



ULTIMATE GUIDE TO UNDERSTANDING

INSTAGRAM REELS

[DONTAECATLETT.COM](https://dontaecatlett.com)



ABOUT ME

HI, I'M DONTAE CATLETT

FILMMAKER, ENTREPRENEUR & DIGITAL MEDIA COACH

After studying filmmaking in college I started a production company. We produced high quality photo and video content for brands like Coca-Cola, Levis & Mercedes Benz.

I knew social media was going to change the way brands marketed their products, so we decided to switch gears and focused on creating original content for brands and offered content management for creators.

I've produced original content for over 50 globally recognized brands and developed content strategies for over 100 content creators and entrepreneurs.

In just 1 month, I organically scaled my personal Instagram account from 13k to 50k followers. My goal is to guide you on your journey as you navigate the digital landscape. I love being able to empower entrepreneurs & creators to grow businesses that create the impact and income they desire.

DONTAE CATLETT



**WHAT ARE
INSTAGRAM REELS?**

INSTAGRAM REELS

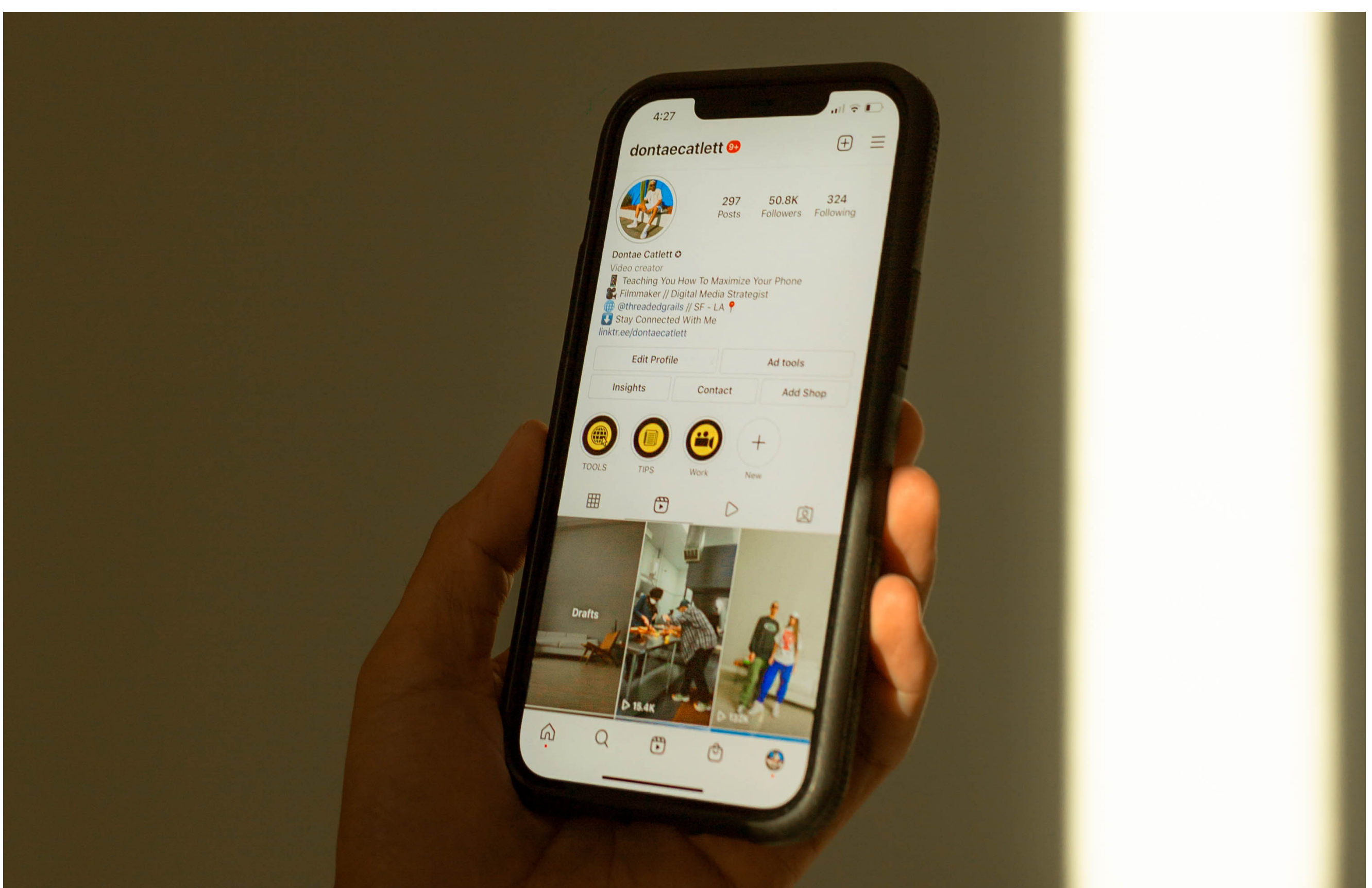
Are Instagram's latest video feature that allow creators to produce up to 60 second vertical videos. So what makes this different than normal Instagram videos?

