

THE CONTENT ✨ CREATOR'S ROADMAP

Unleash Your
Creativity

FROM ZERO → TO CONTENT HERO

A Step-by-Step
Workbook for (Aspiring)
Online Creators



WELCOME

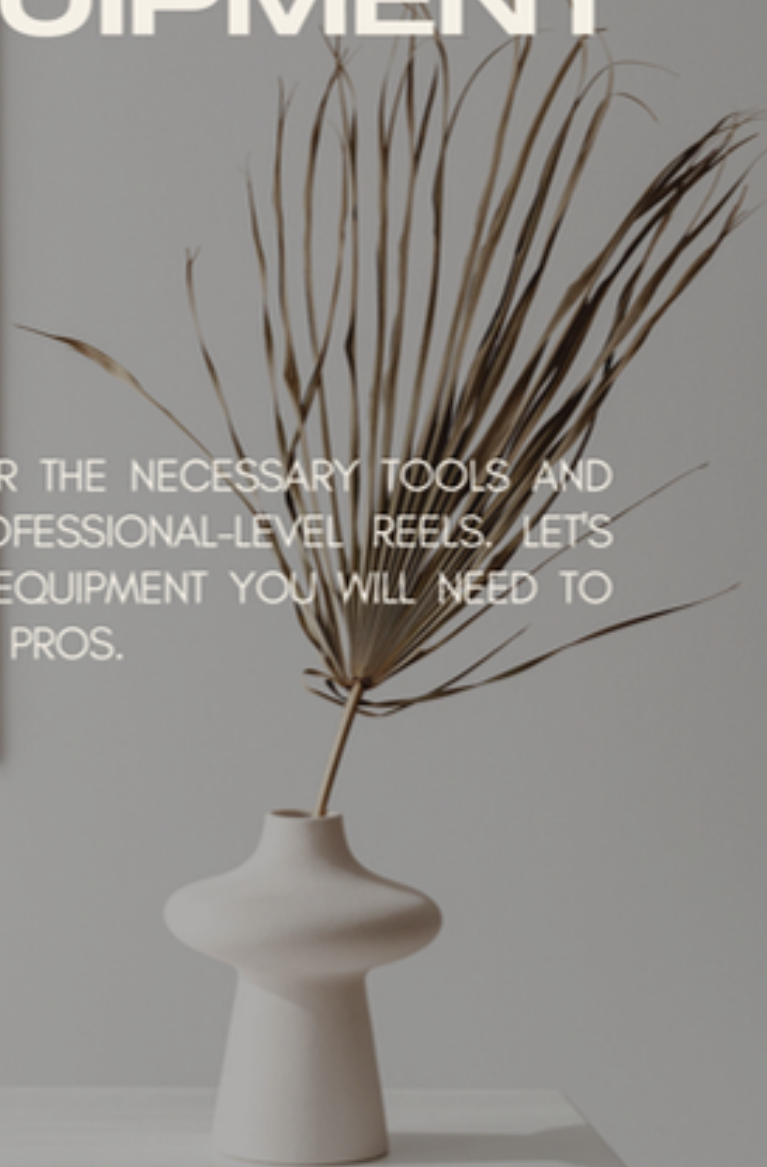
CLASS IS IN SESSION!

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 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.

CHAPTER 1

REELS EQUIPMENT

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



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 SHOTS. 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.

CHAPTER 2

COMMON MISTAKES



COMMON MISTAKES

HERE ARE THE COMMON MISTAKES THAT COULD BE PREVENTING YOU 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 SEVEN 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 WRITE 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-DEPTH 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 ITS 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'RE NOT CONSISTENT ON POSTING YOUR CONTENT, YOU WILL GET INCONSISTENT RESULTS WHEN IT COMES TO YOUR BUSINESS. MEANING SALES AND 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

