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# THE ULTIMATE

*Guide*  
to insta  
reels

*for the entrepreneurs*  
FOR THE ENTREPRENEURS

"Everything you need to  
target your audience."

NO SECRETS KEPT! LEARN HOW  
TO GROW YOUR BUSINESS WITH  
THE POWER OF REELS. WE COVER  
EVERYTHING FROM A TO Z!

# THE CONTENT

*Welcome*

*REEL EQUIPMENT*

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# Welcome

THE CLASS IS IN SESSION

Welcome to The Ultimate Guide to Reels! The Ultimate Guide to Reels will be your step-by-step guide to **understanding Reels, creating them, and most importantly, targeting your specific audience.**

In this ebook, we don't hold back. We reveal everything. Get ready to take your business to the next level with this step-by-step guide and learn how to grow globally in the world of social media.



# CHAPTER 1

## *EQUIPMENT FOR REELS*

In this chapter, we'll cover the tools and resources you need to create professional-grade Reels. Let's dive into the basics of the equipment you'll need to start creating content like the pros.



# WHAT YOU'LL NEED TO CREATE REELS LIKE THE PROS



## TRIPOD

This is a must-have if you're creating content **on your own or if your content is product-based**. Having a tripod for Reels is essential if you want to create high-quality content.

## LIGHT RING

While natural lighting is best, having a ring light is always a good idea, especially for product photoshoots. A ring light on a tripod is ideal, but portable lights that attach to your phone are easy to use and travel with.



## PHONE

You don't need a professional camera to capture quality content. **Just a phone with a good camera and the right settings**. We'll get to that in this guide.



# CHAPTER 2

*COMMON MISTAKES*



# COMMON MISTAKES

Here are common mistakes that could prevent your reel from generating sales or views:

✦ Your Reels aren't resonating with your audience.

✦ You're prioritizing views and engagement over sales.

✦ Your Reel is longer than 7 seconds; shorter Reels tend to trend more and give you the opportunity to be seen by a wider audience.

✦ You're adding filters to your Reels; the algorithm primarily pushes clean content, which means no filters! When Reels look clean and well-lit, you're more likely to be placed on the Explore page.

✦ You're filming in poor quality. Make sure that if you're using your phone, you're filming in 4K:60; this will allow you to film in high quality.

✦ Your text isn't legible; you're either using fonts that can't be edited or they blend into the background. If your audience can't read the text, they'll keep scrolling. Make sure you use clean, easy-to-read fonts. Pro tip: When writing your text, make sure you use Instagram, as the text will be searchable and Instagram will be able to match your REELS with the right audience.

✦ Your reel contains too much text and has become overwhelming. Keep it brief, 2 to 3 sentences maximum. You can go into more depth in the captions.

✦ You're using a saturated, trending audio that's in its final stages of trending. Even though an audio may be trending (along with the brand), that doesn't mean it's not in its final stages. You need to source trending audios that are in their early stages or create your own. (We'll cover this later in the guide.)

✦ Not being consistent; If you're not consistent in posting your content, you'll get inconsistent results for your business, which means sales and growing your social media community.

✦ You're posting at the wrong time; timing is everything. Posting your reels at the right time can make a big difference in terms of engagement and visibility. Pay attention to when your audience is most active and try to post during those times.



# CHAPTER 3

## FIND YOUR AUDIENCE

In this chapter, we'll dive into the process of researching your target audience and determining what problems or issues they're currently facing.



# WHERE YOU CAN FIND YOUR AUDIENCE'S NEEDS

## INSTAGRAM

Go to the Explore page and Highlights under the search bar, find a topic that fits your niche, and then check out the posts that get the most engagement.



## TIK TOK

Go to the search bar and search for your niche to see what's popular. The great thing about TikTok is that you can filter your search. Make sure to filter for the last 30 days. It also shows you what other people in your niche have searched for.



## QUORA

Quora is great for brainstorming ideas when you're doing a Q&A. Quora generates questions based on what you've searched for and provides the answer.



# CHAPTER 4

## THE 4 PILLARS

In this chapter, we will discuss the 4 pillars. We will explore each of these pillars in detail and provide practical tips and strategies to develop your skills in each area.



# THE 4 PILLARS

The concept of “pillars” refers to four distinct methods for connecting and engaging with your audience. These methods include educating, discussing your business, showing your vulnerability, and entertaining your audience. No matter your niche, we’ve got some REELS ideas you can use for each pillar.

