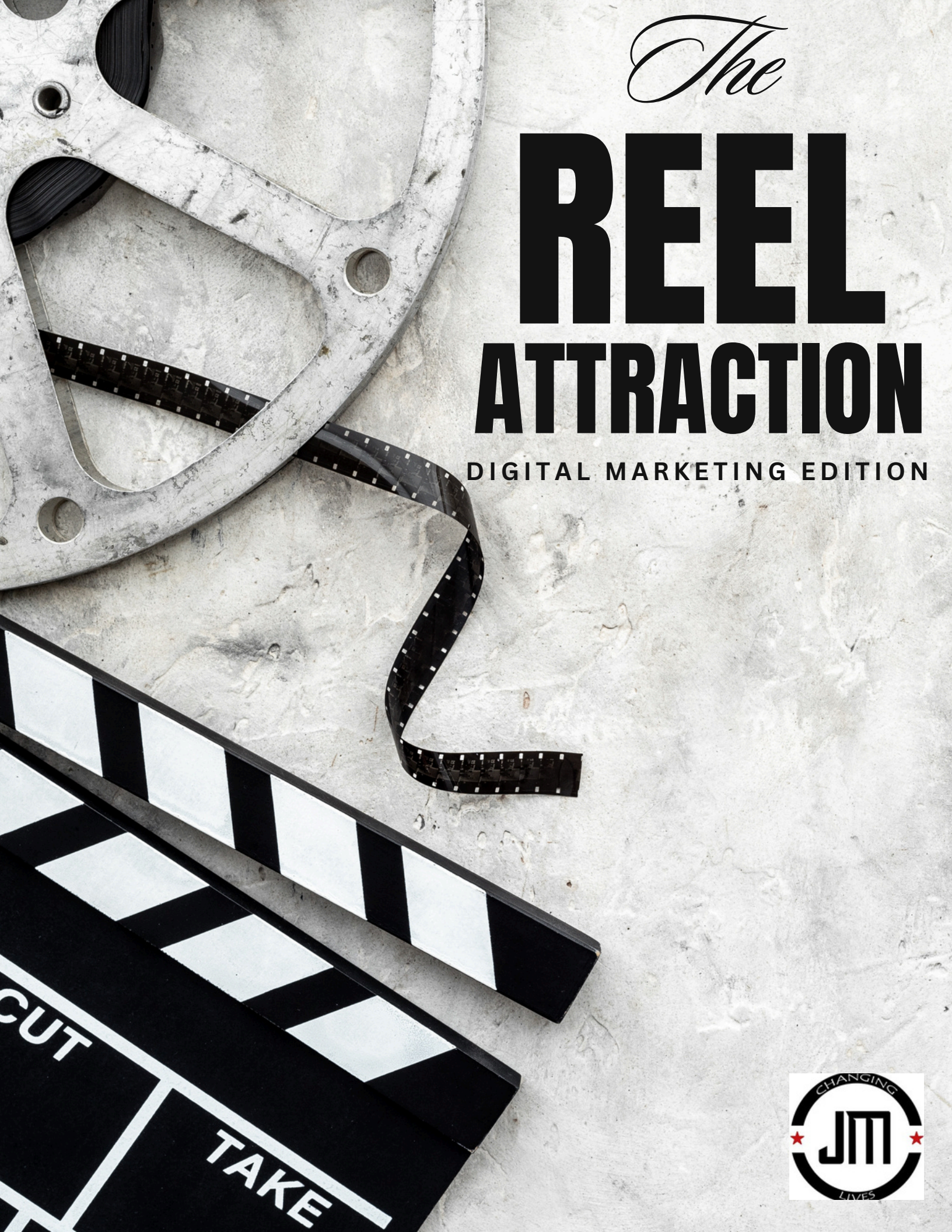


The

REEL ATTRACTION

DIGITAL MARKETING EDITION

CHANGING JM LIVES







WELCOME

CLASS IS IN SESSION!

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.



CHAPTER 1
REELS EQUIPMENT

IN THIS CHAPTER, WE WILL COVER THE NECESSARY TOOLS AND RESOURCES FOR CREATING PROFESSIONAL-LEVEL REELS. LETS JUMP INTO THE BASICS ON THE EQUIPMENT YOU WILL NEED TO START CREATING CONTENT LIKE THE PROS.

WHAT WILL YOU 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..

HERE IS MY FAVORITE TRIPOD + IT'S COST EFFICIENT:

TRIPOD LINK

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.

