

A branch of eucalyptus with round, silvery-green leaves is positioned in the upper left corner of the page.

# How To Go Viral With *Reels* Guide

UNLOCK THE SECRETS: DIVE INTO THE MAGICAL  
WORLD OF GROWING YOUR BUSINESS WITH  
REELS! OUR GUIDE HAS ALL THE JUICY DETAILS  
FROM A TO Z.



# 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 e-book, we don't hold back we give it all away. Get ready to take your business to the next level with a step-by-step guide, and learn how to grow overall in the social media world.



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# WHERE CAN YOU FIND YOUR AUDIENCE NEEDS:

01

## **INSTAGRAM**

GO TO THE EXPLORE PAGE AND ON THE HIGHLIGHTS BELOW THE SEARCH BAR FIND A TOPIC THAT SPEAK 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 THAT YOU CAN FILTER YOUR SEARCH, MAKE SURE THAT YOU FILTER THE LAST 30 DAYS. IT ALSO TELLS 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.

# 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

# 02

# THE 4 PILLARS

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## 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

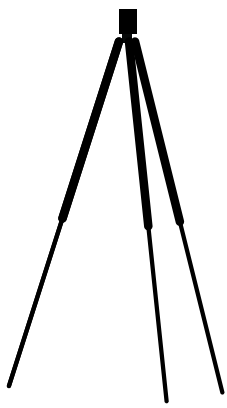
### ENTERTAINMENT

- TRAVEL AND ADVENTURE VLOGS
- SHOPPING HAULS
- A DAY IN THE LIFE VLOG- STYLE
- WORKOUT ROUTINE AND FITNESS SHARE SOMETHING FUNNY RELATABLE TO YOUR AUDIENCE OR NICHE
- JUMP ON A TRENDY REEL

# MASTERING VIDEO QUALITY AND LIGHTING

03

## WHAT YOU WILL NEED TO CREATE REELS LIKE THE PROS:

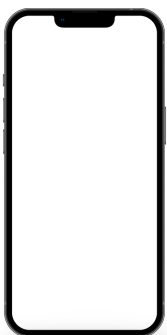
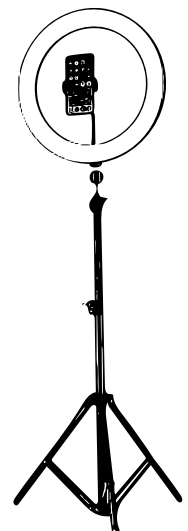


### TRIPOD

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.

### 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 FAVORITES ARE THE PORTABLE ONES THAT ATTACH TO YOUR PHONE, IT'S EASY TO USE, AND YOU CAN TRAVEL WITH IT EASILY.



### PHONE

YOU DON'T NEED A PROFESSIONAL CAMERA TO TAKE GREAT CONTENT. YOU JUST NEED A PHONE WITH A GOOD CAMERA AND THE RIGHT SETTINGS. WE WILL GO OVER THAT IN THIS GUIDE. FILM YOUR REELS IN 4K

# MASTERING VIDEO QUALITY AND LIGHTING

03

## Lighting Placement: Your Secret Weapon

Here's the scoop: Always face the light. Don't stand with your back to the sunshine, or you'll end up like a shadowy figure from a mystery movie. We want your gorgeous face to shine, not hide!

If you're shooting in the evening, a ring light is like your new bestie. It gives you that glowy look that screams, "I'm a Reel sensation!"

Ready to take your Reels from drab to fab?

High-quality videos and the right lighting are your ticket to Reel stardom.

Buckle up, because we're just getting started. In the next chapter, we'll dive into trending audio and more tips to skyrocket your Reel reach!



# MASTERING VIDEO QUALITY AND LIGHTING

03

## Why High-Quality Video Matters

Picture this: You're scrolling through your Instagram feed, and suddenly, a Reel pops up that looks like it was shot in the dark ages. Blurry, pixelated, and just plain hard to watch. Are you gonna stick around? Probably not. That's why nailing your video quality is like the VIP pass to Reel success. Crisp, clear videos show that you mean business and that your content is worth watching.



## The Perfect Lighting Setup

Okay, so you've got your smartphone, your dance moves are on point, and you're ready to rock your Reel. But wait, where's the light coming from? Natural light is your secret weapon. Grab a spot by the window, and let that sunlight work its magic. It'll make your face glow, your colors pop, and your content look totally pro.