## PILLAR 1

### ÉDUCATIONAL

- HOW-TO
- PROBLEM-SOLVING
- TEACH A NEW SKILL OR TRADE
- PRODUCT REVIEWS AND RECOMMENDATIONS
- ANSWER YOUR AUDIENCE'S QUESTIONS
- SHARE QUICK TIPS AND TRICKS

## PILLAR 2

### BUSINESS

- WHAT YOUR BUSINESS HAS TO OFFER
- WHY THEY SHOULD JOIN OR BUY FROM YOU
- WHY YOUR BUSINESS IS DIFFERENT FROM THE REST
- INTRODUCING YOUR PRODUCT OR SERVICES
- SHARING TESTIMONIALS + SUCCESS STORIES
- SHARING BEFORE AND AFTER



# THE 4 PILLARS

## PILLAR 3

### VULNERABLE

- WHY YOU STARTED
- LIFE UPDATES
- SHARE WHEN YOU STARTED AND WHERE YOU ARE NOW
- SHARE AN INSPIRING QUOTE OR SOMETHING UPLIFT FOR YOU.

## PILLAR 4

### ENTERTAINMENT

- TRAVEL & ADVENTURE VLOGS
- SHOPPING TRANSPORTS
- A DAY IN THE LIFE VLOG STYLE
- WORKOUT & FITNESS ROUTINE
- SHARE SOMETHING FUNNY RELATED TO YOUR AUDIENCE OR NICHE
- JUMP ON A TRENDING REEL



# CHAPTER 5

## *HOOKS*

In this chapter, we'll explore the technique of using hooks on your reels. We'll provide you with practical tips and strategies for using hooks effectively to increase your chances of attracting the right audience. By mastering this technique, you can be more successful in attracting the right audience and creating more engagement.



# HOOKS IDEAS

## 01 – LIST OF IDEAS

- 3 PROVEN METHODS \_\_\_\_\_ THAT ACTUALLY WORK
- 3 LESSONS I LEARNED WHEN \_\_\_\_\_
- 3 TIPS FOR \_\_\_\_\_ WHICH I PROMISE YOU HAVE NEVER HEARD OF
- 3 STEPS FOR \_\_\_\_\_ THAT MAKE SENSE
- 3 KNOWN WAYS OF \_\_\_\_\_ WHICH \_\_\_\_\_
- 3 WAYS TO \_\_\_\_\_ (THE THIRD ONE IS MY FAVORITE )
- 3 THINGS YOU PROBABLY DIDN'T KNOW ABOUT \_\_\_\_\_
- THESE 3 THINGS WILL CHANGE THE WAY YOU \_\_\_\_\_
- 3 WAYS TO GET \_\_\_\_\_ WITHOUT HAVING \_\_\_\_\_

## 02 – DETAILED CAPTION IDEAS

- THE EASIEST WAY TO \_\_\_\_\_
- THE 2025 GUIDE TO \_\_\_\_\_
- I CRACKED THE CODE OF \_\_\_\_\_
- I AM ABOUT TO EXPOSE \_\_\_\_\_
- DO THESE THINGS TO SAVE TIME AND EARN MONEY ON \_\_\_\_\_
- RAISE YOUR HANDS IF \_\_\_\_\_
- STOP SCROLLING IF YOU \_\_\_\_\_
- TRUE OR FALSE
- LET ME SHARE A SECRET WITH YOU

## 03 – TRANSFORMATION IDEAS

- WATCH IF YOU WANT TO SEE THE ULTIMATE TRANSFORMATION
- I AM ABOUT TO AMAZE YOU...

## 04 – TOPIC IDEAS

- I CALL ALL THE \_\_\_\_\_, YOU NEED THIS ADVICE !
- THE NUMBER 1 THING YOU NEED WHEN \_\_\_\_\_
- THE NUMBER 1 QUESTION I GET ABOUT \_\_\_\_\_
- I BET YOU'RE DOING \_\_\_\_\_ WRONG
- THIS FACT WILL CHANGE YOUR LIFE
- HEY (YOUR AUDIENCE), I SEE YOU (DOING/STRUGGLE/...) WITH \_\_\_\_\_
- MY FAVORITE TIP FOR \_\_\_\_\_
- THE EASIEST WAY TO \_\_\_\_\_

## 05 – CONTROVERSIAL IDEAS

- YOU'RE PROBABLY NOT GOING TO LIKE WHAT I'M ABOUT TO TELL YOU...
- UNPOPULAR OPINION... THE UGLY TRUTH ABOUT \_\_\_\_\_
- I'M WILLING TO BET A MILLION DOLLARS THAT \_\_\_\_\_
- IF YOU'RE EASILY OFFENDED, YOU CAN CONTINUE SCROLLING !
- THIS IS WHAT PREVENTS YOU FROM (DREAM/GOALS)
- EVERYTHING I WISH I HAD KNOWN BEFORE...
- NOBODY TALKS ABOUT THIS \_\_\_\_\_



# CHAPTER 6

## *CALL TO ACTION*

The main goal of this chapter is to guide you on how to incorporate calls to action into your Instagram reels. A CTA provides a clear direction for viewers after watching your video. This could be to visit your website, follow your social media accounts, or sign up for your newsletter.



