



HOW TO GROW

1000
INSTAGRAM
FOLLOWERS
BY POSTING REELS



WELCOME TO THE INSTAGRAM REEL GROWTH GUIDE!

This is my step by step guide to reaching thousands of new followers from your Instagram account, even if you're just starting out!

It is these steps that allowed me to grow my account from 0 to 1000 followers in just 90 days!

I've rinse-and-repeated and seen the same result!

So I know this works, it's proven, and I'm excited to share it with you in this eBook

xx Sarah





This is for you if you want to see results like these
from your own Instagram posts...

				
3102417	159639	407	22	13217

				
2871133	81681	1680	--	6322

				
4366787	182946	588	--	19425

				
2534208	101897	239	--	6269

STEP ONE: Hook

STEP 1 | HOOK

Your first task is to grab the attention of potential readers within the first few seconds of your Instagram Reel. Use short, compelling "hook" statements related to your writing, genre, or books.

- Create a "B Roll" Video: Film a quick clip of yourself doing something simple—writing, sipping coffee, or flipping through your book.
- Overlay with a Bold Hook: Add a text overlay with a catchy phrase, such as:
 - “The #1 mistake authors make when promoting their books.”
 - “5 steps to write a thriller readers can’t put down.”
 - “If I started writing today, here’s how I’d land my first readers.”



Here are 8 Hook templates that are performing best for authors right now!

- "5 steps to [desired outcome for readers/authors]."
 - Example: "5 steps to write a novel that keeps readers hooked until the last page."
- "The one biggest mistake you're making with [problem your audience has]."
 - Example: "The biggest mistake new authors make when marketing their first book."
- "If I had to start over, here's how I'd [achieve the desired outcome]."
 - Example: "If I had to start over, here's how I'd land my first book deal."
- "Working on [specific goal]? Here's one hack you need to know."
 - Example: "Working on your debut novel? Here's the one plot twist hack you need to try."
- "POV: You want to [achieve the desired outcome] without [undesirable task]."
 - Example: "POV: You want to grow your audience without spending hours on social media."
- "The single biggest thing you need to know to [achieve the desired outcome]."
 - Example: "The single biggest thing you need to know to write a bestseller."
- "You want [desired outcome] but don't want [undesirable consequence]? Watch this!"
 - Example: "You want to self-publish your book but don't want to spend a fortune? Watch this!"
- "I don't know who needs to hear this, but [relevant tip or insight]."
 - Example: "I don't know who needs to hear this, but the first draft doesn't have to be perfect."

STEP TWO:

