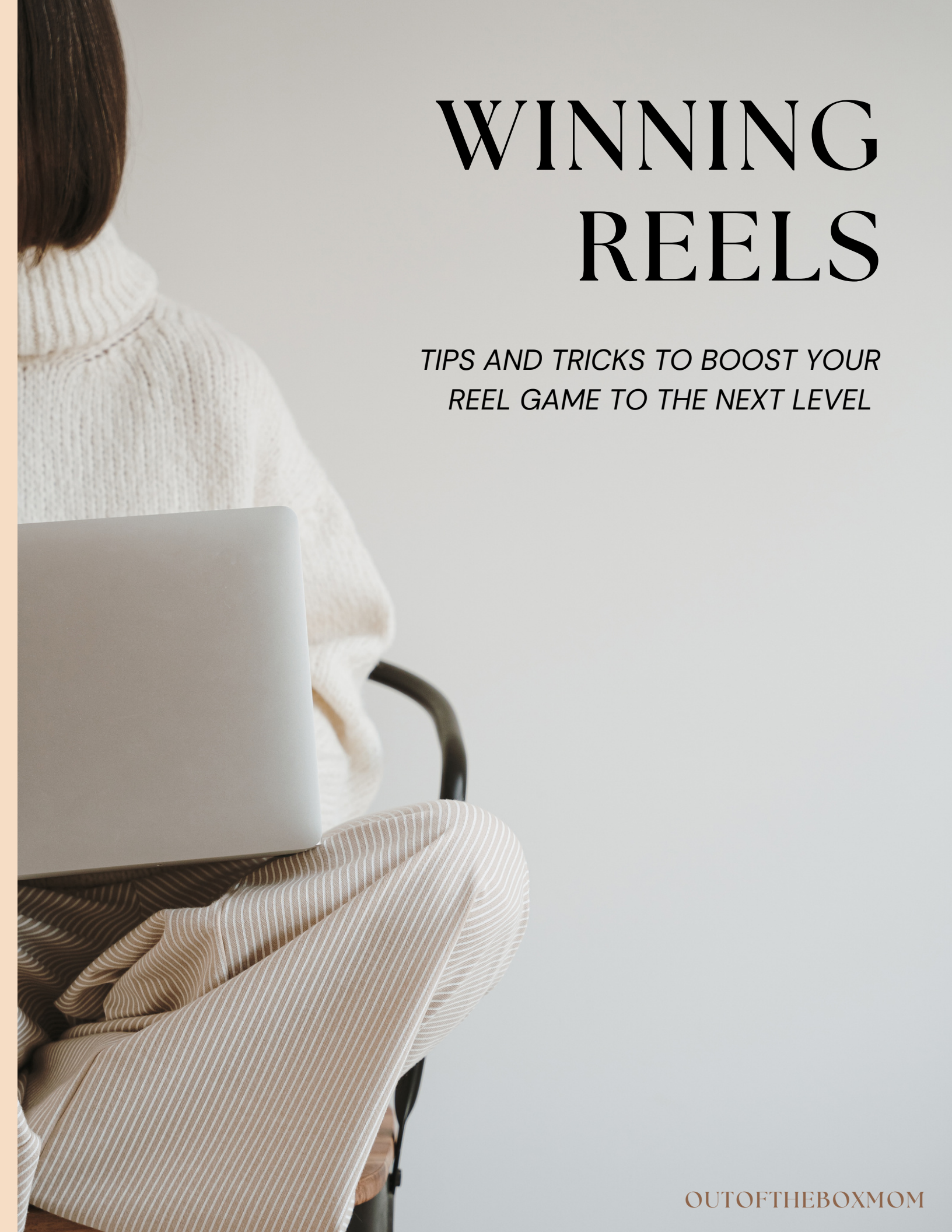




WINNING REELS

*TIPS AND TRICKS TO BOOST YOUR
REEL GAME TO THE NEXT LEVEL*

OUTOFTHEBOXMOM

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Mastering Video Quality and Lighting

01

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?