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

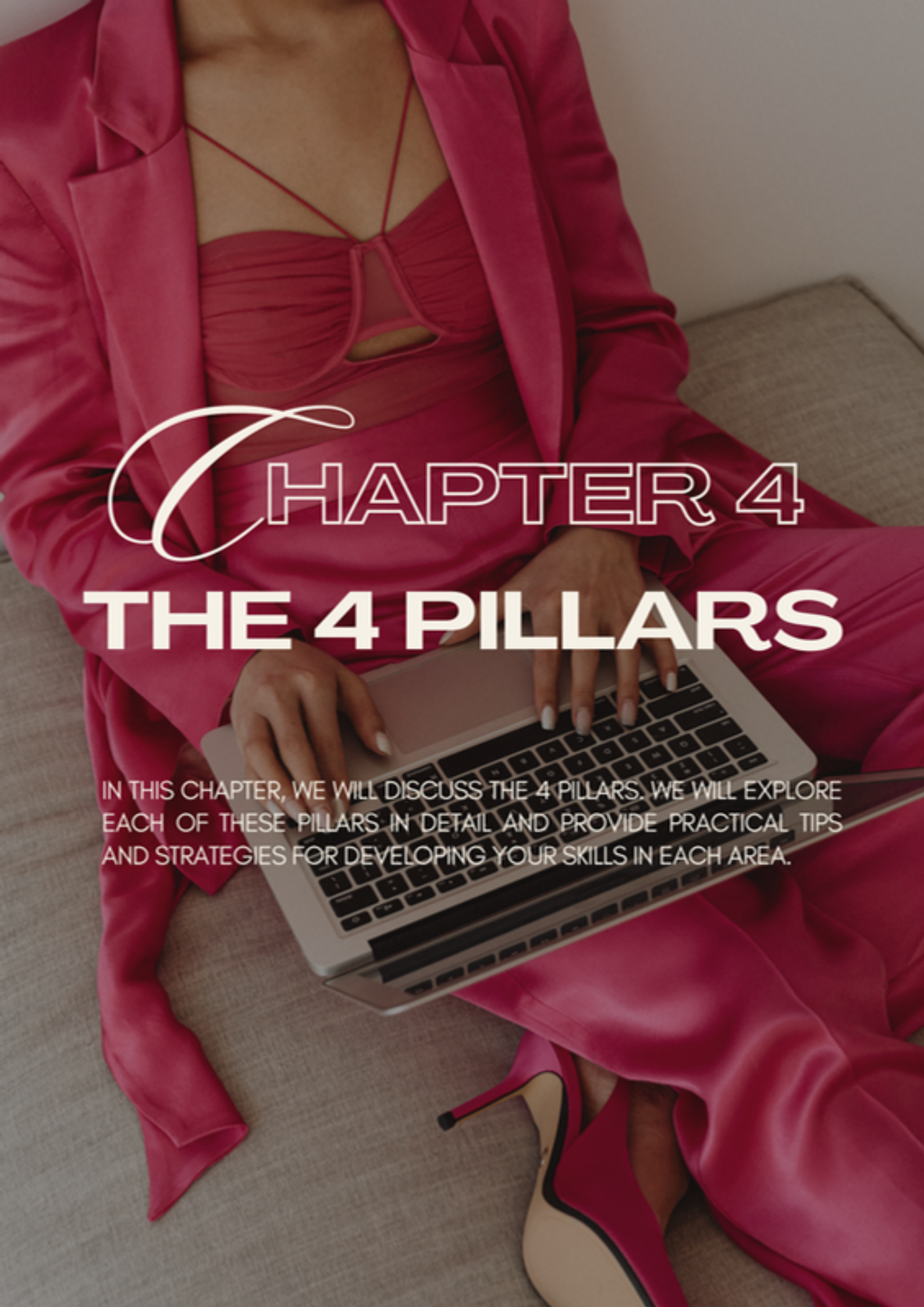
GO TO THE EXPLORE PAGE AND ON THE HIGHLIGHTS BELOW THE SEARCH BAR FIND A TOPIC THAT SPEAK TO YOUR NICHE AND THEN SEE THE POSTS THAT HAVE THE MOST ENGAGEMENT

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.

CHAT GPT

CHAT AI IS ONE OF THE MOST POWERFUL TOOLS TODAY FOR CONTENT CREATION BUT CAN ALSO BE THE MOST OVER USED IF NOT UTILISED CORRECTLY. YOU CAN ASK AI TO GIVE YOU CONTENT IDEAS, HELP YOU WITH WORDING, EVEN ASK IT TO HELP YOU UNDERSTAND YOUR TARGET MARKETS MAKE SURE YOUVE TAKEN TIME TO TRAIN AND COACH IT SO IT UNDERSTANDS WHO YOU ARE, YOUR TONE OF VOICE AND UNIQUE PERSONALITY. THE MORE INFORMATION YOU CAN GIVE AI THE MORE SPECIFIC IT IS GONG YO BE ABLE TO DELIVER CONTENT INSPIRATION FOR YOU. KEEP AN EYE OUT ON MY SOCIALS FOR MY FEED THE BEAST - HOW TO TRAIN YOUR CHAT GPT" GUIDE COMING SOON

A woman is sitting on a light-colored carpeted floor, wearing a vibrant pink, long-sleeved suit. She is also wearing a matching pink, low-cut, ruffled top. Her hands are resting on a silver laptop, which is open in front of her. She is wearing pink high-heeled shoes. The background is a plain, light-colored wall.