# CALL TO ACTION

It's crucial to have effective calls to action (CTAs) in your Reels because they tell your audience how to contact you. Having a strong CTA can also create a sense of urgency, leading to higher engagement and website traffic, thus increasing your audience and business.

A good tip is to use different CTAs in your Reels, allowing you to identify those that resonate most with your audience. You can recreate previous successful Reels to ensure continued growth and success.

## CHOOSE THE CTA ACCORDING TO YOUR NEEDS.

- USE THE "SHARE" CTA TO CREATE A SHARE.
- USE THE "SAVE" CTA TO CREATE ENGAGEMENT.
- USE THE "COMMENT" CTA IF YOU WANT TO ENCOURAGE YOUR AUDIENCE TO CONTACT YOU.

## HERE ARE SOME CALLS TO ACTION FOR EACH NICHE:

1. ORDER YOURS NOW! (CLICK THE LINK IN BIO)
2. DON'T WANT TO MISS OUT? JOIN THE WAITLIST. (LINK IN BIO)
3. DM ME "CODEWORD" FOR MORE INFORMATION
4. WANT ACCESS TO OUR EXCLUSIVE DISCOUNTS? COMMENT "CODEWORD" OR DM ME "CODEWORD"
5. LEAVE A (INSERT EMOJI)
6. CLICK THE LINK IN MY BIO TO \_\_\_\_\_
7. FIND A SPECIAL DISCOUNT VIA THE LINK IN MY BIO
8. JOIN MY NEWSLETTER VIA THE LINK IN MY BIO
9. FIND THIS HELPFUL? DON'T FORGET TO SHARE  
TAG YOUR BFFS WHO NEED TO SEE THIS



# CHAPTER 7

## *CAPTION*

Captions, similar to hooks and calls to action, are incredibly important, especially the opening line, as it's what your audience may initially read. A great, compelling first sentence in your caption can pique your audience's interest and encourage them to read what you have to say.



# CAPTION'S BEGGINING

## HERE ARE 10 OF OUR FAVORITE CAPTION HOOKS

- BREAKING NEWS!
- CALLING ALL \_\_\_\_\_
- HOW I WENT FROM \_\_\_\_\_ TO \_\_\_\_\_
- UNPOPULAR OPINION: \_\_\_\_\_
- WASN'T GOING TO SHARE THIS BUT \_\_\_\_\_
- I HAVE A CONFESSION TO MAKE!
- YOU NEED TO HEAR THIS \_\_\_\_\_
- PEOPLE LOVE TO ASK THIS QUESTION: \_\_\_\_\_
- X STEPS TO \_\_\_\_\_
- OK, let's address the elephant in the room.

Structuring a caption is just like text in your reels. You need a hook (caption starter), a body, and end with a call to action.



# CHAPTER 8

TRENDING AUDIO  
+ VOICEOVER



# AUDIO

Trending audio is one of the most important parts of your reel; it should actually be the first thing you look for when creating your reel. When the reel connects with your audio, it becomes engaging for your audience.

Audio also helps with views if it's trending.

If you want to share multiple points, find a trending audio with multiple beats.

If you just want to share one point, choose a continuous, smooth sound. Looking at the top trending sounds on TikTok is a great place to start, since TikTok sets the trends and Instagram follows suit. Many of these sounds are sure to be very popular on both platforms!

HERE'S HOW TO CREATE OR KNOW  
WHEN AN AUDIO IS TRENDING:

THE AUDIO HAS A ✓ ON.

AUDIO WITH LESS THAN 5,000 REEL CREATED  
IS A CURRENTLY "TRENDY" AUDIO

**If you want to create your own audio: Record your screen with the audio playing. Then, go to Instagram while editing your Reel, click on audio and click on download. Download the video with the recording. This will extract the audio from your screen recording and make it your original audio.**



# TRENDING



# VOICEOVER

Voiceovers are a great way to personalize a queen and speak directly to your audience. If you use voiceovers, make sure the audio won't overpower your voiceover.

## *TO DO A VOICEOVER ON REELS, FOLLOW THESE STEPS:*

1. OPEN INSTAGRAM AND NAVIGATE TO YOUR PROFILE.
2. CLICK THE CAMERA ICON TO CREATE A NEW REEL.
3. ONCE YOU'RE IN THE CAMERA SCREEN, SWIPE RIGHT TO FIND THE AUDIO MENU.
4. FIND AND SELECT THE "VOICEOVER" OPTION.
5. POSITION YOURSELF WHERE YOU WANT TO START RECORDING THE VOICEOVER.
6. OPTIONALLY, YOU CAN ADD A COUNTDOWN TO GIVE YOU TIME TO PREPARE THE RECORDING.
7. CLICK THE "RECORD" BUTTON AND START WRITING YOUR SCRIPT.
8. Click the "Stop" button when you are finished recording.
9. You can now change the volume and add music or other sounds to your reel.