# MASTERING VIDEO QUALITY AND LIGHTING

03

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# CHOOSING TRENDING AUDIO FOR MAXIMUM IMPACT

04

## Discovering Trending Audio and Popularity

Ever wondered how some Reels seem to hit it big while others just flop?

It's all about the audio, baby!

When you use trending sounds, your Reel has a better chance of landing on the Explore page and reaching a wider audience.

Pro tip: Look for those tiny up arrows next to the audio track. Those are the golden nuggets that can take your Reel from good to jaw-dropping. Click on the little arrow itself and you'll see all of the trending audios and their trending popularity.

## A Guide to Audio Engagement Levels

Ready for some Reel magic? Here's the secret formula:

Under 10k views, good.

Under 5k views, awesome.

Under 1k views, epic.

When you pick trending audio with lower view counts, you're setting yourself up for Reel success. Your content will be part of a conversation that's already happening, and you'll catch the eye of the algorithm. It's like a shortcut to Reel fame!



# CHOOSING TRENDING AUDIO FOR MAXIMUM IMPACT

04

- Trending audios are one of the most important parts of your reel, it should actually be the first thing you look for when creating a 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 trendy audio with multiple BEATS.
- If you just wanna share one pinpoint, 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 the sounds are sure to be highLY popular on both PLATFORMS!



# CHOOSING TRENDING AUDIO FOR MAXIMUM IMPACT

04

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

## TRY TO USE EARLY SOUND TRENDS WITH UNDER 10,000 REELS IN THEM

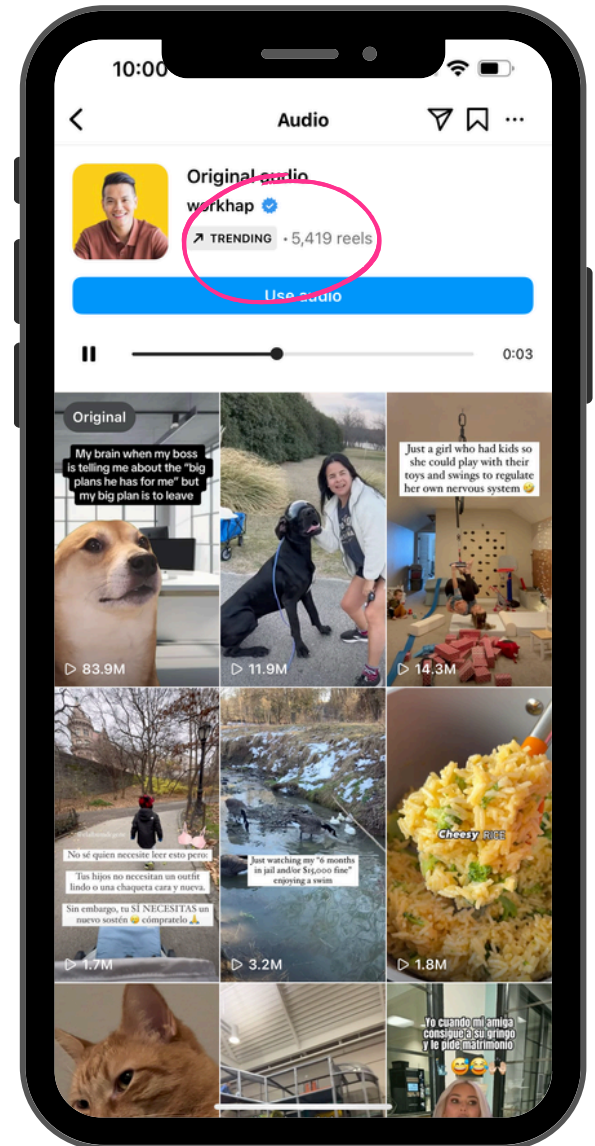
Use the reel explore tab (next to your profile at the bottom) to find trending reels in your topic and trending reel sounds.

Pay attention to the reels that are going viral and get a lot of engagement in your niche - save those viral reels in your niche and train the algorithm by showing your interests (aka only watching and saving content in your own niche from creators that are in the same or similar niche to yours)

You can find trending sounds when you click on the Reel explore page (next to your profile at the bottom) and scrolling through reels - look out for a small arrow next to the sound, the arrow indicates that the reel is trending. Click on the sound and then use the sound or save for later.

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 RECORDING AND MAKE THE AUDIO YOUR ORIGINAL audio.



MAXIMIZE  
SUCCESS WITH  
TRENDING  
SOUNDS

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

## **TO DO A VOICE OVER ON REELS, FOLLOW THE 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.

# HASHTAGS

06

Hashtags are known to increase the visibility and discoverability of your post. 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 wonderful tool for expanding your reach and building your brand on Instagram.

