

REELS THAT REACH

7 STEPS TO IMPROVE YOUR CONTENT

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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? 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

01

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!

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.

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 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

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.

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

04

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."



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 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

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 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.

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 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.

Evoked 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 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

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 consistency and authenticity are your guiding stars.

Keep shining, Reel Superstar!