RING LIGHT

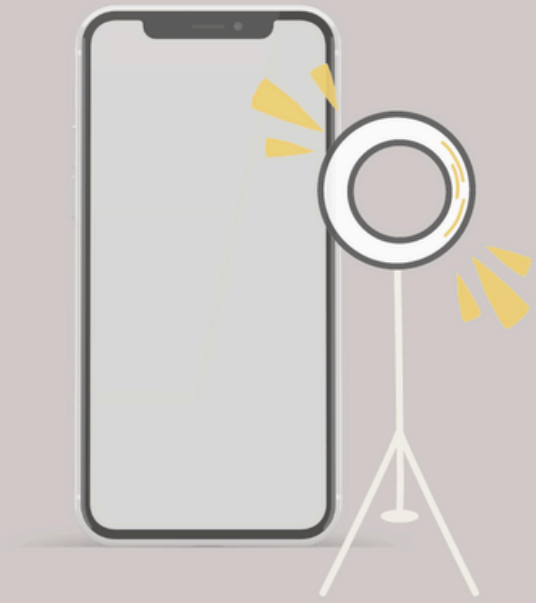
ALTHOUGH NATURAL LIGHTING IS THE BEST, HAVING A RING LIGHT AVAILABLE IS ALWAYS GREAT ESPECIALLY FOR PRODUCT SHOOTS.

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.

HERE ARE MY TWO FAVORITE RING LIGHTS:

TRIPOD RIGHTLIGHT LINK

PROTABLE RING LIGHT LINK





CHAPTER 2
COMMON MISTAKES

COMMON MISTAKES

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

- 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 PUT ON THE EXPLORE 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 IN 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 WIRTE YOUR TEXT MAKE SURE YOU'RE 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 2 TO 3 SENTENCES MAX. YOU CAN GO MORE IN-DEPT IN THE CAPTIONS.
- YOU ARE USING A SATURATED TRENDY AUDIO THAT IS COMING TO THE FINAL STAGES OF ITS TREND. ALTHOUGH AN AUDIO CAN BE TRENDY (WITH THE MARK) IT DOESN'T MEAN IT'S NOT IN IT'S FINAL STAGES. YOU NEED TO GET TRENDING AUDIOS THAT ARE IN THE BEGINNING STAGES OR CREATE YOUR OWN. DON'T WORRY I'LL TEACH YOU HOW.
- 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 AT THE RIGHT TIME CAN MAKE A BIG DIFFERENCE IN TERMS OF ENGAGEMENT AND VISIBILITY. PAY ATTENTION TO WHEN YOUR AUDIENCE IS MOST ACTIVE AND TRY TO POST DURING THOSE TIMES.

CHAPTER 3
FINDING YOUR AUDIENCE

OUR PROGRESS



IN THIS CHAPTER, WE WILL DIVE INTO THE PROCESS OF FINDING YOUR TARGET AUDIENCE AND DETERMINING THE ISSUES OR THE 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 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.

