



Instagram Reels

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Presented By:



Ready to say YES to Instagram Reels but NO to crazy dance moves?

We get it.

These days, Instagram Reels are one of the BEST ways to get your Instagram account seen, and *more eyes = more sales* for your business.

But gosh, do they always have to be so awkward?!

The answer is no: Instagram Reels don't need to be silly, goofy, or *even show your face at all.*

There are plenty of creators using this powerful tool to build a brand and gain an audience that's educated, empowered, and entertained without crazy dance moves... and we want to show you how to do it, too!

This guide is broken up into two parts:

- *How to create Instagram Reels, add text, and search for trending music, and*
- *10 easy Reel ideas for the camera-shy business owner... no dancing required!*

Whether you've never recorded a Reel in your life, have filmed a handful, or are becoming a Reel pro, we're here to meet you where you are and help you uplevel your business by hitting "record."

So if you're ready to create *simple* Reels that get engagement, then so are we... Let's get started!

INSTAGRAM REELS 101: EVERYTHING YOU NEED TO KNOW TO GET STARTED

Let's start with the basics, shall we? Below are specific instructions to create an Instagram Reel, add text, make your text appear and disappear at different times, and where to find trending audio so we're all on the same page before we begin.

Already a Reels pro? Skip to page #5 for the 10 easy Reel ideas!

How to Create an Instagram Reel

1. Click the "+" icon at the top right corner of your screen.
2. In the menu that appears, select "Reel."
3. Record up to 90 seconds of video or add one from your library by pressing the small icon in the bottom left corner.
 - *You can do this multiple times by recording or uploading multiple videos in a row.*
4. Click "Preview" to proceed to the editing screen.

How to Add Text to Your Reels

1. To add Text to your Reel, ensure you're in the editing screen (*by clicking "Preview" after you recorded your Reel*).
2. Click the "Aa" button in the upper right corner of your screen. A blinking vertical line will appear in the middle of your screen where you can begin typing.
3. Write the text and adjust the style by tapping the icons at the top of the screen.
4. Click "Done" when you're finished typing.
5. Position the text by dragging it with your finger. You can also change its size by pinching both your fingers.



How to Make Text Appear on Instagram Reels at Different Times

1. After you've added text to your Reel follow these steps to adjust the time the text appears on your Reel:
2. Click on the box showing your text at the bottom of the screen. A movie reel will show up at the bottom.
3. Move the edges of the reel to pick the point in the video you want the text to appear.
 - *If you have multiple text boxes, do each one separately. When finished with the first one, tap the Next box to adjust when the second text shows up.*
4. Click "Done" and preview what you did.

How to Make Your Text Disappear

Just like you can make your text appear at a certain time, you can make it disappear too. The process is simple:

1. After entering and styling your text, click "Done."
2. Tap on the box with the text you entered at the bottom of the screen. The movie reel will appear at the bottom of the screen.
3. If you want your text to appear at the beginning of the video and then fade, drag the right edge of the movie reel closer to the left edge with your finger. Move it to the point you want the text to show up on the video.
4. Click "Done" when you're finished and preview your work.

How to Search for Trending Music

Instagram has recently released a new feature that allows you to search for trending songs. Trending songs allow others to come across your content when they are looking at Reels who have used that same audio. It's one way to work smarter, not harder!

Here's how to find trending songs for your Reel:

1. Begin to draft a Reel.
2. Click on the music notes on the left menu.
3. Then tap "See More" next to "Trending."

This will bring up the top trending songs for Reels.

Plus, when you click on a specific sound, you'll then see videos created with that audio. Talk about an idea generation machine!

Have a business account without access to the latest trending songs? No problem! Consider using a [third-party app](#) like InShot, Magisto, or Splice to add music to your videos.

10 EASY REELS FOR THE CAMERA-SHY BUSINESS OWNER

Now that you know the basics of how to create an Instagram Reel, it's time for the fun part: *hit record!*

The following pages contain 10 easy Reel ideas you can create for your business that do not require you to dance, speak, or lip-sync.

Remember: at the end of every Reel you create, you should include a Call-to-Action (like asking a question, encouraging your audience to tag a friend, or letting them know how to purchase your product or service) to get people talking back to you! If you want your feed to look extra snazzy, take or create a simple cover photo in Canva.

Reel 1: Your Point of View

Suggested Title: Day in the Life

Directions: Share short clips from your perspective to give your audience a behind-the-scenes look at what it's like to do what you do.

Suggested Call to Action: What's something you do every day that most people would be surprised to find out?

Reel 2: Slideshow

Suggested Title: Then and Now: How My Business Has Changed Over the Months/Years

Directions: Using a trending song, create a slideshow of pictures from your Camera Roll to show how your business has evolved since it began.

Suggested Call to Action: Want to be a part of the home buying journey? Head to www.gtgfi.com to learn more!

Reel 3: Inspiration

Suggested Title: Words to Live By

Directions: Record a short, peaceful nature scene and add the text of your favorite inspirational quote on top to encourage or inspire your audience.

Suggested Call to Action: What's your favorite inspirational quote?

Reel 4: Hands

Suggested Title: 3 Behind-the-Scenes Moments in My Business Today

Directions: Let your hands be the star of this Reel by writing, showcasing products, typing, etc. to show 3 behind-the-scenes moments in your business.

Suggested Call to Action: Want to get in on the fun? Subscribe to our newsletter!

Reel 5: Frequently Asked Question

Suggested Title: Are You Wondering This Too?

Directions: Use a photo from your Camera Roll and add the text of a frequently asked question related to your business. After a few seconds, have more text appear with the answer to educate your audience!

Suggested Call to Action: What other questions do you have? I'm all ears!

Reel 6: Screenshare

Suggested Title: 5 [Tools/Websites/Apps/Etc.] I Use Every Day in My Business

Directions: Show clips of your computer or phone screen using 5 tools, websites, apps, etc. you use every day in your business to invite your audience to get to know you and your business better.

Suggested Call to Action: What app can't you live without?

Reel 7: In Your Shoes

Suggested Title: Walk A Mile in My Shoes

Directions: Show short clips of your feet walking to different locations. Add text explaining where you're going to let your audience see a glimpse of your day!

Suggested Call to Action: Check out [my recent blog post/my Instagram Stories/etc.] for more behind-the-scenes content!

Reel 8: Before & After

Suggested Title: A Before and After of [Home Projects, Newly Decorated Office, My New Website Design/Etc.]

Directions: Showcase photos, videos, or a timelapse of a before and after of a project you have been working on.

Suggested Call to Action: What projects/transformations are you working on??

Reel 9: Short Tip

Suggested Title: My Best Tip to [improve your credit score, prepare your house to be listed, prepare for pre-approval.]

Directions: Record a short, peaceful nature scene and add the text on top of a tip related to what you do to educate your audience.

Suggested Call to Action: Have any questions? Fire away in the comments!

Reel 10: This or That

Suggested Title: This or That Edition

Directions: Share two photos or videos related to what you do (home decor, landscaping, ect): one representing "this" and the other representing "that" for your audience to vote on which they'd prefer.

Suggested Call to Action: Cast your vote for This or That below!

