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# 500K to 900K Followers for Dr. Josh

*Turn your content into customers, sales and authority with a personal brand*

# Portfolio

Verve**Lab**

and Case Studies

# Dr. Josh 500K to 900K followers

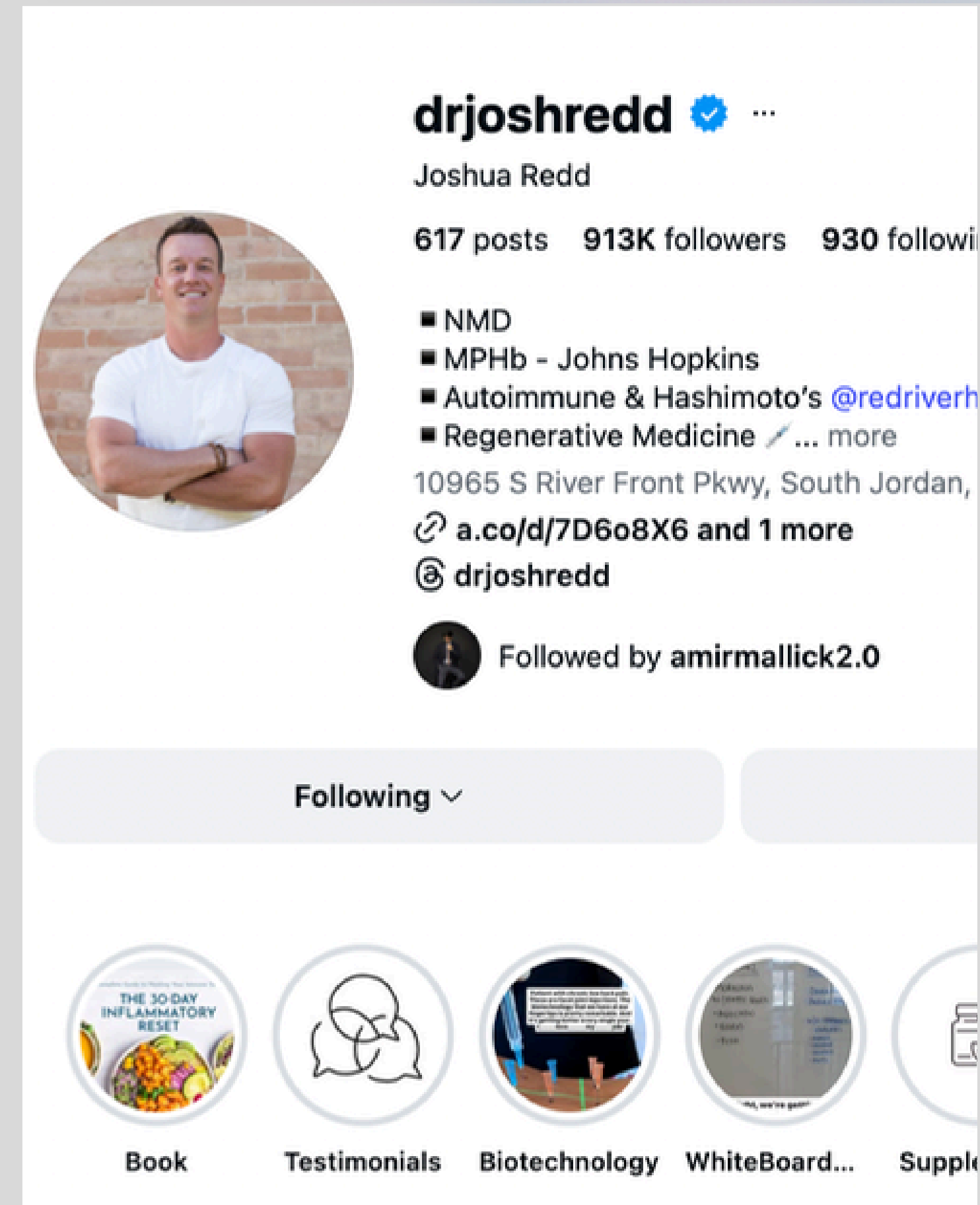
*Functional Medicine Physician  
Amazon #1 Best selling Author*

Dr. Josh was posting content on and off, but could not do it consistently because he did not have time to strategise the content and write scripts.

I build a done-for-you system for him to grow his audience and generate more sales for his brand and book.

