



Secrets to Success

THE ULTIMATE REELS GUIDE

FOR BUSINESS OWNERS

EVERYTHING YOU NEED TO
TARGET YOUR AUDIENCE

@AUTHENTICALLYBROOKIE

@AUTHENTICBEAUTYHAWAII

No secrets kept! Learn how to scale your business through the power of reels. We cover everything from point A-Z

ULTIMATE REELS GUIDE
@AUTHENTICALLYBROOKIE
@AUTHENTICBEAUTYHAWAII

WELCOME

Welcome to the Ultimate Reels Guide! Class is in session. The Ultimate reels guide will be your step by step guide on understanding reels, creating them & most importantly targeting your specific audience. In this ebook we don't hold back, we give it all away. Get ready to take your business to the next level with this step by step guide & learn how to grow overall in the social media world.

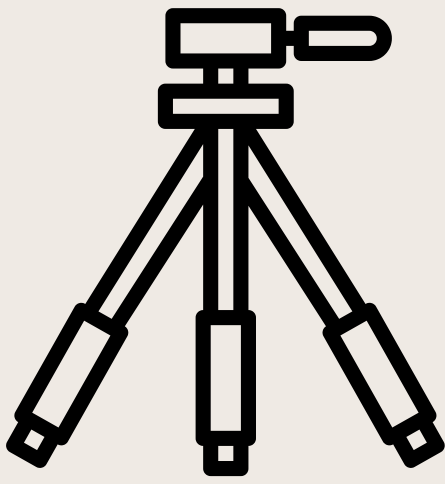
TABLE OF CONTENTS

REELS EQUIPMENT	4
COMMON MISTAKES	6
FINDING YOUR AUDIENCE	8
THE 4 PILLARS	10
HOOKS	13
CALL TO ACTION	15
CAPTIONS	17
TRENDING AUDIO + VOICE OVERS	19
STRUCTURE YOUR REELS	22
HASHTAGS	25
USEFUL APPS	27
WEEKLY PLANNER	29

Chapter 1

REELS EQUIPMENT

In this chapter, we will cover the necessary tools and resources for creating professional level reels. Let's jump into the basics on the equipment you will need to start creating content like the pros.



WHAT YOU WILL NEED TO CREATE REELS LIKE THE PROS:

TRIPOD

This is a must if you are creating content alone or if your content is product based. Having a tripod for reels is essential if you want to create high-quality content.

[TRIPOD LINK](#)

RING LIGHT

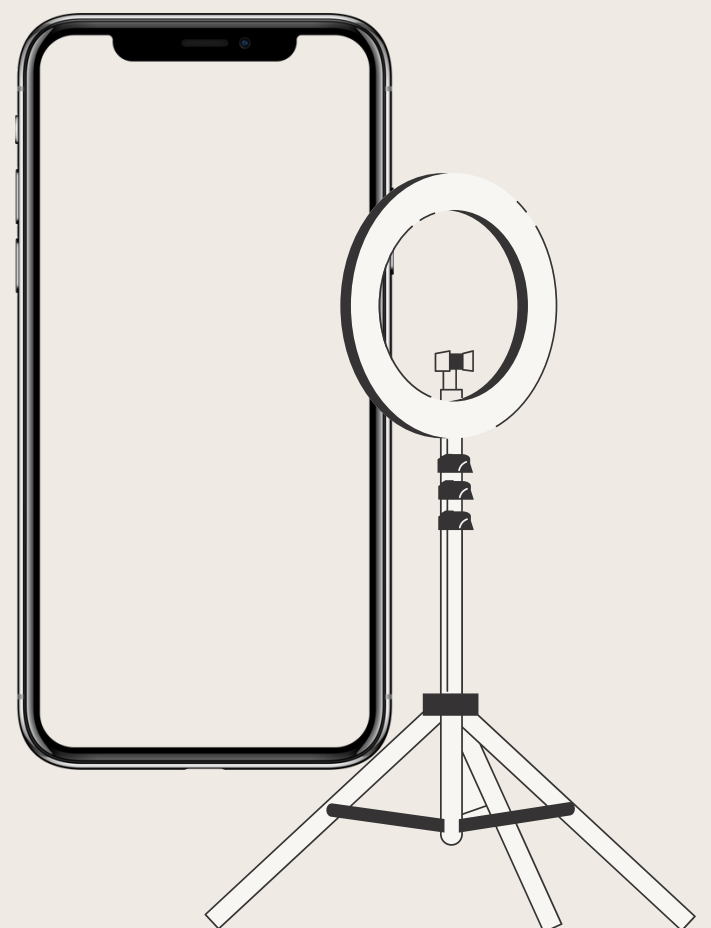
Although natural lighting is the best. Having a ring light available is always great especially for product shoots.

