


FROM REELS TO RICHES

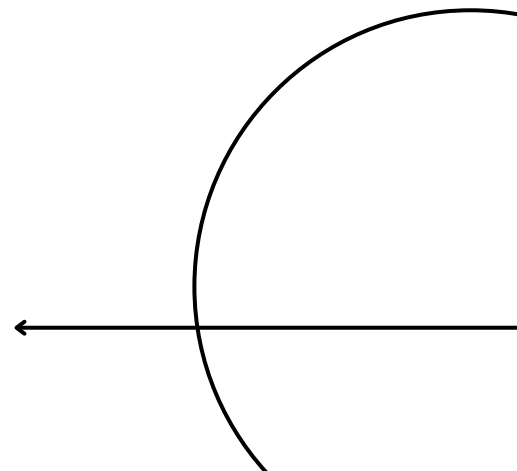
YOUR GUIDE TO TURNING YOUR REELS INTO PROFIT!

**GET READY TO TAKE YOUR REELS TO
NEW HEIGHTS.**



the content

1. CHOOSE YOUR STRATEGY
2. OPTIMIZE YOUR ACCOUNT
3. GET CREATIVE WITH CONTENT
4. CREATE A LEAD MAGNET
5. SELL IN YOUR STORIES
6. GROWTH STRATEGY
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8. ENCOURAGEMENT + TIPS
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A laptop screen displays two financial candlestick charts. The top chart shows a price trend with a significant upward spike. The bottom chart shows a more volatile price movement. The laptop keyboard is visible, with several gold-colored Bitcoin coins resting on it. The overall image has a dark, semi-transparent overlay.

LESSON

1

CHOOSE YOUR STRATEGY

CHOOSE YOUR STRATEGY

"Should I use my current account or should I create a new account?" is a common question when launching a new business.

Here are the pros and cons for each option:

CURRENT ACCOUNT

Pros:

- Already having followers who know, like, and trust you. You may have people jump in and purchase your product right away.
- Authenticity and a personal touch.
- Easier to manage one account.

Cons:

- May not align with your business brand.
- Potential privacy concerns.
- Depending on what you were promoting before, it may not make sense to your followers and can also confuse the algorithm as to WHO they should show your content to.

NEW ACCOUNT

Pros:

- Brand-focused from the start.
- Easier to target a specific audience and tell the algorithm who to show your content to.
- Less of a chance you'll be unfollowed by a ton of people because you will be posting exactly what they followed you to see!

Cons:

- Takes time to build a following and build TRUST with your followers.
- May not have as quick of a success story (but you have to keep in mind you're in it for the long game!)
- Requires additional effort to grow.

CHOOSE YOUR STRATEGY

Keep in mind when choosing a strategy that it takes time to grow your business either way.

Just because you start with a following of people who know, like, and trust you doesn't necessarily mean success is right around the corner. You will still have to work at it daily and be consistent with your efforts, but either way I promise you it will pay off!

It's very important to know that in the past, the general consensus was that it took about 8 "touch points" (aka interactions with your potential customer) to convert them (aka, for them to buy your product).

But now, the number is much higher. More like 250 touch points! But don't worry, almost every interaction counts as a touch point whether you realize it's happening or not.

**EACH STORY = 1 TOUCH POINT
EACH POST OR REEL = 1 TOUCH POINT
EACH COMMENT/REPLY INTERACTION = 1 TOUCH POINT
AND SO ON AND SO FORTH..**

If you're posting 6 intentional stories per day, that's 180 touch points in a month just from your stories alone! That doesn't even count your reels or comments. So, it can happen quickly.

This is where content and consistency becomes key.

You want people to take interest in your content enough to consume it and ideally interact with it. MOST of my personal sales come from people I didn't consciously interact with prior, but maybe I just didn't realize I was interacting with!



LESSON 2

**OPTIMIZE YOUR
ACCOUNT**

OPTIMIZE YOUR ACCOUNT

Whether you're choosing to convert your current account or make a new account, you need to optimize it to make sure people know what you stand for and what you can do for them.

YOUR BIO

Should clearly communicate what you do, who you help, and how you help them.

Immediately upon glancing at your bio, they should know what you can offer them. Whether it's an opportunity to build a business, instagram growth strategies/tips, helpful guides for busy moms, a podcast, a YouTube channel, etc. whatever your product is, they should know how it can help them in the first glance at your bio.

YOUR PROFILE PICTURE

Choose a picture of your logo that is distinct or a clear, close up picture of you.