Here are the results

- 500K → 900K Instagram followers in 10 months
- \$1M+ in sales during first product launch week
- Book hit #10 on Amazon bestseller list



The image shows a screenshot of an Instagram profile for 'drjoshredd'. The profile picture is a circular image of a man with short brown hair, wearing a white t-shirt, standing with his arms crossed against a brick wall. To the right of the profile picture, the name 'drjoshredd' is displayed in bold black text with a blue verification checkmark and three dots to its right. Below the name, the full name 'Joshua Redd' is written in a smaller font. Further down, the profile statistics are listed: '617 posts', '913K followers', and '930 following'. A list of interests follows, including 'NMD', 'MPHb - Johns Hopkins', 'Autoimmune & Hashimoto's @redriverh', and 'Regenerative Medicine / ... more'. The location is listed as '10965 S River Front Pkwy, South Jordan, UT'. There are two links: a link icon followed by 'a.co/d/7D6o8X6 and 1 more', and an '@' icon followed by 'drjoshredd'. Below the bio, a small circular profile picture of another user is shown next to the text 'Followed by amirmallick2.0'. At the bottom of the profile, there is a 'Following' button with a dropdown arrow. Below the button, there is a row of five circular icons representing different content categories: 'Book' (showing a book cover for 'THE 30-DAY INFLAMMATORY RESET'), 'Testimonials' (showing a person's face), 'Biotechnology' (showing a person in a lab), 'WhiteBoard...' (showing a whiteboard), and 'Suppl...' (showing a pill bottle).

# Why it worked

We extracted Dr. Josh's thinking efficiently, translated it with scientific accuracy, and shipped content in formats his audience actually shared.

At the same time, we supported the commercial layer: launch assets, messaging, and content that moved attention into action.

This is the core principle:

When content is accurate, consistent, and unmistakably you, it stops being "marketing." It becomes trust infrastructure.

**TYLENOL**  
& GLUTATHIONE

**TENDER  
MERCIES  
FROM GOD**



Satan and his minions were on full display this week.

They're doubling down.

The line between good and evil is spreading further apart.

We can no longer sit back complacent on the sidelines.

In these moments, we either rise up in faith...

or let fear and the adversary overpower us.

@drjoshredd



**I lost a ton of followers.** I was getting absolutely obliterated online with people saying some of the filthiest and most vial things I've ever seen since I started my platform. I told my 17 year old son how bad it was and he boldly said, "**Dad, don't take it down!**" →

DR  
JOSH REDD

# Examples

**Your Brain before and after walking**

After 20 mins of sitting      After 20 mins of walking

Research/scan compliments of Dr. Chuck Hillman, University of Illinois

Just 30 minutes of brisk walking five days a week has been linked to a **19%** lower risk of heart disease.

It burns fat, balances blood sugar, lifts your mood, protects your joints, boosts brainpower and might help you live longer.

Walking is free **medicine**.

DR JOSH REDD

drjoshredd • Weekend walk anyone? Walking isn't just a way to stay active—it's one of the most studied, accessible, and effective forms of preventative health care.

Just 30 minutes of brisk walking a day can increase cardiovascular and pulmonary fitness, lower blood pressure and cholesterol, improve insulin sensitivity, and reduce the risk of chronic diseases like heart disease, type 2 diabetes, and certain cancers.

Research shows that walking:

- ✓ Lowers blood pressure (~3 mmHg systolic, ~2 mmHg diastolic)
- ✓ Improves aerobic capacity (VO<sub>2</sub> max)
- ✓ Reduces BMI, body fat, and HbA1c
- ✓ Decreases risk of type 2 diabetes by up to 59% with ≥4500 steps/day
- ✓ Lowers stroke risk by 13% for every 1 km/h increase in pace
- ✓ Associated with a 20–32% reduction in all-cause mortality
- ✓ Linked to a 25–44% lower risk of dementia
- ✓ Enhances endothelial function and nitric oxide production
- ✓ Improves mood, sleep quality, and cognitive function
- ✓ Reduces joint pain, particularly in individuals with arthritis
- ✓ Boosts creative thinking vs. sedentary behavior

Even walking in short bouts—such as 10 minutes after meals—can produce measurable physiological benefits. You don't need a gym, expensive equipment, or perfect form. Just a pair of shoes.

3,139 likes  
12 April 2025



Research shows vitamin D and omega-3s work together to strengthen your immune system, calm inflammation, and help protect against autoimmune diseases before they start.

DR JOSH REDD

drjoshredd • Vitamin D isn't just another supplement – it's a potent immune regulator that could be your body's missing link in dampening chronic inflammation and managing autoimmune conditions.