I love a tripod ring light, but my favorite one is the portable one that attaches to your phone. It's easy to use and can travel with you easily.

[TRIPOD WITH
RING LIGHT LINK](#)

PHONE

You don't need a professional camera to take great quality content. You just need a phone with a good camera and the right settings. We will go over that in this guide.



[PORTABLE RING
LIGHT](#)



Chapter 2

COMMON MISTAKES

REELS EBOOK

COMMON MISTAKES

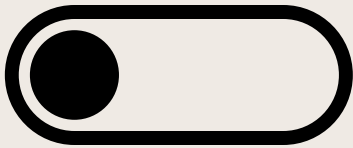
HERE ARE THE COMMON MISTAKES THAT COULD BE PREVENTING YOUR REEL FROM GENERATING SALES OR VIEWSS.

- Your reel is not speaking to your buyer or audience.
- You are prioritizing views + engagement over sales.
- Your reel is more than 7 seconds long. Shorter reels tend to become more trendy and gives you the opportunity to be seen by a bigger audience.
- You are adding filters to your reels; The algorithm is mainly pushing clean content, meaning no filters! When reels look clean with good lighting you have a higher chance of being on the explorer page.
- You are filming in poor quality. Make sure if you are using your phone, you are filming on 4k:60 This will allow you to film on high quality.
- Your text is not readable; either you are using uneditable fonts or they blend with the background. If your audience can't read the text then they will continue to scroll. Make sure to use clean easy fonts to read. PRO TIP: When you write your text, make sure you are using instagram. As the wording will be searchable and instagram can match your reels with the right audience.
- Your reel has too much text and has become overwhelming. Keep it short. You can go more in depth in the captions.
- You are using saturated, trendy audios that are coming to the final stages of it's trend. Although an audio can be trendy (with the arrow mark) it doesn't mean its not in it's final stages. You need to get trendy audios that are in the beginning stages or create your own.
- Not being consistent. If you are not consistent on posting your content, you will get inconsistent results when it comes to your business. Meaning sales & growing your social media community.
- You're posting at the wrong time. Timing is everything. Posting your reels art the right time can make a difference in terms of engagement and visibility. Pay attention to when your audience is most active band try to post during those times.

Chapter 3

FINDING YOUR AUDIENCE

OUR
PROGRESS



In this chapter, we will be dive into the process of finding your target audience and determining the issues or the current topics that they are currently facing.

WHERE CAN YOU FIND YOUR AUDIENCE NEEDS:

INSTAGRAM

Go to the explore page and on the highlights below the search bar find a topic that speaks to your niche and then see the posts that have the most engagement.

TIKTOK

Go to the search bar and search your niche and see what is popular. The great thing about TikTok is you can filter your search. Make sure that you filter the last 30 days. It will also tell you what others in your niche have searched.

QUORA

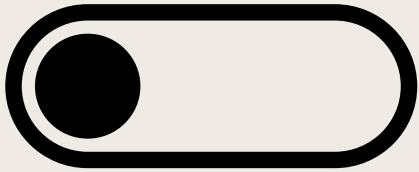
QUORA is great to get ideas when you are doing a question and answer reel. QUORA generates questions from what you have searched and provides the answer.

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 for developing your skills in each area.

OUR
PROGRESS



THE 4 PILLARS

The concept of “pillars” refers to four distinct methods of connecting and engaging with your audience. These methods include educating, discussing your business, displaying vulnerability, and entertaining your audience. Regardless of your niche. We provide some ideas for reels that can be used for each pillar.

