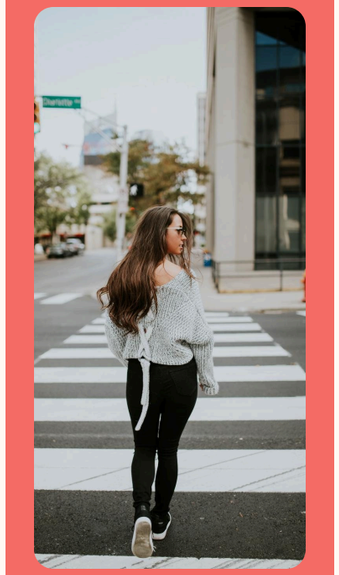
Bio: who you help, what's next

Highlights: ordered like a website

One week, *planned.*

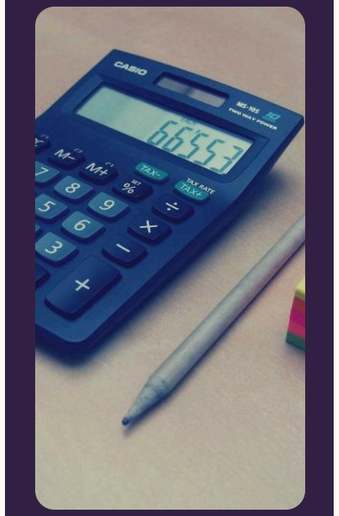
Growth monthly: 8 Reels, 8 posts (4 carousels, 4 photo sets), daily Stories

Mon



Reel
The setback behind the business

Tue



Carousel
Credit terms, explained

Wed



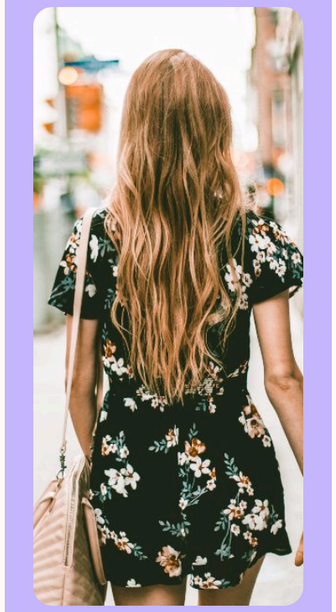
Stories
Anonymous question box

Thu



Reel
What a lender reviews first

Fri



Photos
The week, unposed

Sat



Stories
One lesson learned

Sun

Plan
Read Insights. Queue next week.

Sample week from the Growth package: 2 Reels, 1 carousel, and 1 photo set each week. Stories run daily; Wed and Sat are feature days.

Performance & Analytics

Clarity, *monthly.*

What moved, why, and what changes next.

Monthly reach

Where attention came from



Qualified leads

Who fits, and why

Booked calls

What each call came from

Monthly *management.*

Foundation

$2,400

4 Reels, 8 posts
Stories 3 days a week
Monthly report

Growth

Best place to start

$3,800

8 Reels, 8 posts, daily Stories
Community and DM path
Lead tracking, monthly report

Partner

$5,500

12 Reels, 12 posts
Filming direction
Ads coordination

Filming, editing, and ad spend are separate.

Let's make you worth *following.*



+92 310 4110442

WhatsApp

Name: Abdul Mueed

Location: Pakistan

Available for ongoing Instagram marketing and personal branding projects. Schedule and working hours can be discussed based on project requirements.