Vitamin D has multiple health benefits, but here are the immune-related ones:

- Vitamin D regulates your immune response by calming inflammatory signals while boosting anti-inflammatory ones.
- It targets overactive immune responses common in autoimmune conditions like Hashimoto's, lupus, MS, and rheumatoid arthritis.
- When combined with omega-3 fatty acids, vitamin D creates a powerful synergistic effect to enhance the production of specialized pro-resolving mediators (SPMs) that your own tissues.
- It helps resolve inflammation and promote immune balance.
- Vitamin D influences specialized T-regulatory cells, which act like peacekeepers in your immune system. This helps prevent your immune system from attacking its own tissue and strengthens your immune barriers (skin, gut, airways) against potential threats.

Beyond immunity: a new meta-study showed that vitamin D...

4,688 likes  
3 May 2025

## Reels

1/ [https://www.instagram.com/reel/DTJsdJOjOtc/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRlODBiNWFlZA==](https://www.instagram.com/reel/DTJsdJOjOtc/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==)

2/ [https://www.instagram.com/reel/DO\\_o-KBj\\_6m/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRlODBiNWFlZA==](https://www.instagram.com/reel/DO_o-KBj_6m/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==)

3/ [https://www.instagram.com/reel/DP38p4DjKs1/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRlODBiNWFlZA==](https://www.instagram.com/reel/DP38p4DjKs1/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==)

4/ [https://www.instagram.com/reel/DNiZTOhNegk/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRlODBiNWFlZA==](https://www.instagram.com/reel/DNiZTOhNegk/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==)

**Kennedy Plans to Phase Out 8 Commonly Used Food Dyes**

The petroleum-based dyes are used in hundreds of thousands of items including cereals and sports drinks.

**RFK WANTS SYNTHETIC DYES OUT OF FOOD AND HERE'S WHY YOU SHOULD TOO**

Kennedy Plans to Phase Out 8 Commonly Used Food Dyes

The petroleum-based dyes are used in hundreds of thousands of items including cereals and sports drinks.

We see dyes trigger food sensitivities and even autoimmune flare-ups in some people. That's because the dye binds with proteins in foods. This makes it harder for your body to break down food proteins.

As a result, they look like a foreign invader to the immune system, so it mounts an inflammatory response.

In fact, if you are sensitive to a food and then eat that food combined with a food dye, it can worsen your reaction because of the increased immune response.

Dyes can also bond to human tissue, triggering an inflammatory reaction. This can worsen autoimmune, inflammatory, or neurobehavioral issues.

Also, when something has artificial dyes, it's usually processed, full of sugar, and made with industrial oils and other chemical additives – stuff you don't want to feed your kids anyway.

There are plenty of natural alternatives with natural dyes out there. Shop additive-free and organic alternatives as much as you can.

DR JOSH REDD

drjoshredd • A major win with this announcement today 🎉

The amount of food dyes in our foods has gone up 500% in the last 50 years. They're also associated with more risks than any other category of food additives.

We see dyes trigger food sensitivities and even autoimmune flare-ups in some people. That's because the dye binds with proteins in foods. This makes it harder for your body to break down food proteins.

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3,721 likes  
22 April 2025

# Client Satisfaction

**Josh Redd** to me  
Jan 7, 2026, 5:18 AM  
Dude that's legit. Good job!! Very amazed by the results.  
Dr. Josh Redd, NMD MAPHB - Johns Hopkins [drjoshredd.com](http://drjoshredd.com) [redriverhealthandwellness.com](http://redriverhealthandwellness.com) @drjoshredd - Instagram, TikTok, YouTube, Facebook

**Josh Redd** <joshredd1@gmail.com> to Megan, me  
Thu, Oct 23, 2025, 12:02 AM  
Awesome. I like these.  
Dr. Josh Redd, NMD MAPHB - Johns Hopkins [drjoshredd.com](http://drjoshredd.com) [redriverhealthandwellness.com](http://redriverhealthandwellness.com) @drjoshredd - Instagram, TikTok, YouTube, Facebook

**Josh Redd** 9:03 AM  
Good info and insight. Thanks for looking into it. Let's not worry about it at this point unless we have more solid evidence. Good work.

Hey Josh! Since we post carousels mostly, and balancing them with Reels is a proven way to increase engagement. So, I've created a text-based reel and would like to know if you think it's a good idea. We can do one reel like this every week.  
[https://drive.google.com/file/d/17\\_0Ci8BV0rsIWIDE-dNzcitprsvCJmWa/view?usp=sharing](https://drive.google.com/file/d/17_0Ci8BV0rsIWIDE-dNzcitprsvCJmWa/view?usp=sharing) (edited)  
Josh Redd 1:25 PM  
Awesome. Thanks! Did you send this to Megan?  
Also, stuff like this is gold.  
<https://www.instagram.com/reel/DL0Jt7HRwCJ/?igsh=N2dzYXZzZjVhbm01>  
Josh Redd 8:01 PM  
That's pretty dang good!! Loved how you backed everything with research and put together concisely. Also, this is exactly the editing style i want.