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.

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

HOW TO CONNECT WITH YOUR AUDIENCE'S NEEDS:

POSTING GOOD CONTENT

INSPIRE, EDUCATE OR ENTERTAIN
ENSURE YOUR CONTENT IS WORTH THE WATCH

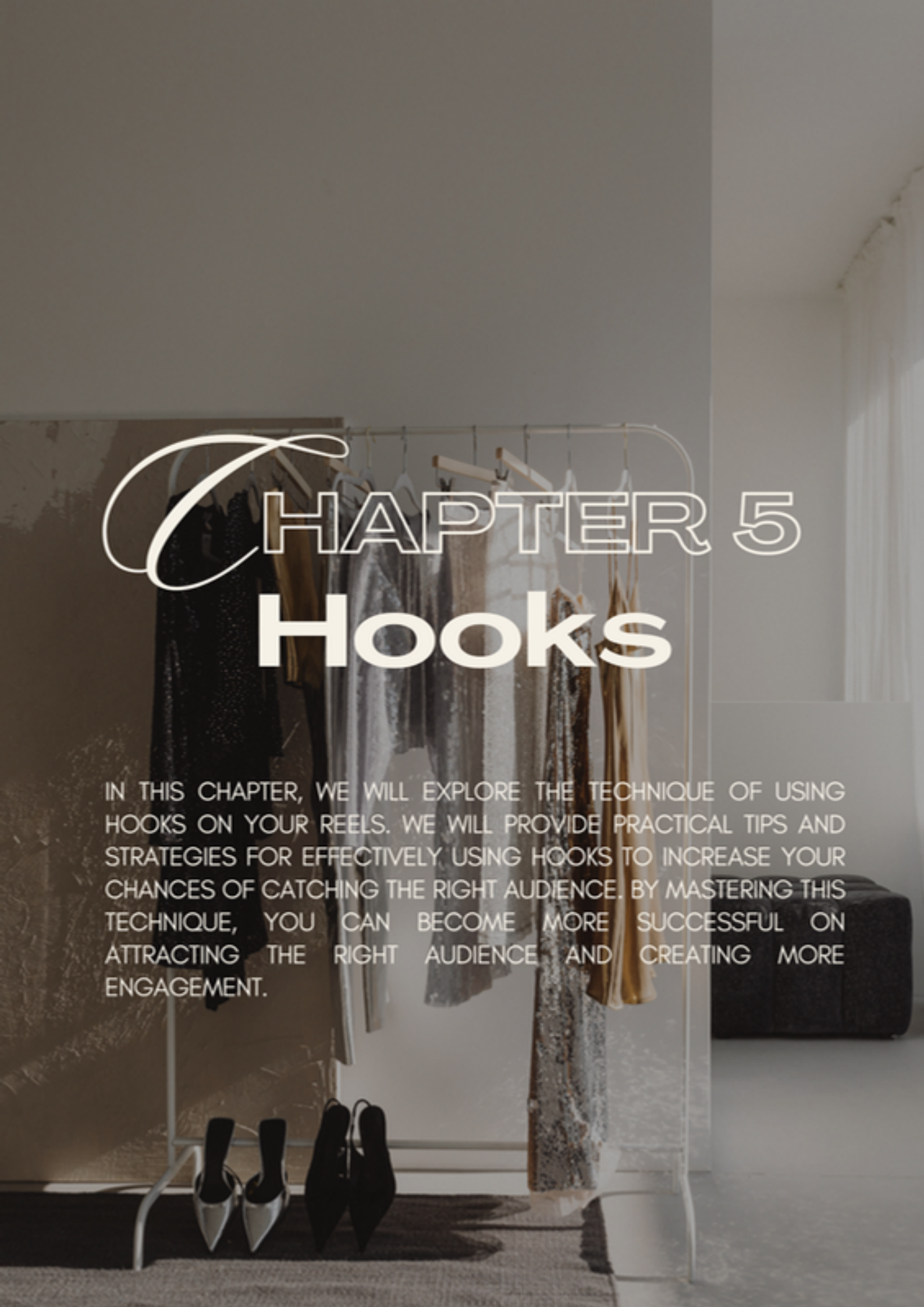
V VULNERABLE

A AUTHENTIC OR ACTIONABLE

L LESSONS LEARNED

U UNIQUE

E ENGAGING OR EDUCATIONAL

The background of the page is a photograph of a modern, minimalist wardrobe. A white metal clothing rack stands in the center, holding several dresses in various colors like black, white, and gold. On the floor in front of the rack are two pairs of high-heeled shoes, one silver and one black. The overall aesthetic is clean and sophisticated.