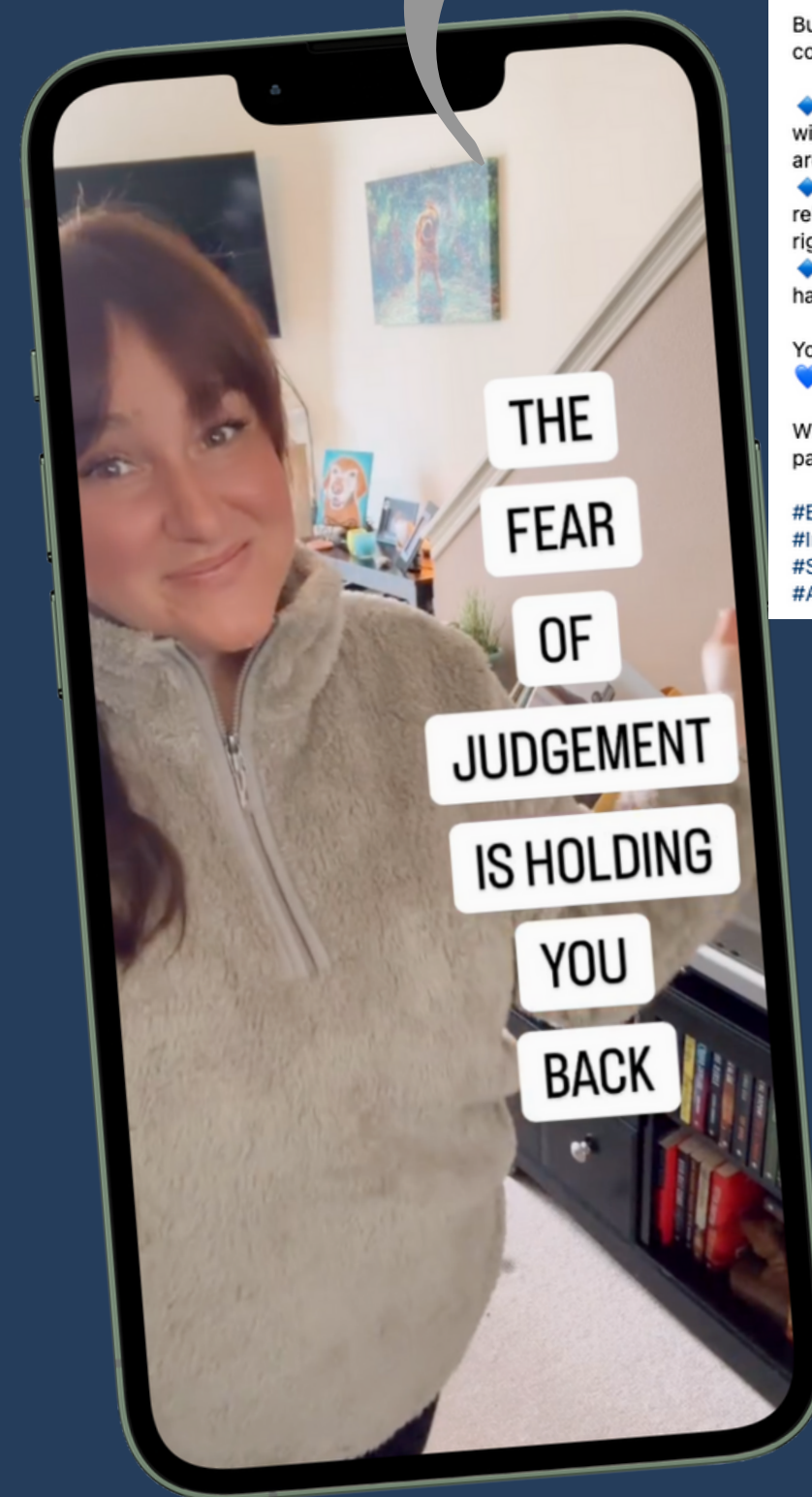
Value

STEP 2 | ADD VALUE

After catching attention, use your caption to provide value. Think about what your audience wants to learn or discover.

- Caption Ideas for Authors:
 - Share writing tips: “4 steps to create unforgettable characters.”
 - Promote your book: “3 reasons readers are loving [Your Book Title].”
 - Build credibility: “How I wrote my first bestseller (and how you can too).”

By delivering useful, engaging content, you’ll establish trust and attract new followers who are interested in your books.



bookedonsocial Is the Fear of Judgment Is Holding You Back? Here's How to Break Free

If you're an author struggling with social media, ask yourself: What's really stopping me? For many, it's not a lack of time or content ideas—it's fear. Fear of judgment. Fear of saying the wrong thing. Fear of putting yourself out there and hearing crickets.

But here's the truth: That fear is holding you back from connecting with readers who would love your work.

- ◆ Shift Your Mindset – Instead of worrying about what people will think, focus on who you're showing up for—the readers who are eager to connect with you.
- ◆ Embrace Imperfection – You don't have to be perfect. People relate to authenticity, not perfection. Show up as you, and the right audience will find you.
- ◆ Remember Your Why – You became an author because you had a story to tell. Don't let fear silence you.

Your readers are waiting for you. Don't let fear keep you hidden. 💙

What's one thing you've been afraid to post about? Let's push past the fear together! 📌

#BookedOnSocial #AuthorMindset#SocialMediaForAuthors
#InstagramBookMarketing #AuthorMarketingTips
#SocialMediaTipsForWriters #BuildingAuthorPlatform
#AuthorEngagement #AuthorPromotion #ConfidentAuthors

STEP THREE:

Engage

STEP 3 | ENGAGE

Get your audience involved by encouraging interaction. Add calls to action (CTAs) in your posts or captions.

- Examples:
 - “Comment ‘READ’ below to get a free chapter of my book!”
 - “DM me the word ‘THRILLER’ and I’ll share my top book recommendations.”
 - “What’s your favorite book genre? Let me know in the comments!”

Use tools like ManyChat or manually respond to build deeper connections with your followers - see example on the right!



Hey there! I’m so happy you’re here, thanks so much for your interest in my Free Guide - How To Go Viral with Reels 😊

Click below and I’ll send you the link in just a sec ✨

[Send me the link](#)



STEP FOUR:

Invite

STEP 4 | INVITE

Once you've built interest and trust, make an offer! Share products or resources that tie into your books.

- Examples for Authors:
 - Offer a freebie: "Download my free short story by clicking the link in my bio."
 - Promote your book: "Check out my latest release, [Book Title], available now on Amazon!"
 - Host a webinar or live reading: "Join me for a live Q&A and reading from my upcoming book!"





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and tricks for authors!



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