Yes You! Your beautiful face! This will really help boost the trust factor when your customer can see your face.

YOUR BRANDING

Everything on your account should flow together to reflect your branding. This also helps with the trust factor and will help people become familiar with you more quickly.

Some ways you can make sure your account reflects your branding is to use reel covers, and use the same filter on each reel/video/or still post.

You may even choose a few emojis that reflect your personality and brand and stick with those! Emojis can look messy when overused, but they can help speak to your brand when used correctly!



LESSON **3**

**GET CREATIVE
WITH CONTENT**

CREATING YOUR CONTENT

Posting high quality, engaging content is the name of the game. And when it comes to the game, right now, Instagram reels are the real winners! You can reach 800%+ more people (especially people who aren't following you already!) with reels than you can with a still post.

I recommend posting 1-2 reels per day when your audience is online. You can see this in your insights on instagram under followers. For me, that time is 11am and 3pm EST. If you maintain a consistent posting schedule you WILL see growth. Period! Most of the people who aren't seeing growth aren't posting regularly enough, or they just haven't been consistent long enough.. Keep going!

Use captions that tell a story and engage your audience. Include a call to action in the post (ex: comment digital below for more info). Consider using a chat bot to send your funnel link in dms for you when people comment, that way you don't have to worry about your response time and can truly fully automate your business.
(ManyChat is a great service)

TYPES OF CONTENT

The last thing you want to do when it comes to content is to throw something up and just hope it sticks.

You need a strategic plan! (Don't worry, I got you covered)

There are 3 different types of content you should be focusing on.

ATTRACTION CONTENT

This is the content where you'll address pain points, and not just address them, but solve them! Don't just state their pain point. They are already aware they have it. They need a solution & that's where you come in to provide it!

This is where you'll want to take the position of the expert, OR if you aren't an expert yet, let your product be the expert!

For example, if you sell a digital marketing course for beginners, letting the course take center stage as the expert is the best strategy!

EXAMPLE: "I DIDN'T KNOW X, BUT NOW I DO AND I LEARNED IT FROM THIS COURSE!"

Take some of YOUR pain points and share how your product solved them for you.

TYPES OF CONTENT

NURTURE CONTENT

This is the type of content that stirs up engagement. A great example of nurture content is asking questions in your stories or reels to start conversations in the comments or the DMs! If you're new to social media and you're building your following, or you're just launching your business, this is the **MAIN** type of content you'll want to focus on and post!

This content is how you'll nurture and grow connections and build trust with your new followers.

VALUABLE

You want your nurture content to be highly valuable. Don't give everything away in the posts/reels/stories, but **DO** give them some value or tip they can take away and use.

EXAMPLE: IF SOMEONE WHO OWNS A DIGITAL PRODUCT BUSINESS: "DID YOU KNOW THAT IF YOU _____, IT WORKS BETTER THAN _____ TO GENERATE MORE SALES?"

You want this content to be helpful, but also something that showcases your expertise!

TYPES OF CONTENT

RELATABLE

You also want your nurture content to be relatable and for people to be able to think or say or even comment, “same here” or “me too!”

And giving opinions is important too!
People want to hear your opinions.

EXAMPLE:

**“HAVE YOU EVER BEEN SO BUSY WITH _____ THAT YOU FORGET TO _____? MY OPINION IS THAT YOU _____.
HERE’S HOW I DO IT:”**

Share your story often. Even if you’re still at the starting point, people want to get to know you. And don’t be afraid to share your struggles, too! They can be very relatable and encouraging to others, especially if you always seem like you have it all together. Think about how you connect with your friends, and speak that same way in your nurture content.

OBJECTION BUSTING

Your nurture content should also speak to objections that you are maybe running into in private conversations, or even objections you had yourself.

TYPES OF CONTENT

FOR EXAMPLE:

"I USED TO THINK THAT TO MAKE MONEY SELLING DIGITAL PRODUCTS, I HAD TO _____, BUT I WAS SO WRONG! I WAS ABLE TO GET STARTED SELLING DIGITAL PRODUCTS BY

CONVERSION CONTENT

This is the hard sell content. The content you do more when you're really pushing for a goal! (Whether that's a monetary goal or a certain number of leads you want to fill your funnel with in a certain amount of time)

You only want to post this type of content 25% of the time because people will get sick of it and start to tune you out if EVERY piece of content you post is for conversion.

This is where you can use testimonials from your customers and even your own results!