- The #1 question always is how many hashtag should you use?
- You should use about five hashtags that relate to your post
- A great hashtag Generator is Copyai, this website helps you generate hashtags with lower Competition
- When you find hashtags that relate to your niche, it will help you find an audience that aligns with your product or service
- Hashtags should reflect on your location, your product or industry, related to your reel, and your target audience



# SIDESTEPPING TRIGGER WORDS AND BANNED HASHTAGS

07

## The Impact of Trigger Words and Banned Hashtags

Here's a shocker: Instagram has a "naughty list" of hashtags and words that can send your Reel straight to invisibility. Imagine using a banned hashtag and your Reel only gets shown to your current followers. Instagram could flag your account as a spammer or as being against their community guideline.

## Navigating The Banned Hashtag List with Metahashtags

To dodge this bullet, use "metahashtags" to check if your hashtags are banned. It's like an armor against the algorithm's wrath. Simply copy and paste the hashtags you want to check. Some hashtags are banned forever and some just for a certain period of time.



# THE HOOK, STORY, OFFER FRAMEWORK

08



## The Psychology Behind the Hook, Story, Offer Framework

The Hook-Story-Offer framework is your secret weapon for engaging your audience and turning viewers into fans. Start with a hook that grabs attention, dive into a relatable story, and finish with an offer that leaves them wanting more.

It's like a mini-movie that leaves your audience eager to hit that "Follow" button.

Bonus tip: After you've typed out your caption for your reel, scroll down click "topics", scroll down to "business" and add the first three.

Make sure you add a location as well, this doesn't have to be your location, I have found experimenting with big cities is useful: New York, Miami, Chicago, Los Angeles.

# THE HOOK, STORY, OFFER FRAMEWORK

08

## Crafting the Perfect Hook

Hook:

"Ready to escape the paycheck-to-paycheck cycle?"

## Weaving an Engaging Story

Story:

"I used to be stuck there, too—juggling jobs and struggling to make ends meet. But then, I discovered a digital marketing and business automation course that changed everything. Now, I'm on a mission to help others break free."

## Presenting an Irresistible Offer

Offer:

"Join my digital course and build passive income streams from scratch. Say goodbye to financial stress and hello to a brighter future. Click the link in my bio to learn more!"

Buckle-up! In the next chapter, we're spilling the beans on how to add secret search words to your videos, getting cozy with the algorithm, and taking your Reels from "good" to "viral sensation."



# HOOK 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 MAKES SENSE
- 3 KNOWN WAYS TO\_\_\_\_ THAT WILL\_\_\_\_
- 3 WAYS TO\_\_\_\_ ( #3 IS MY FAVORITE)
- 3 THINGS YOU PROBABLY DIDN'T KNOW ABOUT\_\_\_\_
- THESE 3 THINGS WILL CHANGE THE WAY YOU\_\_\_\_
- 3 WAYS YOU CAN GET\_\_\_\_ WITHOUT HAVING TO\_\_\_\_
- CALLING ALL\_\_\_\_, YOU NEED THIS TIP!
- THE #1 THING YOU NEED WHEN\_\_\_\_
- THE #1 QUESTION I GET ABOUT\_\_\_\_
- I BET YOU'RE DOING\_\_\_\_ WRONG
- THIS FACT WILL CHANGE YOUR LIFE
- HEY (YOUR AUDIENCE), I SEE YOU (DOING/STRUGGLING, ETC) WITH\_\_\_\_
- MY FAVORITE HACK FOR\_\_\_\_
- THE EASIEST WAY TO\_\_\_\_

## CAPTION DETAILED IDEAS:

- THE EASIEST WAY TO\_\_\_\_
- THE 2023 GUIDE TO\_\_\_\_
- I CRACKED THE CODE TO\_\_\_\_
- I'M ABOUT TO EXPOSE\_\_\_\_
- DO THESE THINGS TO SAVE TIME AND MONEY ON\_\_\_\_
- RAISE YOUR HAND IF YOU\_\_\_\_
- STOP SCROLLING IF YOU\_\_\_\_
- TRUE OR FALSE
- LET ME SHARE A SECRET WITH YOU\_\_\_\_

## CONTROVERSIAL IDEAS

- YOU'RE REALLY 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'RE GOING TO WANT TO KEEP SCROLLING!
- THIS IS WHAT'S KEEPING YOU FROM (ACCOMPLISHMENT / GOAL)
- EVERYTHING I WISH I KNEW BEFORE.....
- NO ONE IS TALKING ABOUT THIS\_\_\_\_

## TRANSFORMATION IDEAS

- WATCH IF YOU WANT TO SEE THE ULTIMATE TRANSFORMATION
- I'M ABOUT TO BLOW YOUR MIND\_\_\_\_



# THE SEO TRICK FOR HIGHER VISIBILITY & ENGAGEMENT TIPS

10

## Integrating Key Search Words

Get ready to play a little hide and seek with the algorithm! After creating your amazing Reel, it's time to sprinkle some magic search words. These are the keywords your ideal audience is typing into Instagram's search bar.

