

HOW TO CREATE IG REELS

that go viral

PART 1

Start with a **HOOK** in the **FIRST FEW SECONDS**
SAY or **DO** something that will **GRAB** the **VIEWER'S ATTENTION**

MAKE A BOLD CLAIM

Example

"The one thing you're doing wrong when making an **IG reel**."

ASK A THOUGHT PROVOKING QUESTION

Example

"What's the **#1 reason** you're not getting any **IG followers**?"

SAY SOMETHING RELATABLE

Example

"**Posting** on social media **every day** can get **really tiring**."

PART 2

Deliver **VALUE** to your **AUDIENCE**
Give them **VALUE** with these **3 INGREDIENTS**:

IMAGINATION

Have your audience image themselves in a specific way

Example

"What if you gained **100 followers** in one day?"

LOGIC

Provide step-by-step tips concerning your brand

Example

"Here are **3 ways** you can use a **weighted blanket**."

CHARM

Have your reels aesthetically pleasing and easy to watch

It can include

- **Good lighting**
- **Trending music**
- **Fun filters**
- **Big smile**

PART 3

OPTIMIZE your **VIDEO**

Keep your video short, no longer than 60 seconds

Shorters videos have **higher engagement** and **completion**

Use relevant hashtags

To get your videos **discovered**, use **hashtags** that are relevant to your video

Post at peak times

The **best times** to post a reel is **morning (6 A.M. - 10 A.M.)**, **noon**, and **evening (6 P.M. - 9 P.M.)**