Social proof converts!

You don't have to be an expert, you just have to show that you (or your product) can help someone get from point A to point B.

ENDLESS CONTENT IDEAS

For ENDLESS content ideas, CHAT GPT is a gold mine!

Free Chat GPT websites like Open AI are a great tool for creating content for ANYTHING. Need wording for your website? Chat GPT. Need help with your bio? Chat GPT. Want to create an email series about a specific thing? Chat GPT!

There are Chat GPT trainings out there to teach you to use it properly, and in a way that will sound like you.

QUICK TIP: HOW TO MAKE CHAT GPT SOUND LIKE YOU

One of the biggest tips I can give ANY new business owner when it comes to Chat GPT is to first give it a piece of content written by you, whether it's a Facebook post, blog post, or a journal entry, or long rant you texted to your friend about some drama (haha). Anything written in your "voice" will work!

Next, you'll give a specific prompt! Like this...

"IN MY WRITING STYLE, PLEASE WRITE ME A SOCIAL MEDIA POST ABOUT _____"

Get as specific as possible letting Chat GPT know exactly what to include! The more specific you can get, the more it'll sound like you. You can also ask for hashtags specific to your niche!



LESSON 4

**CREATE A LEAD
MAGNET**

CREATING YOUR LEAD MAGNET

One way to get leads into your funnel (aka email address of interested people into your email campaign) is to come up with a lead magnet aka free offer relating to your niche!

I want you to ask yourself three things before you decide on what your offer will be.

- Who is your target audience?
- What are they interested in?
- What problem can you solve for them?

The point of the free offer isn't to give away all your "secrets" for free. The point is to provide enough value for your potential customers that it warms them up to some of your other offerings & how they could potential help them.

EXAMPLE OF A FREE OFFER:

- A guide outlining 5 ways to do something (5 ways to earn money from home, 5 ways to gain instagram followers, 5 high protein recipes, etc)
- A mini-ebook with your favorite Chat GPT prompts
- A checklist or journal/planner
- 100 digital product ideas

CREATING YOUR LEAD MAGNET

Chat GPT is a great tool to use to help you grow and flex your creative muscle, but that doesn't mean copy and paste it straight from AI and claim it as your own work.

AI content is good but not as great as something you could come up with, with the help of Chat GPT!

Use it as a guide and fill in the blanks!

As for ideas, bullet points, and highly searched keywords in your niche.



HOW-TO CREATE YOUR LEAD MAGNET

Canva is a great tool to help you create beautiful things like ebooks, guides, templates, journals, checklists, etc.

Grab what Chat GPT spits out and plug it into a template! Make sure to proofread and change up whatever wording doesn't sound like you.

IDEA:

If you choose to do a free guide or ebook, put a blurb about your paid offer and a link to product page on the last page, don't forget to include what **PROBLEM** your product or service can solve for them! Make sure your message is always focused on the customer and solving their problem.

TIP:

It's a good idea to make a few posts about your free offer from time to time, that way people know it's there. Also include a link to it in your bio. (be sure to house your offer somewhere you can get their email in exchange for the freebie! [Stan Store](#) is a great service for this.



LESSON 5

**SELL IN
YOUR STORIES**

SELL IN YOUR STORIES

If showing up authentically in your stories daily isn't in your business plan, you're missing out on soooo much money.

Instagram stories are like the secret weapon in your digital marketing arsenal. They're your direct line to your audience, offering an authentic, unfiltered peek into your world and your brand's personality!

Facts tell, stories sell. You need to be connecting with your audience daily, and it doesn't have to be complicated.

What should go in your stories?

1. Behind-the-Scenes Glimpses: Take your audience behind the curtain. Show them the people, processes, and stories that make your brand unique. Whether it's a quick office tour, a look at your workspace, or a sneak peek of an upcoming project, behind-the-scenes content builds transparency and trust. Also, get personal. Show them a peek into your daily life also and share some opinions!

2. Product Teasers: Create anticipation by sharing teasers of upcoming product launches, events, or promotions. Use countdown stickers or polls to engage your audience and get them excited about what's coming.

SELL IN YOUR STORIES

3. User-Generated Content (UGC): Showcase content created by your customers or fans. Share their posts and stories that feature your products or services. It not only fosters a sense of community but also acts as social proof.

4. Interactive Features: Use Instagram's interactive features like polls, questions, and quizzes to engage with your audience. It's an excellent way to gather feedback, conduct market research, and keep your followers actively involved.