List out 10-30 relevant words, then shrink that list down to the tiniest size possible. Match the color to the edge of your screen, drag it off, and bam! The algorithm will pick up these words and use them to push your reel out to your ideal audience!

## Adding Search Words to Your Reel

Did you know the algorithm is like your social media sidekick? It wants to showcase your Reels to the right audience, but it needs some hints. Secret search words are like breadcrumbs that lead the algorithm to your content. When it matches those keywords with users' searches, your Reel has a front-row seat on the Explore page. It's like the VIP pass to Reel stardom!

## Using the Color Picker Tool to Your Advantage

Use the color picker tool to match the color of your brush or text with your background. Maybe you have a photo of your product and would like the color of your caption to match. To find the color picker tool, tap the tool on the left of your color palette and drag it to the color you want to match with your text or brush.

# THE SEO TRICK FOR HIGHER VISIBILITY & ENGAGEMENT TIPS

10

## Elevate Engagement: From Good to Viral

Your Reels are about to reach new heights! By now, you're a master of trending audio, captivating stories, and eye-catching visuals. Now, let's elevate your engagement. Ask open-ended questions that invite your audience to join the conversation. Encourage them to share their thoughts, experiences, or tag a friend who needs to see your content.

Pro Tip: The absolute surest way to spark engagement is to be totally transparent and vulnerable in your journey. People want to connect to real people. The more engagement, the happier the algorithm.

## Timing is Key: The Art of Posting

Picture this: You've crafted an epic Reel, fine-tuned the captions, and nailed the search words. Now, let's talk timing. The algorithm gives extra love to new content. So, aim to post when your audience is most active. Check your Instagram Insights to find your followers' peak engagement times. It's like launching a Reel rocket when the stars align.

Pro tip: the algorithm loves consistency. To turbocharge your views I recommend posting at least 2-3 reels a day at the same times every day. Morning, noon, and evening.



# EVOKE EMOTIONS, BUILD TRUST, AND REEL 'EM IN

## Emotional Resonance: Stirring Hearts, Not Just Likes

Your Reels aren't just about entertainment; they're about creating a genuine connection. Tap into emotions your ideal audience can relate to. Whether it's laughter, empathy, nostalgia, or inspiration – emotions speak louder than words. Craft Reels that resonate deeply and leave your viewers feeling like they've found a kindred spirit.

## Trust is Your BFF: Honesty and Authenticity Win

Trust-building time, my friend! The Reel world is full of shiny façades, but you're about to be the beacon of authenticity. Share your journey, your ups, and downs, your wins, and your learning moments. When you open up about your experiences, you're creating a trust bridge between you and your audience. Authenticity is magnetic, and trust is the glue that keeps them coming back for more.

## Peek Behind the Curtain: Share the Magic Moments

Ready to play peek-a-boo with your audience? Offering a glimpse behind the scenes gives them an insider's perspective into your world. Show them the chaos of your workspace, the creative process, and even the bloopers. These candid moments humanize you and your brand, making you more relatable. It's like sharing a secret handshake that forges a deeper bond



# EVOKE EMOTIONS, BUILD TRUST, AND REEL 'EM IN

## Testimonials: Let Your Raving Fans Shine

Remember those delighted customers who couldn't stop singing your praises? It's time to let them shine! Share video testimonials from your raving fans. Their genuine words carry more weight than any sales pitch. They're living proof that your products or services have made a positive impact. Testimonials build credibility and sway potential customers to jump on board.

## The Power of Transformation: Before and After

Who doesn't love a good before-and-after story? Whether you're showcasing a personal transformation or the evolution of your business, these stories are gold. Take your audience on a journey from struggle to success. It's relatable, inspiring, and showcases your expertise. Plus, everyone loves a story with a triumphant ending.

With these emotion-evoking, trust-building strategies, your Reels are becoming irresistible magnets.