PILLAR 1

EDUCATIONAL

- How to's
- Problem solving
- Teaching a new skill or craft
- Product reviews and recommendations
- Answer questions from your audience
- Share quick tips and tricks

PILLAR 2

BUSINESS

- What your business has to offer
- Why should they join your business or buy from you
- Why is your business different than the rest
- Showcasing your product or services
- Sharing testimonials + success stories
- Share before and afters

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 uplifting to you

PILLAR 4

ENTERTAINMENT

- Travel and adventure vlogs
- Shopping hauls
- A day in the life vlog style
- Workout routine and fitness
- Share something funny and relatable to your audience or niche
- Jump on a trendy reel



Chapter 5

HOOKS

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

HOOK IDEAS

01. LIST IDEAS

- 3 proven methods for ___ that actually work
- 3 lessons I learned when___
- 3 hacks for ___ that I promise you've never heard of
- 3 steps to ___ that just make sense
- 3 known ways to___That will___
- 3 ways to___that will___
- 3 ways to___
- 3 things your probably don't know about___
- These 3 things will change the way you___
- 3 ways you can___ without having to ___

02. CAPTION DETAILED IDEAS

- The easiest way to___
- The 2023 guideto___
- I cracked the code to___
- Im about to expose___
- Do these things to save time & money on___
- Raise your hand if you___
- Stop scrolling if you___
- True Or False
- Let me share a secret with you

03.TRANSFORMATION IDEA

- Watch if you want to see the ultimate transformation
- Im about to blow your mind...

04. ONE TOPIC IDEAS

- Calling all___you need this
- The number one thing you when___
- The #1 question I about___
- I bet you are doing___ wrong
- This fact will change your life
- Hey (your audience) I see you doing (doing/struggling/etc) with___
- My favorite hack for___
- The easiest way to___

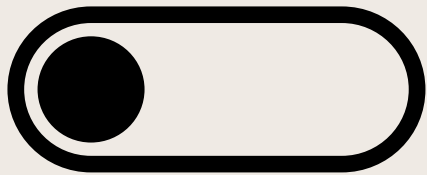
05. CONTROVERSIAL IDEAS

- You are really not gonna 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 are easily offended you are gonna want to keep scrollin___
- Thisnis what's keeping me from (goal/accomplishment)
- Everything I wish I knew before___
- No one is talking about this___

Chapter 6

CALL TO ACTION

OUR PROGRESS



The main focus of this chapter is to guide you on how to incorporate call to actions into your instagram reels. A CTA provides a clear direction for viewers to take after watching your reel. This could be anything from visiting your website, following your social media accounts, or signing up for your newsletter.

CALL TO ACTIONS

It's crucial to have effective call-to-actions (CTA) in your reels as they provide direction to your audience on how to contact you. Having a strong CTA can also generate a sense of urgency, leading to higher engagement and website traffic, ultimately growing your audience & business.

A great tip is to use various of CTA'S in your reels, allowing you to identify which reels are resonating the most with your audience. It's okay to recreate previous reels that have been successful to ensure continued growth and success.

CHOOSE THE CTA ACCORDING TO YOUR NEEDS.

Use "SHARE" CTA to create a following.

Use "SAVE" CTA to create engagement.

Use "COMMENT" CTA if you want to direct your audience to reach out to you.

Here are great call to actions for every niche:

1. Order yours now! (Click the link in my bio)
2. Don't want to miss out? Join the waitlist. (Link in bio)
3. DM me "CODE WORD" to get more information.
4. Want access to our exclusive discounts? Comment "CODE WORD" or DM me "CODE WORD"
5. Leave a (insert emoji) below
6. Click the link in my bio for_____.
7. Find a special discount via the link in my bio
8. Join my newsletter via the link in my bio
9. Found this helpful?! Don't forget to share.
10. Tag your BFF'S who need to see this!

Chapter 7

CAPTIONS

Captions, similar to hooks and call-to-actions, hold immense significance, particularly the opening line since it is what your audience can initially read. An excellent captivating first sentence in your caption can catch your audience's interest and encourage them to read what you have to say.

CAPTION STARTERS

HERE ARE 10
OF OUR FAVORITE CAPTION
STARTERS

- Breaking news!
- Calling all ____
- How I went from ____ to ____
- Unpopular opinion: ____
- I wasn't going to share this, but ____
- I have a confession to make!
- You need to hear this ____
- People love to ask this question: ____
- 3 steps to ____
- Ok, let's address the elephant in the room.