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

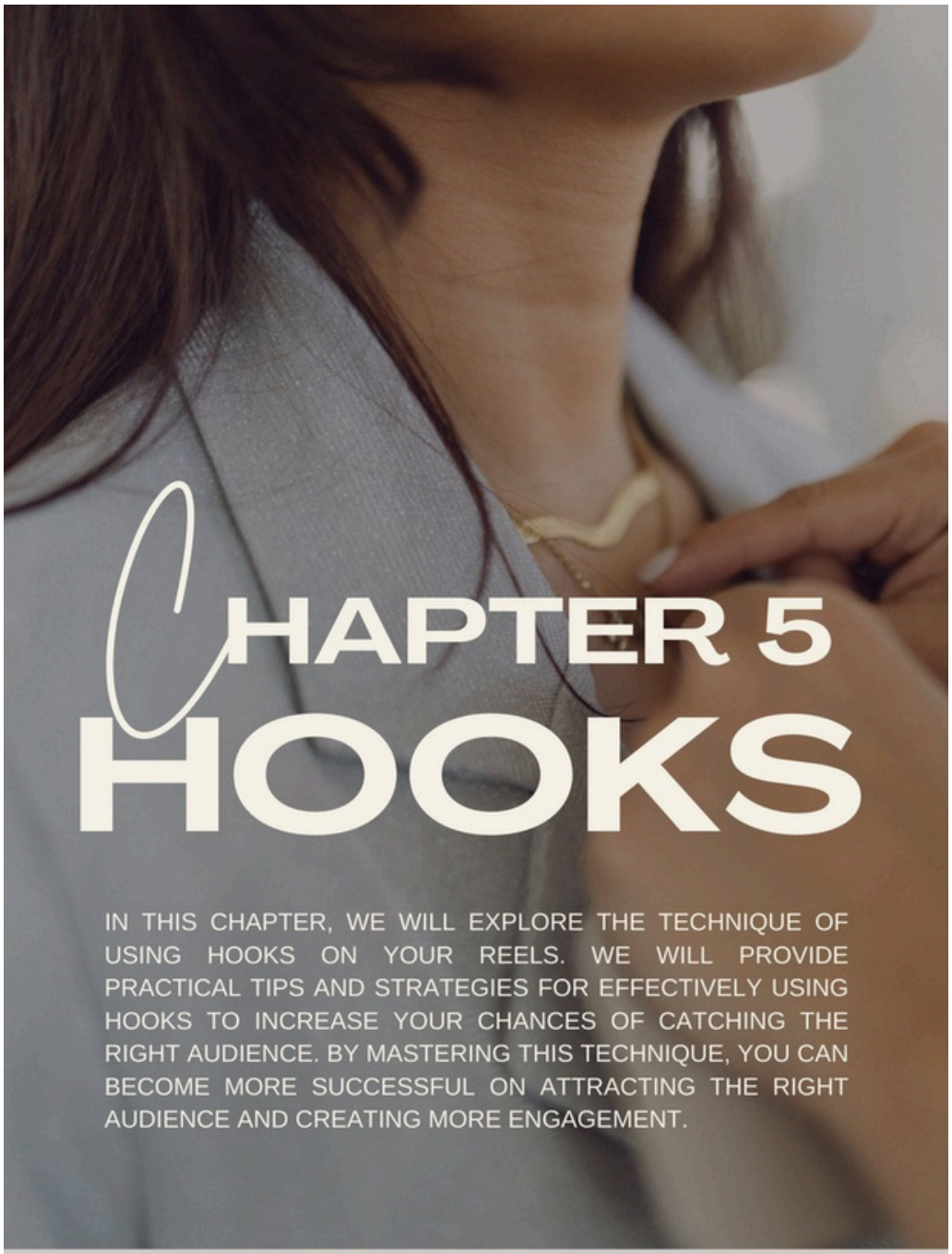
VULNERABLE

- 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 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.

FREE EBOOK

SELF LOVE 101

Created With Love By Olivia Wilson
www.reallygreatsite.com

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

ITS 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 CTAS IN YOUR REELS, ALLOWING YOU TO IDENTIFY WHICH REELS ARE RESONATING THE MOST WITH YOUR AUDIENCE. IT'S OK 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 SOME GREAT CALL TO ACTIONS FOR EVERY NICHE:

1. ORDER YOURS NOW! (CLICK THE LINK IN BIO)
2. DON'T WANT TO MISS OUT? JOIN THE WAITLIST. (LINK IN 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

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

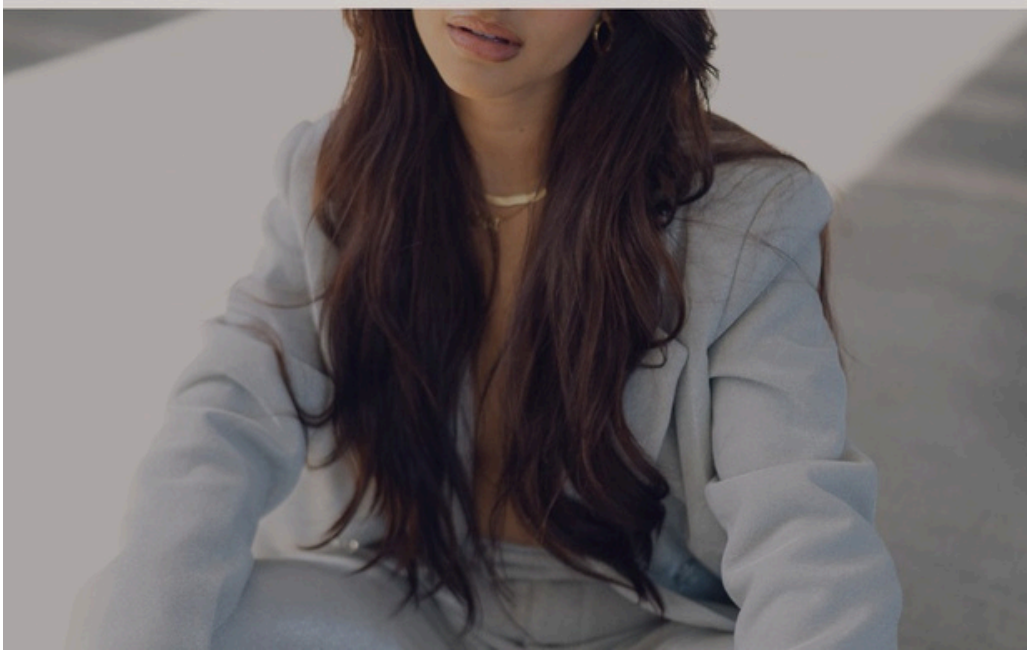
- BREAKING NEWS!
- CALLING ALL ____
- HOW I WENT FROM ____ TO ____
- UNPOPULAR OPINION: ____
- I WASN'T GOING TO SHARE THIS BUT ____
- I HAVE A CONFESSION TO MAKE!
- YOU NEED TO HEAR THIS ____
- PEOPLE LOVE TO ASK THIS QUESTION: ___
- X STEPS TO ____
- OK LET'S ADDRESS THE ELEPHANT IN THE ROOM.