5. Educational Content: Position yourself as an authority in your niche by sharing valuable tips, how-tos, or industry insights. Whether you're a hairstylist sharing styling tips or a tech company explaining a new feature, educational content adds value and builds credibility.

BUILDING KNOW, LIKE, AND TRUST

Building a genuine connection with your audience is the secret sauce to converting followers into loyal customers. There truly is no other way and your IG story is the PERFECT place for that!

1. Authenticity: Be yourself. Share your brand's values, mission, and even the occasional vulnerability. Authenticity resonates with people and makes your brand relatable.

SELL IN YOUR STORIES

2. Consistency: Stick to a regular posting schedule. Your audience should know when to expect your stories. Consistency builds trust and keeps you top-of-mind. If you show up, you'll see that your audience will begin to show up too.

3. Engagement: Respond to comments and messages promptly. Create two-way conversations with your audience. Make them feel heard and valued.

4. Story Highlights: Use story highlights to curate and showcase your best and most valuable content. This is a chance to organize your stories into categories, making it easier for new followers to explore your brand.

5. Storytelling: Craft compelling narratives. Use stories to tell your brand's story, share customer success stories, or document your journey. People remember stories more than facts and figures.

HUGE STORIES ENGAGEMENT TIP:

If you find that your engagement is down at any point, delete all previous stories to reset the algorithm. You will see an INCREDIBLE spike in views just from doing this!

I know, it's painful to do, but one idea is to save the stories you delete and post them again another time.

Don't be afraid to repurpose old content!



LESSON 6

**GROWTH
STRATEGY**

GROWTH STRATEGY

**IF YOU PLAN TO GROW YOUR BUSINESS ON INSTAGRAM,
YOU NEED TO GET FAMILIAR WITH INSTAGRAM.
COMMIT TO BEING A STUDENT OF THE APP!**

Use Youtube and Google as your university to learn! Everyone starts somewhere, even the Instagram gurus you see giving all the best tips and letting you know what the latest is with the algorithm.

A good strategy for growth is to aim for....

1-2 REELS PER DAY

Two reels per day is ideal for account growth. Make sure you are speaking to your audience though! Don't just put up content just to post. If you feel compelled to do that, it's best just not to post at all until you do have something of value to post! Pick one of the three content types we talked about earlier in this guide.

6-8 STORIES PER DAY

Your stories should be intentional and only about 6-8 slides long each day. I don't know about you, but when I see one thousand little dashes across the screen on someone's stories, I exit out. I feel like I won't be caught up until I watch all of them, so I just don't bother. Pro tip; I let my stories reset EVERY Sunday and this boost my engagement on Mondays!

DON'T LET THIS BE YOU! THE GOAL IS TO IMPROVE NOT DECLINE!

GROWTH STRATEGY

Instagram is a social media app. That's literally the point of the app... to be social! Use it to network with people. It's a two way street & Instagram will reward you for traveling it.

INTERACT 10 MIN BEFORE AND AFTER POSTING REELS OR ANY CONTENT.

Spend 50% of this time commenting on posts/reels or liking & responding to comments on your own content, and 50% interacting with the stories of your followers - remember to genuinely engage with the content you LIKE, not just for the hell of it (excuse my language) hehe :)

THE ALGORITHM WILL WORK FOR YOU IF YOU TRAIN IT TO.

Any time you interact with a post, you tell the algorithm to show you more content like that. So be very intentional about what kind of content you're interacting with most often. Liking and supporting a bunch of other people in your niche? That's what you will start to see the most of!

(THIS CAN WORK BOTH FOR AND AGAINST YOU. BALANCE HERE IS KEY)

Pro Tip: Save any reel from that account in a folder you can label "interact", so you can access their account easily thru that reel! You'll want to interact with their content and their followers for 5 minutes before you post your own content, and 5 minutes after.

LESSON

7

REELS



REELS REELS REELS

Use trending sounds

Trending sounds are a **MUST** for posting reels! You can still gain traction on a reel without a trending sound, but it's getting harder and harder to do. The algorithm rewards trends, and sounds are the best way to take part in that reward system!

HOW DO YOU FIND A TRENDING SOUND?

Look for the arrow pointing upwards at the bottom of any reel! You can actually click on that arrow and it will take you to the top trending sounds! You want to find sounds that have less than 10k reels using it, and look at the comments of the top 4 reels using that sound to see how old the comments are. If they are more than a week old, that sound probably isn't trending anymore! I know, so confusing since it still has the arrow, right? But there is a chance your content can still blow!



