



Transformation, Grooming, Mindset, Lifestyle.

Men's fitness, grooming, and lifestyle brands.

High-intent South Asian male audiences.

BASIT ANWAR

@themindreforge

VERIFIED

95M+

PEAK 90-DAY REEL VIEWS

23M+

ACCOUNTS REACHED

22.8M

TOP SINGLE REEL

PEAK WINDOW: Dec 11, 2025 to Mar 11, 2026 · 33 Reels · 67K followers gained

878K+

SHARES

251K+

SAVES

1.8M

LIKES

617K+

PROFILE VISITS, 30 DAYS

94K+

FOLLOWERS AND GROWING

PERFORMANCE IN CONTEXT

2.77M average views per reel.

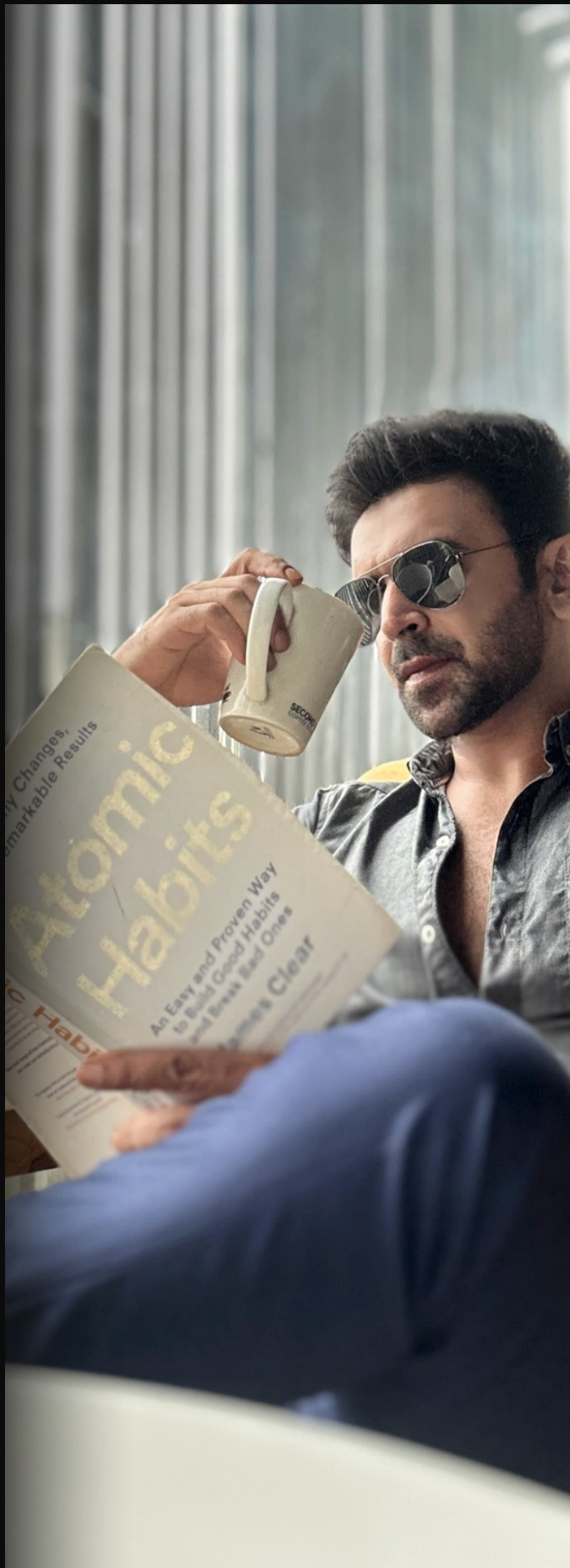
10 to 30 times the industry standard for a 94K account.

AUDIENCE QUALITY

- Researches purchases. Asks questions. Acts.
- Coaching clients pay premium. This audience converts.
- 878K organic shares in one quarter.

THE UNIQUE PROPOSITION

- Documented 24 kg transformation, filmed in full.
- 3,500-graft hair transplant, 3-year result on camera.
- Medical authority layer: Dr. Amna (MBBS, FCPS ENT, MRCS ENT).
- A combination no lifestyle creator can replicate.





THE NUMBERS

Numbers that put 94K in the top 1 percent globally.