# CHAPTER 9

## *STRUCTURE YOUR REALS*

In this chapter, we'll provide tips on how to effectively structure your Instagram Reels. We'll share valuable insights and techniques that can help you organize your content in a way that keeps your viewers engaged and interested.



# STRUCTURE OF A REEL

## TO STRUCTURE A REEL, YOU CAN FOLLOW THESE STEPS:

- DETERMINE YOUR NICHE + YOUR TARGET AUDIENCE
- CHOOSE A THEME OR SUBJECT FOR YOUR REEL
- FIND A TRENDING AUDIO
- RECORD YOUR FOOTAGE (DON'T FORGET TO SAVE IT BEFORE WRITING ANY LINE JUST IN CASE YOU WANT TO USE IT IN THE FUTURE). PRO TIP: SHOOT YOUR VIDEOS AT 60 FPS. THIS WAY YOU CAN SLOW THEM DOWN TO 0.70 WHEN EDITING, AND THIS WILL MAKE YOUR FOOTAGE LOOK SMOOTH.
- START WITH AN ATTENTION-GRABBING HOOK TO ATTRACTING YOUR AUDIENCE.
- KEEP THE LINE TO NO MORE THAN TWO SENTENCES. WHEN REELS HAVE TOO MUCH TEXT, IT DISCOURAGES YOUR AUDIENCE FROM ENGAGING WITH YOU AND YOUR BOBO.
- USE TRANSITIONS TO SMOOTHLY CONNECT EACH CLIP AND GO WITH THE AUDIENCE
- KEEP IT SHORT AND SWEET, IDEALLY UNDER 10 SECONDS
- END WITH A CALL TO ACTION
- ADD YOUR REEL COVER THAT GOES WITH YOUR BRAND.
- WRITE A CAPTION THAT GOES WITH YOUR REEL. HERE, YOU CAN GO IN-DEPTH BY DESCRIBING YOUR REEL.
- INCLUDE RELEVANT HASHTAGS
- ENGAGE WITH YOUR AUDIENCE 10 MINUTES BEFORE POSTING AND 10 MINUTES AFTER POSTING YOUR REEL.
- SHARE YOUR REAL TIME IN YOUR STORIES
- REPLY TO COMMENTS TO ENGAGE YOUR AUDIENCE.



# WHEN TO PUBLISH YOUR REEL

**TIMING IS EVERYTHING! POSTING YOUR REELS AT THE RIGHT TIME CAN MAKE A BIG DIFFERENCE IN TERMS OF ENGAGEMENT AND VISIBILITY.**

GO TO YOUR PAGE



CLICK ON PROFESSIONAL DASHBOARD (IF YOUR PAGE IS NOT ON BUSINESS OR CREATOR YOU WILL NOT SEE IT)



CLICK SEE ALL NEXT FOR ACCOUNT OVERVIEW



CLICK ON TOTAL SUBSCRIBERS



YOU CAN SEE YOUR FOLLOWERS > FOLLOWERS REACHED > FOLLOWERS ENGAGED > TOP LOCATIONS OF YOUR FOLLOWERS > AGE GROUP > GENDER



AT THE MOST ACTIVE TIMES, YOU SEE THE TIMES AND DAYS YOUR FOLLOWERS ARE MOST ACTIVE. IT'S AT THE MOST ACTIVE TIMES THAT YOU SHOULD POST. I RECOMMEND REVIEWING THESE STATS EVERY TWO WEEKS, AS THEY COULD CHANGE AS YOUR FOLLOWING GROWS.



# CHAPTER 10

## *HASHTAGS*

The purpose of this chapter is to provide tips on how to effectively use hashtags in your Instagram Reels. By following our suggestions, you can learn how to optimize your Reels with appropriate hashtags, which can increase your visibility and engagement on the platform.



# HASHTAGS

Hashtags are known to increase the visibility and discoverability of your posts. By using relevant hashtags, you can reach a wider audience and attract more followers.

Hashtags also make it easier for users to find specific types of content and can help you connect with other users who share similar interests or values.

In short, hashtags are a powerful tool for expanding your reach and growing your brand on Instagram!

- The number one question is always: how many hashtags should you use?

You should use about 5 hashtags related to your post.

- A great hashtag generator is CopyAI. This website helps you generate hashtags with less competition.

- Finding hashtags related to your niche will help you find an audience that aligns with your product or service.

- Hashtags should reflect your location, product, or industry, be relevant to your Reel, and be relevant to your target audience.



# HEBDO *Planneur*

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

*Remark*

If you made it this far, you're already ahead of 99% of people. But reading isn't enough, action is the only thing that changes your life.

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