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.

HOOK IDEAS:

LIST 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 _____

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ONE TOPIC IDEAS.

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 _____

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CAPTION DETAILED IDEAS:

THE EASIEST WAY TO _____

THE 2024 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 _____

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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 _____

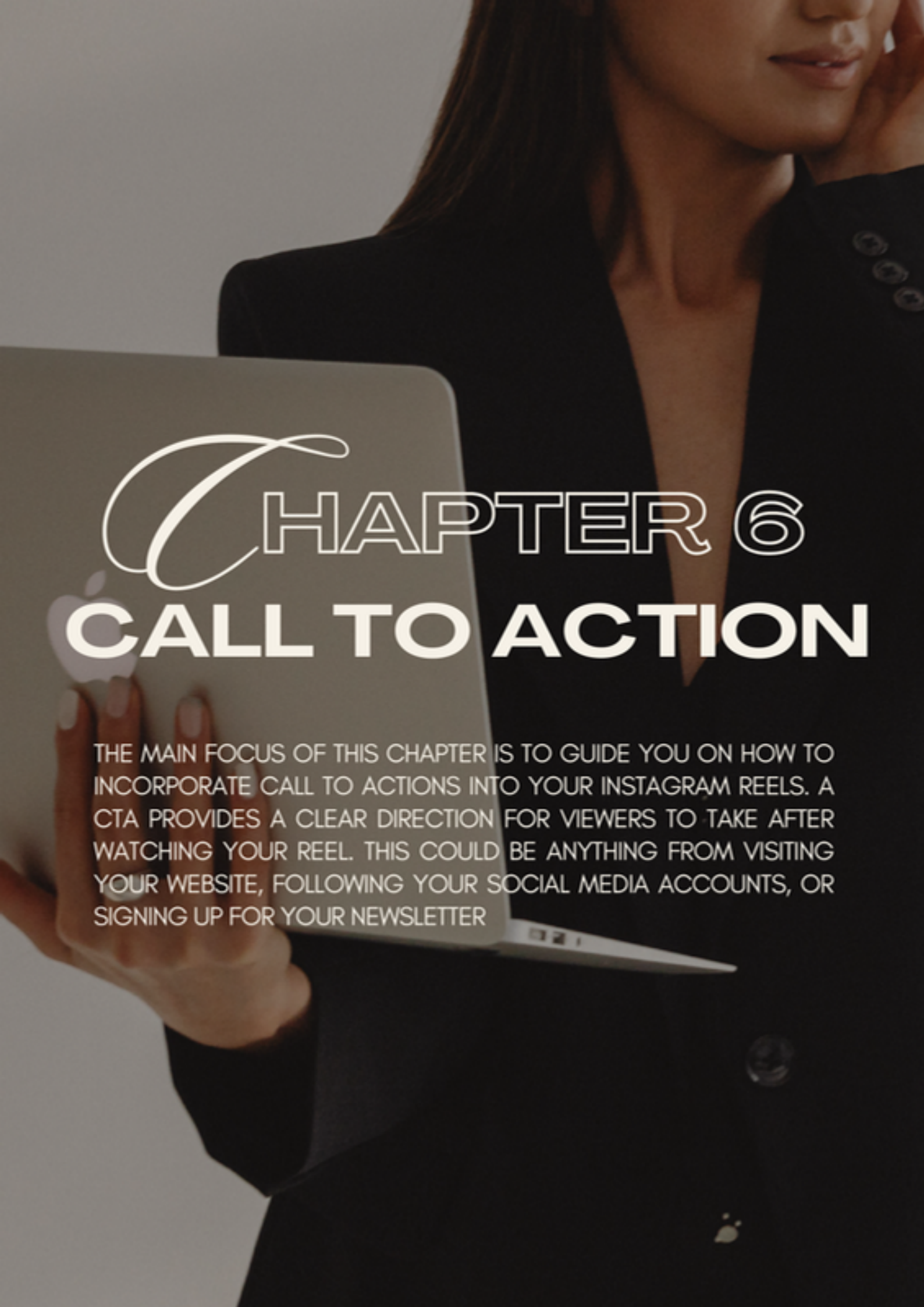
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TRANSFORMATION IDEAS

