

Bonus 1

B-Roll Reels guide

What's a B-Roll Reel?

A B-Roll Reel is a video format that combines background footage with text overlays to deliver quick, engaging messages.

Here's what goes into a great B-Roll Reel

✓ Background Video:

- If you need visuals to support your message, film a scene that clearly demonstrates your idea.

Examples [🔗 Example 1](#), [Example 2](#), [Example 3](#), [Example 4](#), [Example 5](#), [Example 6](#)

- If your message doesn't need a specific visual, film moments related to your business or the overall message you want to convey with your brand and use them as the background.

Examples [🔗 Example 1](#), [Example 2](#), [Example 3](#), [Example 4](#), [Example 5](#)

✓ Clear message in the video:

These reels should deliver short, impactful messages or tips that resonate with your audience.

Include your hook/ title and key points directly in the video. For simple messages or perspectives, you don't need a title—just stick to short, punchy phrases that get straight to the point.

✗ Avoid this ✗ : Some Reels only have a title and tell viewers to read the caption for more details. Avoid this. Your audience should understand the main message of your Reel without needing to check the caption. The caption should only complement the video.

✓ **Appropriate length:**

Keep your video short, but make sure it's long enough for viewers to read and understand the message.

✓ **Background audio:**

Use trending songs or audio that match the vibe of your video.

B-Roll footage ideas for Reels

1- Workspace clips

- A time-lapse of setting up your desk, arranging your materials, or organizing your workspace
- Close-ups of specific tools (e.g., pens, scissors, computers) being used, like writing, cutting, or typing.

2- Daily routine

- Clips showing your morning routine, like making coffee, journaling, or stretching.
- Snippets of your day-to-day tasks, whether at home or in a workspace.

3- Behind the scenes

- Setting up chairs, decorations, or technology for a workshop or event.
- Adjusting cameras, lighting, or equipment before a shoot.

4- Nature and environment

- Footage of you walking through a forest, garden, or along the beach.

5- Product usage

- Show how your products are used in real life.

Lifestyle shots

- Hobbies or activities like cooking, exercising, or crafting.
- Travel or exploration footage.

Mood and atmosphere

- Capturing cozy evenings, energetic mornings, or serene moments.
- Seasonal footage or time-lapses of sunsets/sunrises.

Packaging and shipping:

- Show the process of packaging goods if you sell products online, emphasizing care, detail, and the personal touch.

To keep in mind

The B-rolls you use should align with your business and the overall message you want to convey on your page.

If your brand involves travel, include clips like boarding a plane, scenic views from hikes, or exploring local markets to engage your audience.

For those in the food industry or who talk about nutrition and lifestyle, footage of cooking or meal preparation can be appealing.

If fitness is a part of your brand, show clips of workouts, runs, or yoga sessions.

If your content is focused on wellness, travel, or environmental topics, natural settings like parks, forests, or urban green spaces make great B-roll footage.

It's also important to think beyond just what your business is about—consider what you want people to associate with your brand.

For example, if you're a productivity coach who values nature, it makes sense to include footage of yourself walking in nature, reflecting the values you want to communicate.

So it's not just what your business is about, but the things you want people to associate your brand with.

Tips for better B-Roll Reels

✗ Avoid shaky footage (using a tripod can help in some situations)

✗ Avoid relying on stock videos—they're commonly used, making it harder to stand out and feel authentic. You want your content to be unique and true to your brand.

✓ Keep your footage aligned with your brand's message.

✓ Ensure that text overlays are easy to read against the background.



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