



3 WAYS TO MAKE SUCCESSFUL CAPTIVATING INSTAGRAM REELS

for entrepreneurs



About Candice Thomas BAHSc RMT CAT(C)

Candice is the owner of the Evergreen Wellness Studio in Barrie, Ontario.

As an entrepreneur, Candice knows that standing out in your industry and creating captivating content people can relate to is the key to success on social media.

She has mastered REELS on the Instagram platform and now she is here to show you how to level up your business and stand out!

NOW LETS GIVE THEM A SHOW!

Let's start here!

There are thousands of people offering the same product and service as you. The only difference is, they aren't YOU, and that is your VALUE!



What you need to do first

Ok so before you start dancing and lip syncing on Instagram REELS you need to think about WHO YOU ARE within your business. YOU are the brand within the brand that is your business. The **YOU** part is what is going to set you apart from the competition.

ASK YOURSELF:

What is my story?

Why did I start this business?

What feeling do I want people to have when they see my business on Instagram?

Why you should be creating REELS

Instagram is a FREE marketing and advertising tool. If you master creating content it will pay off BIG TIME!



Becoming an influencer is NOT the goal

If you are feeling overwhelmed or think creating REELS is time consuming, you're not alone! This guide is going to help you feel empowered and creative again. The same way you felt when you started your business.

Keep in mind, you aren't doing this to gain 'followers'. You're doing it to be the voice that is heard over all the noise on social media. Having successful REELS can generate income but more importantly it can lead to opportunity, growth and connection.

Why you should be creating REELS

You want your audience to VALUE your product and/or service over the competition



This is your opportunity to tell your story

People connect with a **STORY** and they want to know what your story is. By giving them something they can connect with is going to keep them watching your work.

Use Instagram **REELS** to invite the audience into your world. Show them what makes **YOU** different. Give them something they will remember, laugh about or share on their social media.

THE BIG 3

There are 3 KEY COMPONENTS you need to add into every Instagram REEL to make them successful



Who's ready for a mic drop??

THE BIG 3:

1) BE AUTHENTIC

2) BE RELATABLE

3) BE CAPTIVATING

01. BE AUTHENTIC

People don't want to buy what you're SELLING they want to BELIEVE in what you're saying.

READ THAT AGAIN!

Social media is constantly bombarding people with products and services 'they should buy' or that 'they must have'. It's exhausting and people lose TRUST.

What makes a person

1) Purchase a product/service

2) Be a repeat customer

is AUTHENTICITY.

Authenticity builds TRUST. Once they trust you, they will believe what you're selling them is going to help them.

HOW TO BE AUTHENTIC IN YOUR REELS:

- The person they see on social, should be the same person they would meet in person
- If you're selling a product, make sure you actually use it and have honest feedback for your audience
- Be consistent!

02. BE RELATABLE

People are constantly scrolling on their phones. Your goal is to have them stop on your REEL and say;

“OMG it’s like they are talking to me!”

Or

“I have the same problem!”

You want to be solve a problem for your audience that you also have. By being relatable people will be more likely to follow, like and share your content.

Relatability helps build connection and that will increase the engagement on your REELS

HOW TO BE RELATABLE IN YOUR REELS:

- Find a pain point your target market would have and solve it for them with your PERSONAL experience
- Just be yourself! You’re not trying to please everyone. The people that like your product/service will follow
- Put the focus on others. Talk to the camera using “YOU” statements not “I” statements

03. BE CAPTIVATING

You only have 7 seconds to grab their attention, or else they are going to scroll by your content.

HOW TO BE CAPTIVATING IN YOUR REELS:

1) HOOKS - spark their attention and draw them in

HOOK EXAMPLES:

- "Have you heard?"
- "Has this ever happened to you?"
- "You're not going to believe this!"
- "Struggling with ____ Try this ____"



03. BE CAPTIVATING



2) TRANSITIONS - keep your REELS engaging

Instagram has made it SO EASY to add transitions!

How to ADD TRANSITIONS:

- 1) Tap the “Edit Clips” button at the left-bottom corner
- 2) Tap “Transitions”
- 3) Tap the plus sign (+) between each clip and select from 6 built-in Reels transitions (Zoom, Blur, Warp, Flare, Spin, Glitch)
- 4) Done!



WANT MORE INSTAGRAM
REELS TIPS?

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