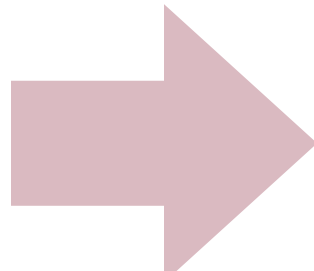


Let's go digital!

WHAT DOES IT TAKE TO MAKE A GOOD REEL?



Let's go digital!

1. YOUR REEL MUST TELL A STORY.

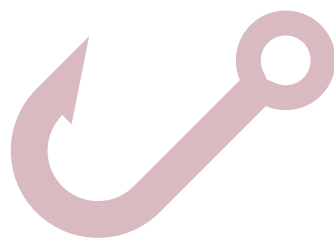
PEOPLE DON'T REMEMBER FACTS - THEY REMEMBER STORIES.



2. HOOK THEM IN THE FIRST 3 SECONDS.

GRAB ATTENTION FAST WITH:

- A QUESTION
- A BOLD OBSERVATION
- AN EMOTIONAL STATEMENT
- OR SOMETHING SLIGHTLY SHOCKING, LIKE:
 - “DID YOU KNOW THAT 80% OF ENTREPRENEURS DO THIS?”
 - “CHANGE THIS ONE THING AND DOUBLE YOUR SALES!”



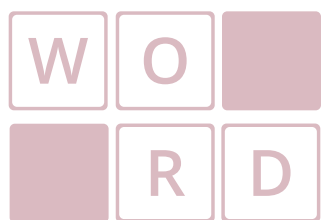
3. ALWAYS ADD TEXT BELOW THE REEL.

CAPTIONS BOOST ENGAGEMENT, RETENTION, AND INTERACTION.

Let's go digital!

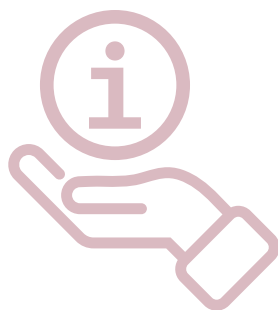
4. THE ALGORITHM LOVES KEYWORDS.

IT USES THEM TO DECIDE WHO YOUR VIDEO WILL BE SHOWN TO.



5. BE CLEAR AND INTENTIONAL.

DELIVER YOUR MESSAGE IN A SIMPLE, CONSTRUCTIVE WAY — AND PLACE YOUR KEYWORDS STRATEGICALLY.



6. ALWAYS FINISH THE STORY.

- STORIES CONNECT, TRIGGER EMOTION, AND STAY IN PEOPLE'S MINDS.
- START THE STORY IN THE REEL AND CONTINUE IT IN THE CAPTION - OR TELL THE FULL STORY IN THE REEL AND EXPAND IT IN THE DESCRIPTION.

Let's go digital!

7. USE EMOJIS — BUT DON'T OVERDO IT.

EMOJIS ARE RECOMMENDED, BUT KEEP IT BALANCED SO YOUR CONTENT STAYS PROFESSIONAL AND CLEAN.



8. ALWAYS END WITH A CALL TO ACTION.

FOR EXAMPLE:

SHARE THIS.

SAVE IT FOR LATER.

DM ME FOR MORE INFO.