WATCH IF YOU WANT TO SEE THE ULTIMATE TRANSFORMATION

I'M ABOUT TO BLOW YOUR MIND _____

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A woman with long dark hair, wearing a black blazer, is holding a silver laptop. The image is used as a background for a chapter title. The text 'CHAPTER 6' is in a large, white, outlined serif font, and 'CALL TO ACTION' is in a bold, white, sans-serif font. Below the title, a paragraph of text explains the focus of the chapter.

CHAPTER 6

CALL TO ACTION

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

IT'S 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 AND BUSINESS

A GREAT TIP IS TO USE VARIOUS CTA IN YOUR REELS, ALLOWING YOU TO IDENTIFY WHICH REELS ARE RESONATING THE MOST WITH YOUR AUDIENCE. IT'S OK TO RE-CREATE 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" IF YOU WANT TO DIRECT YOUR AUDIENCE TO REACH OUT TO YOU

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

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 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!

HERE IS HOW YOU CAN CREATE OR KNOW WHEN AN AUDIO IS TRENDY:

THE AUDIO HAS A ✓ MARK ON

**THE AUDIO THAT 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'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.



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.

STRUCTURING A REEL:

TO STRUCTURE A REEL YOU CAN FOLLOW THE 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 THE FUTURE)
- PRO TIP :** FILM YOUR VIDEOS IN 60 FPS 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 YOUR 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 4-10 SECONDS
 - END WITH A CALL TO ACTION
 - ADD/POSITION YOUR HOOK/REEL COVER SO THAT IT GOES WITH YOUR FEED.
 - 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!
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.**



CHAPTER 10

HASHTAGS

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.

HASHTAGS

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

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HASHTAGS

HOWEVER! I'M A FIRM BELIEVER IN STRATEGY & EXPERIMENTATION.

TEST OUT SIMILAR HASH TAGS FOR ONE WEEK TO GAIN BETTER INSIGHTS ON THE REACH OF YOUR CONTENT.

THEN! AT LEAST 2-3X A MONTH I LIKE TO THROW IN A POST WITH EITHER ZERO OR 2-3 NICHE SPECIFIC HASHTAGS. THIS IS A GREAT WAY TO SEE IF YOUR KEYWORD FILLED CONTENT IS ATTRACTING YOUR IDEAL AUDIENCE. LET YOUR VALUE FILLED CONTENT DO THE WORK FOR YOU.

DONT SKIP THIS FORMATION FOR STRATEGIC GROWTH

- HOOK
- TRENDING AUDIO UNDER 5000 USES, UNDER 1000 WITH OVER A MILLION+ PLAYS ON THE ORIGINAL VIDEO, GOLDEN.
- MOVEMENT IN REELS
- BEAT SYNCING WITH TEXT CHANGE
- 4-10 SECONDS, 4-7 IS THE SWEETSPOT, WHEN YOU FIND TRENDING AUDIO WITH A REPETITIVE RHYTHM THAT IS NOT OVERLY AGGRESSIVE IT IS MORE APPEALING TO CONTINUE LOOPING WHILE YOUR VIEWERS ARE ENGAGED WITH YOUR CAPTION
- ENGAGE WITH YOUR COMMUNITY BEFORE & AFTER, DON'T POST AND GHOST THE PEOPLE WHO HAVE FOLLOWED YOU, & ENGAGE WITH THE TRENDING AUDIO USER'S REELS!

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WEEKLY

Planner

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

A woman with long dark hair, wearing a tan blazer over a white top, is holding a white smartphone in her hands. The background is a soft, out-of-focus light grey. Overlaid on the image is text in a black serif font.

ANY QUESTIONS?

DROP ME A MESSAGE

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