

TOP TEN REEL

Mistakes

COOKIER EDITION



*Learn the Top Ten Reel Mistakes to Avoid, so
You May Expand Your Reach and Attract More
Ideal Customers*

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10

Neglecting the Value of a Cover Image

Neglecting a captivating cover image means you miss the opportunity to captivate viewers right from the start. This image is the first thing they see in your profile feed and during searches.

Cookier Application: Customers may be viewing your profile for the first time or looking for a specific concept. Your cover image can attract them further or turn them away.



9

Dim Lighting Dims Attraction

Consistent dim lighting obscures your creative work, hindering the visual appeal of your reels. Your audience may struggle to see and appreciate your artistic efforts.

Cookier Application: You need a certain amount of lighting when icing that shows off the technique or look, but also doesn't glare too much on wet icing. We usually need a table, so finding a spot with some natural light is tricky!



8

Lengthy Reels Lose Viewers

Viewer attention spans are short, and long-winded reels risk viewer disinterest. Keeping a balance in your reels output that includes concise options is crucial to retain your audience's attention.

Cookier Application: A long reel, without dead space, every now and then is great! But doing real time cookie decorating for an entire cookie every time, will just result in lost interest.



7

Failing to Provide an Invitation to Engage

This is referred to as a “Call to Action.” When you do not include a call to action, you miss an opportunity to engage and build community.

Cookier Application: How can you invite engagement?

- What day that would be good for a cookie class?
- Or a This or That option for an Upcoming Pre-Order Option.
- Get people thinking about their future Graduation cookie designs.
- Or just chat about local events to build community.



6

Neglecting Captions

This is referred to as a “Call to Action.” When you do not include a call to action, you miss an opportunity to engage and build community.

Cookier Application: Your captions are an added opportunity to invite engagement, fill in your local customers on what’s coming up, and enhance the chances of the algorithm knowing exactly who to show the reel.



5

Posting Inconsistently

Inconsistency in your posting schedule leads to disengaged audiences. Remember that posting something, even once a week, is better than nothing. Consistency, even at a basic level, is key to improving your reach.

Cookier Application: Cookier schedules are all over the map! Creating a goal that is conducive to your schedule so that you can consistently put out a reel, will pay off huge. Even if it is just every Flood Friday or Tip Tuesday!



4

Trying to Do Too Much

Creating unrealistic plans or goals can result in burnout and avoidance. This holds especially true for your reel creation process. Overthinking it and never taking action is worse than trying something basic.

Cookier Application: Cookiers are notoriously idea machines...but, if you create such an overwhelming reels posting goal or plan that you cannot do it, your reels will likely all take a back seat and you lose the progress you made!



3

Not Targeting Your Audience

The primary goal is to grow your business. Creating generic reels just for the sake of it misses the opportunity to connect with your current customers and attract new, ideal customers.

Cookier Application: Think specifically about WHO you want to be your customer and who ALREADY IS your customer. What type of reels would be appealing to them? If you want to do corporate orders, create reels targeting that audience. If you want to do classes at a winery, what might attract those students most? Or say you want to attract wedding orders...what types of reels would capture a bride's eye?



2

Not Being Strategic with Trends

Mismanaging trends impacts your reel's appeal. Using the same trend excessively may deter viewers, while avoiding trends entirely means missing out on algorithm benefits.

Cookier Application: It's easy to just show cookie decorating...but what if you paired it with a trending sound? It's also common to see other creators do tricks to boost their views...but if you do the same one over and over, are you really serving your customer or causing them to turn away? If you do the same cookie set reveal reel every time, you lose an element of excitement.



1

Not Starting...Not Making Mistakes

You read that right. Analysis paralysis or the fear of making a mistake can hinder progress in any direction simply because no action is being taken. The number one mistake is not creating reels due to the fear of making mistakes.

Cookier Application: Take this list of mistakes with a grain of salt...because if you make the Number One Mistake then there are no mistakes to even improve upon. Think of an idea, grab your phone and just go for it! The best lessons in creating reels come from experimenting and posting!



Have Questions?



Check out my Instagram Page for more. I go into more detail about these concepts and share other helpful information.

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Find me on Facebook! Join the Content Creation Cookbook Community to bounce ideas off of fellow cookiers and bakers, as well as get feedback and insight directly from me!

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There's more to come! Lightroom presets, in-depth phone photography courses, reels courses, and content creation challenges and workshops.

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RECAP

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Mistake 1: Not Starting...Not Making Mistakes