The perfect lighting setup for quality videos generally involves a combination of three key light sources—this is called the **three-point lighting setup**. Here's how to achieve it:

- 1.Key Light:** This is the primary light and should be the brightest. Position it at a 45-degree angle from where you're facing. Typically, you want it slightly above and to the side of you to create natural-looking shadows. Softboxes or ring lights are great options for diffusing the light to avoid harsh shadows.
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Mastering Video Quality and Lighting

01

2. Fill Light: This light helps soften the shadows created by the key light and balances the overall exposure. Place it on the opposite side of the key light but at a lower intensity. You can use a softbox, umbrella light, or even a reflector to bounce some light back.

3. Back Light (or Hair Light): This light creates depth and separation from the background. Place it behind you and aimed at your back, hair, or shoulders to give dimension to the scene. It's especially important when filming against a plain or dark background.

More Tips:

- **Diffusion:** If you don't have professional lighting gear, you can diffuse light using sheer fabrics or even a white bedsheet to soften the light and reduce harsh shadows.
- **Natural Light:** If you're filming during the day, natural light from windows can be a great source of light, but be mindful of shadows and consistency. Natural light can be your secret weapon if you don't have other light sources yet. 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.
- **Adjust White Balance:** Make sure your camera settings are adjusted to match your light source to avoid color shifts in your video.

This setup works great for most scenarios, but depending on your content, you might need to experiment with the intensity or position of the lights.

Choosing Trending Audio for Maximum Impact

02

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.

It's important that the audio feels like a natural match for your video style or message. It should not go against your personal brand or values. Even if it's trending but you're not comfortable with it, don't use it.

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.

Sidestepping Trigger Words and Banned Hashtags

03

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 search for the hashtags you want to check. If the hashtag is banned, you'll see a message saying something like "Recent Posts for [#hashtag] are currently hidden because the hashtag has been associated with content that goes against our Community Guidelines." Some hashtags are banned forever and some just for a certain period of time.

The Hook, Story, Offer Framework

04

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.

Crafting the Perfect Hook

The first few seconds of your video are crucial. If you don't catch your audience's attention early on, they might just scroll past your Reel. When creating a hook, you can use a question, share an intriguing fact, make a bold statement, or create curiosity that would make your audience want to watch for more.

Weaving an Engaging Story

Your story must bring value to your audience. It should either inspire them, teach them, or bring them a sense of hope or positivity. It must be relatable to your audience. This is how you'll engage them. It should also be crafted out of honesty for the purpose of serving your audience depending on your niche.

Presenting an Irresistible Offer

This is where you tell your audience about your service or product. What exactly do you offer? Let them know. You don't have to hard-sell on this part. Just let your audience know about what you can do and how you can help them.

The SEO Trick for Higher Visibility & Engagement Tips

05

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 phenomenal search words. These are the keywords your ideal audience is typing into Instagram's search bar.

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!

How do you do this? Include relevant keywords naturally in your caption that match the content of your reel. Think about what people might search for when looking for content like yours.

For example, if your reel is about a cooking recipe, use keywords like “easy recipe,” “quick meal,” “healthy cooking,” etc. Keep your caption engaging while still making sure your keywords fit into the flow of the text.

A friendly reminder though - don't overdo it—Instagram's algorithm may catch on to overuse of keywords and might see it as spammy behavior, so try to keep it NATURAL and ORGANIC. Always test and experiment with different keywords to see which ones bring the best results for your account.

The SEO Trick for Higher Visibility & Engagement Tips

05

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 about 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: Consistency is crucial for Instagram's algorithm, as it rewards active users with more visibility. If posting every day works for you, go for it. If not, aim for a consistent schedule (e.g., 3-4 times a week). Keep in mind that it's better to post less frequently but with high-quality content than to post too often with low-quality videos. Test different posting frequencies and monitor your performance. Track the engagement on each post (views, likes, comments, shares) to see what works best for your audience.

Evoked Emotions, Build Trust, and Reel 'Em In

06

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 Bestfriend: Honesty and Authenticity Win

Building trust is important in your journey! 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

06

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 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 in an awesome way. Get ready to take your Reels to the next level!

The Call to Action: Turning Views into Valued Customers

07

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

07

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

07

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 honesty, consistency, and authenticity are your best friends.

Keep shining!