REMEMBER: USE CONSISTENT FILTERS, FONTS AND/OR REEL COVERS

REELS REELS REELS

To make your reels look more branded to you, use the same filters (or similar) on all of them! You can also use reel covers (aka pictures you upload as the cover to that reel by clicking on the edit button of your already published reel and then click on edit cover) and that will give your account a more uniform, branded look with a nice aesthetic.

TIP: CAPCUT IS A GREAT VIDEO EDITOR TO USE!

Use Text On Your Videos

This one might be obvious, but there are still people out there who don't put text on their reels. I don't know who they are, but man I hope they're reading this right now.

Did you know that reels with text get 71% more plays and 56% more comments? That's a game changer. Also, the majority of the reel watchers watch them with the sound off (I know...trending sounds for what, lol)

Make sure you are communicating what the reel is about in the actual text on screen and not just the caption.

Make Sure People Read The Caption

You can see the first line of text in the caption without actually clicking on it, so I recommend something that makes them want to open/expand it!

**EXAMPLE: IF YOUR TEXT ON VIDEO SAYS "5 TIPS TO GROW YOUR BUSINESS..
READ CAPTION"**

THE CAPTION COULD START WITH "HERE ARE 5 TIPS _____"

A close-up photograph of a person's arm and hand. They are wearing a light blue, long-sleeved button-down shirt. On their left wrist, they are wearing a silver-toned watch with a black dial and a metal link bracelet. The watch face has Roman numerals and a date window. The person's hand is partially visible, with fingers slightly curled. The background is dark and out of focus.

LESSON 8

**ENCOURAGEMENT
+ TIPS**

ENCOURAGEMENT +TIPS

SOCIAL MEDIA IS A SKILL

Just like anything else, social media is a skill and it takes time to learn. It takes time to get into a groove and make certain things a habit (like stories... I post stories on auto pilot now without even thinking twice or planning content!) It can take time to find your individuality and your voice! But it's so worth finding, because if you commit to the process and find it, I have no DOUBT you will find success.

Endless & Effortless Content

Always have an arsenal of B-ROLL content ready to go!

What is B-ROLL content? Footage of yourself doing ANYTHING. Eating, cutting strawberries, doing dishes, vacuuming, driving, working on the computer, drinking coffee, walking on the beach.... all are things i've filmed myself doing before by the way. Keep an album specifically for content that you can use at any time!

Doing this one thing will save your SANITY when it's time to hit post on a reel! This will soon become second nature!

Everyone Starts At Zero

Everyone starts somewhere & usually that somewhere is at zero. When I started my first online business, I had 90 friends on Facebook and no instagram account. What matters is that you don't let starting at zero stop you from starting.

ENCOURAGEMENT + TIPS

TRACK YOUR ANALYTICS

When you aren't seeing the sales you hoped for, look at your Instagram analytics for encouragement. Is your reach going up? Engagement looking better than last week? If you're trending upward, you're on the right track! Do more of whatever you're doing. If you're trending downward, it could be one of two things (or both).

1. You've had a reel go viral in the past, so Instagram is measuring your current growth against that mega-growth. This happens a lot! Keep that in mind.
2. You need to switch up your strategy! Try something different with your reels (or a few things) to break out of your norm. Trust me, if you don't dance in reels and you start dancing now or if you don't talk in your reels and you start talking, you will ABSOLUTELY see a spike.

FOLLOW YOUR COMPETITION

Find others who are successful in your industry/niche and follow them! If you can't find 50 competitors, chances are the problem you want to solve doesn't have a large enough demand and you may need to consider that.



LESSON 9

CONCLUSION

CONCLUSION

I hope this guide was helpful and that you will consistently execute these strategies to help you grow your business on social media. All of these things, done consistently, have earned me over six figures online, and I'm still going!

IF YOU STAY CONSISTENT, YOU TOO WILL SOON START EARNING SIX FIGURES OR MORE!

If it's a fully automated business that you're after, it's important that you automate most of your processes, especially regarding social media, so you don't get burnt out

If you get burnt out on social media and it's the main way you are driving traffic to your business, then you're in trouble! So take advantage of the scheduling option for reels, pre-film that b-roll content, write captions for posts ONE day a week, interact for 10-15 min a day, AND GET OFF!

Can't wait to see your business THRIVE on Instagram!

Thank you so much for your continued support!

Adam Dukes