95M+

PEAK 90-DAY REEL VIEWS

23M+

ACCOUNTS REACHED, SAME WINDOW

22.8M

RANK 1

20M

RANK 2

19.7M

RANK 3

16.4M

RANK 4

15.1M

RANK 5

REACH

95M+

PEAK 90-DAY REEL VIEWS

23M+

ACCOUNTS REACHED

72M+

LAST 90-DAY VIEWS

ENGAGEMENT

878K+

SHARES, PEAK 90 DAYS

251K+

SAVES, PEAK 90 DAYS

1.8M

LIKES, PEAK 90 DAYS

INTENT

617K+

PROFILE VISITS, 30 DAYS

94K+

FOLLOWERS AND GROWING

2.77M

AVERAGE VIEWS PER REEL

WHAT THIS MEANS FOR YOUR BRAND

- 878K organic shares. Your brand is carried into audiences you cannot buy.
- 617K profile visits in 30 days. High-intent buyers already researching.
- 2.77M average views per reel. 10 to 30 times the industry standard for 94K.
- Top 1 percent globally. Verified directly from Instagram Creator Studio.

PLATFORM BENCHMARKS, INSTAGRAM REELS, CREATOR ACCOUNT, 94K FOLLOWERS

90K TO 270K

INDUSTRY AVG VIEWS PER REEL

2.77M

MINDREFORGE VIEWS PER REEL

20K TO 80K

INDUSTRY AVG SHARES PER QTR

878K+

MINDREFORGE SHARES PER QTR

5M TO 8M

INDUSTRY AVG ACCOUNTS REACHED

23M+

MINDREFORGE ACCOUNTS REACHED

All data sourced directly from Instagram Creator Studio analytics. Available on request.



THE STORY

Real. Documented. Watched by tens of millions.

- Lost 24 kg in 90 days. At home. Desi diet. No gym.
- Hair transplant 2022, 3,500 grafts. 3-year result, filmed in full.
- Body, hair, face, mindset. Rebuilt publicly.
- 878K shares in one quarter. It does not just reach. It spreads.

CONTENT AUTHORITY

- Fat loss and transformation
- Hair loss and transplants
- Men's grooming and skincare
- Desi fitness and nutrition
- Men's confidence and mindset after 30

AUDIENCE AGE

25 to 44

GENDER

70 percent and above male

MARKETS

UK, UAE, USA, South Asia, Canada

INTERESTS

Fitness, Hair, Grooming, Self-improvement

BEHAVIOUR

Researches, asks questions, acts. Coaching clients pay premium.



MEDICAL AUTHORITY INTEGRATION

DR. AMNA BASIT

Consultant ENT Surgeon, MBBS, FCPS ENT, MRCS ENT (England)

@dr.amnabasit · Wife of @themindreforge

A combination no lifestyle creator can replicate.

11M+

TOTAL VIEWS

1M+

UNIQUE VIEWERS

119K

SHARES

3,143:1

VIEWS TO FOLLOWER RATIO



HOW WE WORK TOGETHER

Premium. Selective. Results-driven.

BRAND INTEGRATION

Audience Trust + Reach

Position your brand inside content that converts.

- Full integration into organic content on @themindreforge
- Must align with audience. Selective by design.

CONTENT PRODUCTION

High-Performing Assets

Vertical video built for your paid ads, delivered in 5 to 7 days.

- 9:16 vertical, subtitles, hooks, and CTA built in
- Delivered to you. Not posted on my page.

AD TRUST TRANSFER

Verified Handle Authority

Run paid ads from @themindreforge for higher conversion.

- Run paid ads directly from @themindreforge
- Available as add-on to any content agreement

PARTNERSHIP RETAINER

Sustained Market Presence

Consistent brand integration at a discounted monthly rate.

- 4 to 8 content pieces per month
- Minimum 3-month commitment

COUPLE CONTENT

Medical Authority Layer

Joint content with Dr. Amna Basit. The premium tier.

- Joint lifestyle, travel, or wellness content
- Medical credibility adds authority no lifestyle creator can match

THE PROCESS

01

SEND BRIEF

02

CONFIRM SCOPE

03

5 TO 7 DAY DELIVERY

04

1 REVISION INCLUDED

05

YOU RUN IT

Selective partnerships only. Contact to explore fit.

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Trusted by high-intent audiences across UK, UAE, USA, and South Asia.