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

Chapter 8

TRENDING AUDIO + VOICE OVERS



TRENDING

- Trending audios are one of the important parts of your reel. It should actually be the first thing you look for when creating your reel. When the reel actually connects with your audio it becomes catchy to your audience.
- The audio also helps with views if it's trending.
- If you have multiple pin points that you want to share, find a trending audio with multiple beats.
- If you just want to share one pin point choose a continuous and flowing audio!
- Taking a look at the top Trending sounds on TikTok is a great place to start. Since TikTok sets the trends and Instagram follows many of these. Sounds are sure to be highly popular on both platforms!

Here is how you can create or know when an audio is trendy.

The audio has a
 mark on.

The audio has less than 5,000 reels created is a current 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 audio and click upload, and upload the video with the recording. This will extract the audio from your screen recordings and make the audio your original audio.

AUDIO

VOICE

Voice overs are a great way to personalize a reel and speak directly to your audience. If you are using voice overs make sure the audio doesn't over power your voice over.

To do a voiceover on reels, follow these steps:

1. Open instagram and navigate to your profile.
2. Click on 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 may want to add a countdown timer to give yourself time to prepare for recording.
7. Click the "record" button and begin speaking your script.
8. Click the "stop" button when you're finished recording.
9. You can now edit the volume and add music or other sounds to your reel.

OVERS

Chapter 9

STRUCTURING YOUR REELS

In this chapter we will provide guidance on how to structure your instagram reels effectively. We will share valuable insights and techniques that can help you organize your content in a way that keeps your viewers engaged and and interested.

STRUCTURING A REEL

TO STRUCTURE A REEL YOU CAN FOLLOW THESE STEPS

- Determine your niche & your target audience
- Choose a theme or topic for your reel
- Find a trending audio
- Record your footage (Remember to ALWAYS save it before you write text just in case you want to use it in the future)
- Start with an attention grabbing hook to attract your audience
- Keep text no more than two sentences. When reels have too much text it discourages your audience from engaging with you
- Use transitions to smoothly connect each clip and go with the audio
- 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. in here is where you can go in-depth with describing your reel
- include relevant hashtags
- Engage with your audience 10 mins prior to posting and 10 mins after your posting
- share your reel in your stories
- Respond to comments to engage with your audience

WHEN TO POST YOUR REELS

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 a businesspage or creator you will not see this)

Click on see all next to account insights

Click on total followers

You will be able to see your followers > followers reached > followers engaged > your followers top locations > age group > gender

On most active times you will see the hours and days your followers are most active. Pin the most active times is when you should be posting. I recommend reviewing the stats on a biweekly bases as it might change as your following grows.



The purpose of this chapter is to provide guidance 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 boost your visibility on the platform.

Chapter 10

HASHTAGS

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 people 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 building your brand on instagram.
- The #1 question always is how many hastags should you use?
 - You should use about 5 hastags that relate to your post.
- A great hastag generator is COPYAI. This website helps you genrate hastags with lower competition.
- When you find hastags that relate to your niche it will help you find an audience that aligns with your product or service.
- Hastags should reflect on your location. Your producy or industry, related to your reel, and your target audience.

#

Chapter 11

USEFUL APPS



USEFUL APPS



CapCut

CapCut is a video editing app commonly used for editing and enhancing videos. It offers a range of features, including video trimming, cutting, adding music, effects, filters, and text to create and customize videos for social media, vlogs, and other purposes. It's a versatile tool for video editing.



Blink

Blink is an app that creates aesthetically Auto Captions on your videos where you are using your voice talking or a voice over. There's tons of colors, styles, and animations that can be added to make your video stand out.



ChatGPT

ChatGPT is an AI chatbot that uses natural language processing to create humanlike conversational dialogue. It can be used for tasks like answering questions, providing explanations, generating text, and assisting with various text-based tasks.

Question examples you can ask ChatGPT for your reels / captions dedicated to your niche

- Give me 7 hook ideas for _____
- 5 tips for a (your niche) journey _____
- Give me 5 facts about (your niche) _____
- What are some trending topics in (your niche) that I can discuss on social media?
- Can you suggest creative ways to promote a product or service on social media?
- Short quotes about (topic here) _____

WEEKLY PLANNER

MONDAY	
TUESDAY	
WEDNESDAY	
THURSDAY	
FRIDAY	
SATURDAY	
SUNDAY	

WEEK OF _____

PRIORITIES

TO-DO

NOTES