**Josh Redd** 2:55 PM  
Hi! That's a great idea. Yes, we have DHA as well.  
This is so good man. We should have you write content for all of our launches. Thanks again for the great work! We are seeing amazing results

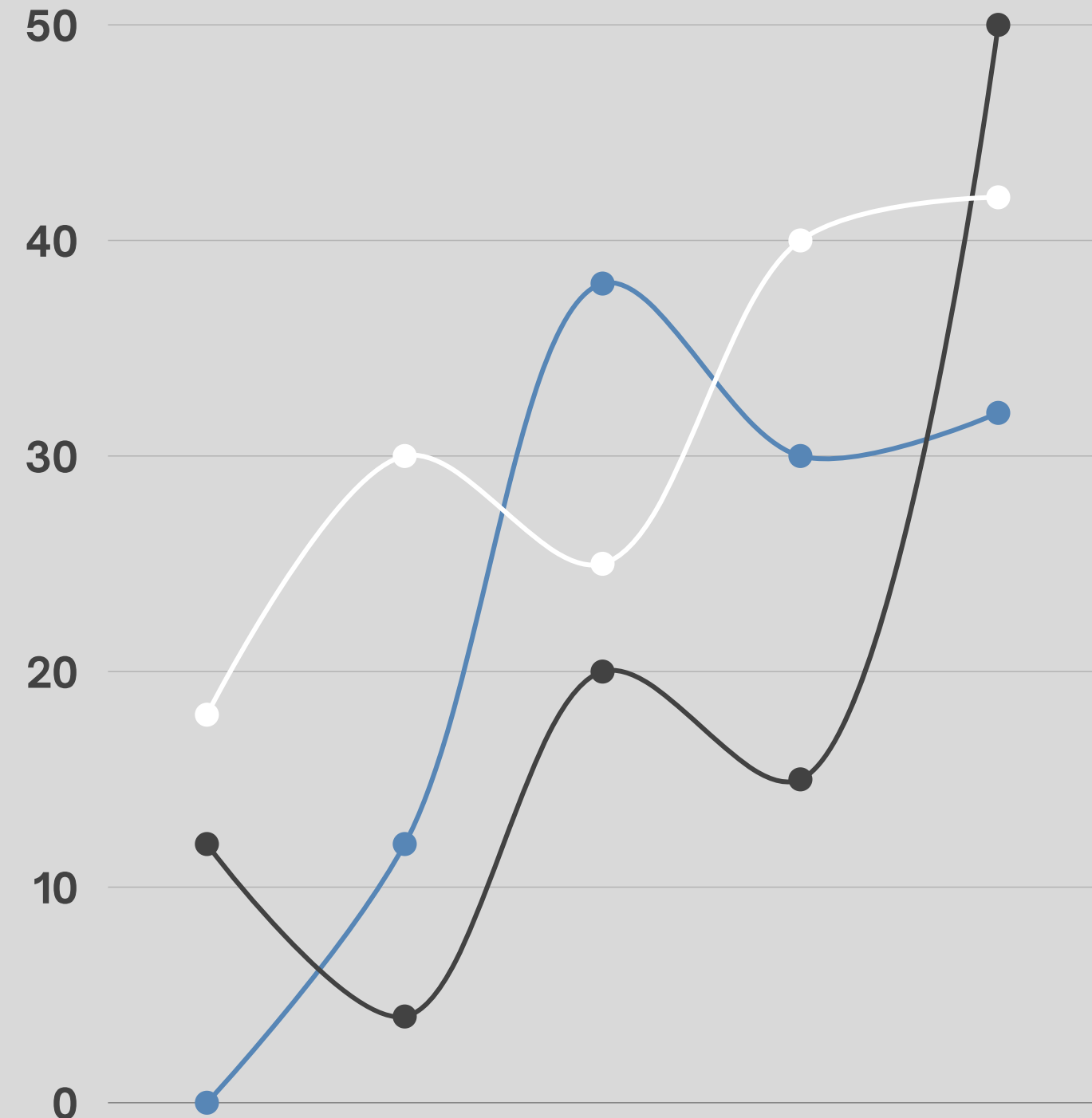
# We help you

Lets turn your content into customers, sales and authority

This is a done-for-you system:

Strategy — We build your positioning and content pillars  
Execution — We write, design, and post. You approve.  
Growth — We track what matters: inquiries, opportunities, revenue.

Need SEO blogs or landing pages? We handle that too.  
No extra vendors.



**Ready to turn  
expertise into  
authority?**

Shoot me a message!

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**Thank**

**You**

for your time  
and attention