You're creating a community that values authenticity and feels connected to your journey.

In the next chapter, we'll uncover the art of the persuasive Call to Action, ensuring your Reels convert like magic. Get ready to take your Reels to the next level!



# THE CALL TO ACTION: TURNING VIEWS INTO VALUED CUSTOMERS

## CTA Magic: Making Your Intentions Crystal Clear

The Call to Action is like a golden key that unlocks the door to conversions. Whether you want your viewers to visit your website, sign up for your newsletter, or explore your products, your CTA should be crystal clear and compelling. It's the nudge your audience needs to take the desired action. Keep it simple, actionable, and aligned with the purpose of your Reel.



## Link in Bio: Your Reel's BFF

Instagram doesn't allow clickable links in Reel captions, but fret not! Your bio is where the magic happens. Direct your audience to click the link in your bio for more information, exclusive offers, or to access valuable resources. Keep your bio updated with the link mentioned in your Reel to create a seamless transition from viewer to potential customer.

# THE CALL TO ACTION: TURNING VIEWS INTO VALUED CUSTOMERS

## Engage and Encourage: Comments and DMs

Engagement is the heartbeat of social media success. Encourage your viewers to drop comments sharing their thoughts, questions, or reactions.

Respond to every comment to show that you're actively involved in the conversation.

Invite them to DM you if they have specific inquiries or want to dive deeper into the topic. Personalized interaction builds trust and rapport.

## Urgency and Scarcity: FOMO

Fear of Missing Out (FOMO) is a powerful motivator. Create a sense of urgency and scarcity to prompt immediate action. Whether it's a limited-time offer, a flash sale, or a special discount code, let your audience know that time is of the essence. The fear of missing out on something valuable can lead to quick conversions.



# THE CALL TO ACTION: TURNING VIEWS INTO VALUED CUSTOMERS

## Reward Action-Takers: Exclusive Goodies

Everyone loves a little extra, right? Reward those who take action based on your CTA. Offer exclusive discounts, freebies, or bonus content to those who engage with your Reel and follow through with your CTA. This not only creates excitement but also encourages future engagement and conversions. Things like "comment for my free guide" or "the first ten people to guess correctly in the comments will get my free guide!"

With the mastery of the Call to Action, you're now equipped to drive meaningful engagement, interactions, and conversions from your Instagram Reels.

Your Reels have evolved from mere views to a potent tool for building a thriving community and boosting your business. As you continue to refine and experiment with your Reel strategy, remember that consistency and authenticity are your guiding stars.

Keep shining, Reel Superstar!



# CALL TO ACTION IDEAS

13

**HERE ARE SOME GREAT CALL TO ACTION FOR EVERY NICHE:**

1. ORDER YOURS NOW! (CLICK THE LINK IN MY BIO)
2. DON'T WANT TO MISS OUT? JOIN THE WAITLIST. (LINCOLN BIO)
3. DM ME "CODEWORD" TO GET 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 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 BFFS WHO NEED TO SEE THIS



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.

- 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:\_\_\_\_\_
- X steps to\_\_\_\_\_
- OK let's address the elephant in the room.

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



# STRUCTURING YOUR REEL

15

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.

- Determine your niche + your target audience
- Choose a theme or topic for your reel
- Find a trending audio
- Record your footage (remember to save it before you write a text just in case you want to use it in the future)

pro tip: FILM your videos in 4K and 60 FPS

- Start with an attention-grabbing hook to attract your audience.
- Keep your text no more than 3 sentences. When reels have too much text it discourages your audience from engaging with you and your reel
- Use transitions to smoothly connect each clip
- **KEEP IT SHORT AND SWEET, IDEALLY UNDER 10 SECONDS**
- **END WITH A CALL TO ACTION**
- Add your REEL cover that goes with your topic.
- Write a caption that goes with your reel. Here you can go more in-depth with describing your reel.
- Include relevant hashtags.
- Share your reel to your stories for those who don't see your reels necessarily but who watch your stories
- Add the autoresponder for your reels to automate the replies to your comments



# WHEN TO POST YOUR REELS

16

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

**GO TO YOUR PAGE**



**CLICK ON PROFESSIONAL DASHBOARD ( IF THIS  
IS NOT A BUSINESS 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. ON THE MOST ACTIVE  
TIMES IS WHEN YOU SHOULD BE POSTING. I RECOMMEND  
REVIEWING THE STATS ON A BIWEEKLY BASIS AS IT MIGHT  
CHANGE AS YOUR FOLLOWING GROWS.**

