

5 Ways How I Use Reels to Grow My IG by 1k per Month!

1 Challenges

Coach T's Explanation

Coach T's Tips: Challenges are a great way to go VIRAL. You get the audience to borrow from influencers with larger followings.

What are they?

They are a "dare" of sorts that challenge users to do the same thing in the same way.

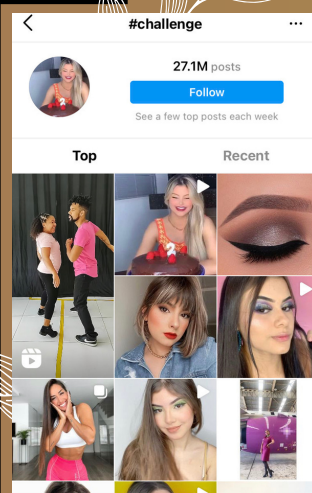
CHALLENGES:

While you can create your own challenge, you'll reach more people by participating in a challenge already created.

So here's what you should do:

1. Scroll through Reels. Get a feel for the platform. See what challenges pop up the most.
2. If you can't find a challenge, search #challenge.
3. Click the first Instagram Reel you see (Instagram will let you scroll through more Reels through that Reel).
4. Find a challenge that you'd be interested in doing!
5. Make your Reel. While you can create your own challenge, you'll reach more people by participating in a challenge already created.

***Coach T's Tip:** 1. Look for challenges that speak to your expertise and your business! Don't create random content-- showcase your expertise.



2 JumpsCuts

Coach T Tip: Reels are under 30 seconds long!

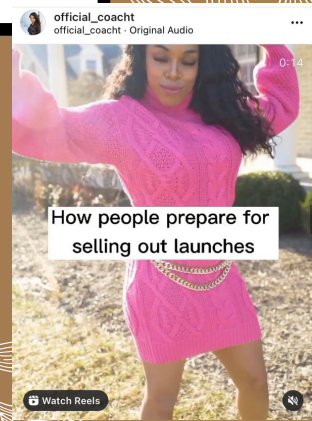
Jump cuts are great time savers but get to your point quickly.

What is it? An abrupt transition from one scene to another. It is faster than the blink of an eye.

JUMP CUTS

Trick 1: Same "aesthetic" Here you create the same background with one slight difference. This means that you don't want visual things to change too drastically. You should have the same lighting or the same color palette. You don't want your video to be too different.

Trick 2: Different "aesthetic" Here you create a different background with one major difference. This means that during the jump cut make sure you and/or the object is exactly where the old one was it, must appear smooth.



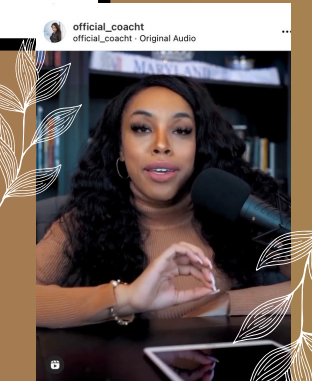
3 Lip Syncing

Coach T Tip: This challenge is very popular. It's easy to use and it creates instant likeability. Use , music or audio that relates to your brand.

What is it? The user silently moves their lips to an audio sound as if they were speaking or singing.

LIPSYNCING

1. To find an audio. Scroll through other Reels until you find an audio you like.
2. Then click the sound at the bottom of the screen, and then click "Use Audio. " Or, you can begin to create a reel and click the music note effect at the left, and a bunch of options will appear for you.



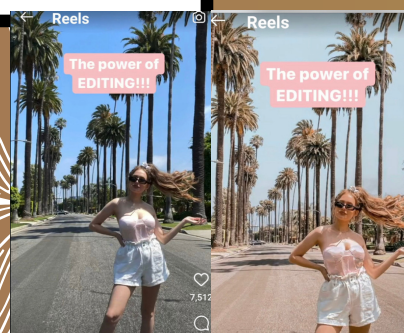
4 Compilations

Coach T Tip: Showcase what you have to offer for your audience. Show them your best products.

What is it? Short clips and pictures edited together all based on a central theme

COMPILATION

1. Decide on an idea of what you want to display. Do you want to show your businesses best moments? Do you want to show your products? Do you want to show satisfied customers? It's important to have goals when creating compilations.
2. Find videos and pictures in your files. (Hint: if you don't have them start taking them)
3. Finally: put these videos in Reels!



5 Text over Videos

Coach T Tip: Movements in these videos distract viewers from the main point. Use instrumental music as sound will distract viewers.

What is it? Text is added over video content . The recording is meant to compliment the written text.

TEXT OVER VIDEO INSTRUCTIONS

1. Tap the + button at the top right of your home page A bottom bar will appear at the bottom of your screen. You will see different posting options here, including: post, story, reel, and live. Swipe until you reach "Reel"
2. Set up your camera to begin recording, or add your already-created video by visiting the gallery option at the bottom left.
3. Once your video is complete, tap the arrow pointing right near the record button.
4. Now tap the "Aa" tool at the top right and begin typing. (Make sure your text doesn't touch the borders and that it won't be hidden by your caption at the bottom).
5. Click the right arrow again and post!