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.

CHAPTER 8

TRENDING AUDIO

+ VOICE OVERS



TRENDING AUDIO

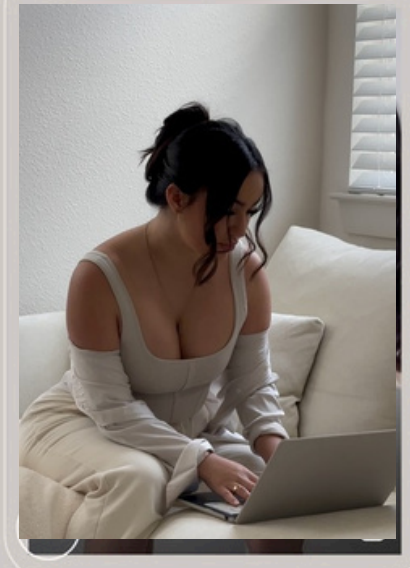
- TRENDING AUDIOS ARE ONE OF THE MOST IMPORTANT PARTS OF YOUR REEL, IT SHOULD ACTUALLY BE THE FIRST THING YOU LOOK FOR WHEN CREATING YOUR REEL. WHEN THE REEL ACTUALLY CONNECTS WITH YOUR AUDIO IT BECOMES CATCHY TO YOUR AUDIENCE.
- THE AUDIO ALSO HELPS WITH VIEWS IF IT'S TRENDING.
- IF YOU HAVE MULTIPLE PIN POINTS THAT YOU WANT TO SHARE FIND A TRENDY 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 5000 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 RECORDING AND MAKE THE AUDIO YOUR ORIGINAL AUDIO.



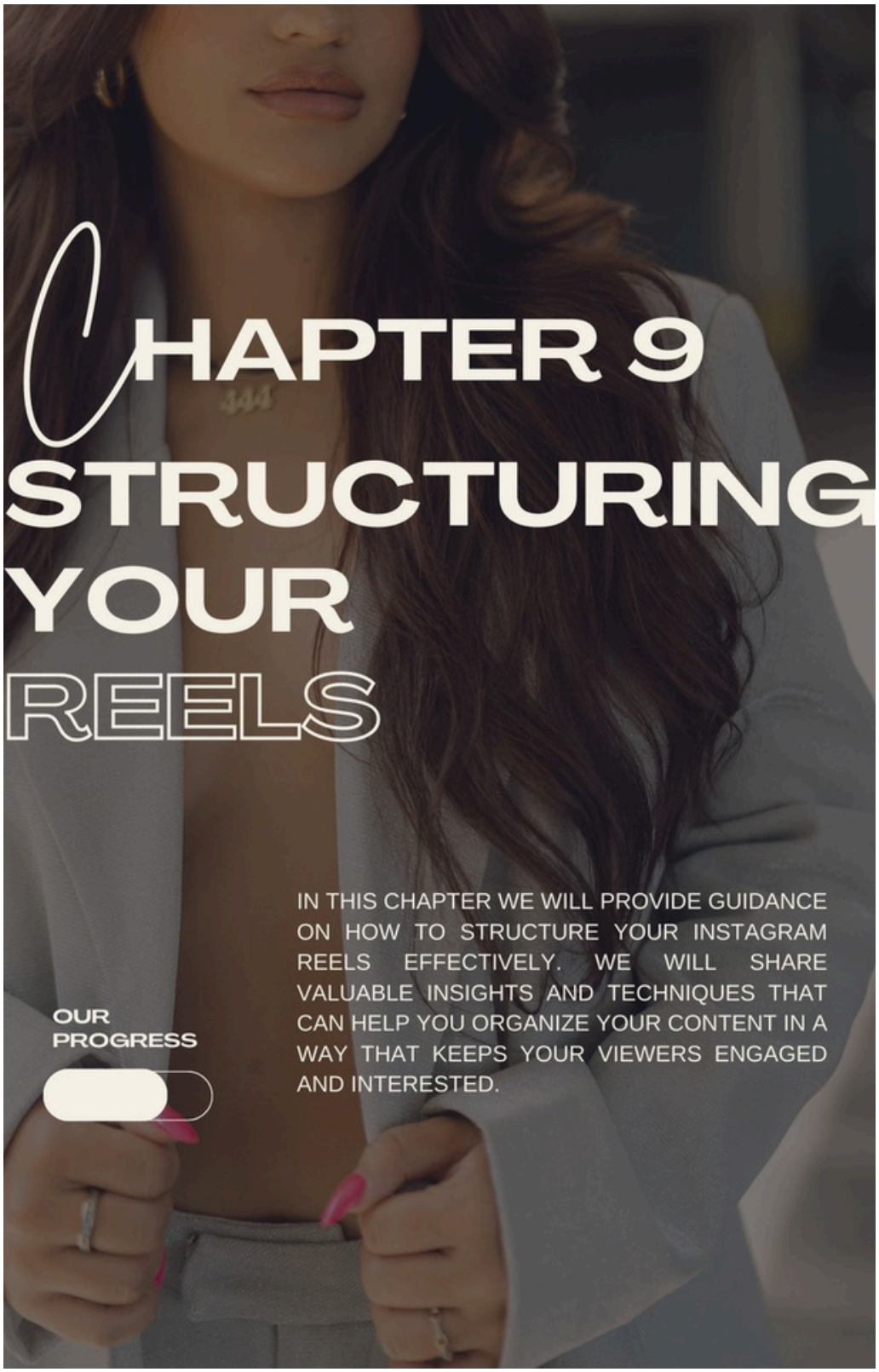
VOICE OVERS

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.

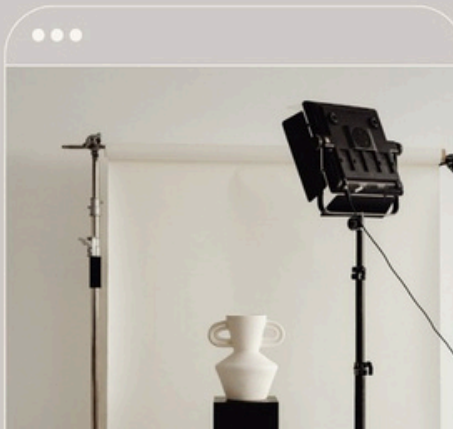
OVERS


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 INTERESTED.
OUR PROGRESS

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 SAVE IT BEFORE YOU WRITE A TEXT JUST IN CASE YOU WANT TO USE IT IN FUTURE) **PRO TIP:** FILM YOUR VIDEOS IN 60FPS THAT WAY YOU CAN SLOW THEM DOWN TO .70 WHEN EDITING AND IT'LL MAKE YOUR FOOTAGE SMOOTH.
- 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 AND YOUR REEL.
- 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. HERE YOU CAN GO MORE IN-DEPTH WITH DESCRIBING YOUR REEL.
- INCLUDE RELEVANT HASHTAGS
- ENGAGE WITH YOUR AUDIENCE 10 MINUTES PRIOR TO POSTING AND 10 MINUTES AFTER YOU POST YOUR REEL.
- 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 ON 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 THIS STATS ON A BIWEEKLY BASES AS IT MIGHT CHANGE AS YOUR FOLLOWING GROWS.



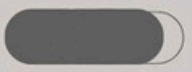
THE PURPOSE OF THIS CHAPTER IS TO PROVIDE GUIDANCE ON HOW TO EFFECTIVELY USE HASHTAGS IN YOUR INSTAGRAM REELS. BY FOLLOWING OUR SUGGESTIONS, YOU CAN LEARN HOW TO OPTIMIZE YOUR REELS WITH APPROPRIATE HASHTAGS, WHICH CAN BOOST YOUR VISIBILITY AND ENGAGEMENT ON THE PLATFORM.

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!

OUR PROGRESS



- THE #1 QUESTION ALWAYS IS HOW MANY HASHTAGS SHOULD YOU USE?
  - YOU SHOULD USE ABOUT 5 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.



WEEKLY PLANNER

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY

SATURDAY	SUNDAY

TO-DO LIST FOR THE WEEK

HOW WAS YOUR WEEK?

1 2 3 4 5

NOTES