With IG Reels, you have the ability to shoot, edit, and distribute video content in a way that hasn't been possible on the platform before.

This is done by using a combination of tools like text, filters and even mainstream music! This is huge, because mainstream music normally gets flagged as copyrighted content. This can put your account at risk of being shadow banned or worst deleted.

The simple answer is, using reels as part of your content strategy can help generate organic reach, growth, leads and sales.

I scaled my personal Instagram account organically from 13k to 50k followers in 1 month by utilizing IG Reels.





**ELEMENTS OF A
SUCCESSFUL REEL**

ELEMENTS OF A SUCCESSFUL REEL

BE AUTHENTIC

People can tell if you're not being yourself, even if they don't know who you are. They go based off of your energy and that will reflect in your content whether that's now or later.

NICHE DOWN

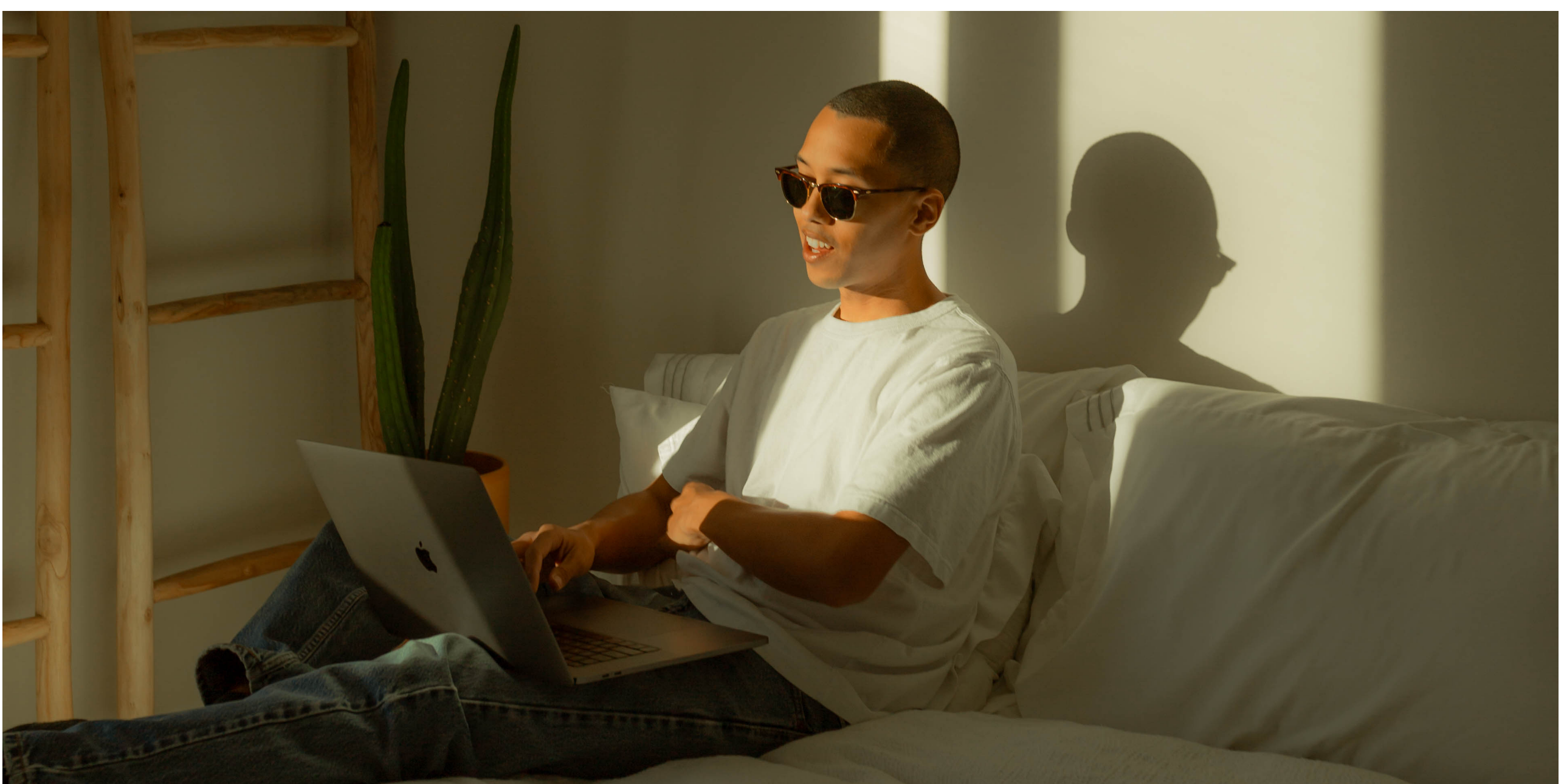
Reflecting back to being authentic to yourself, choose a niche you are genuinely passionate about, but make sure you focus on 1-2 things. Anymore than that and your audience will get confused. For example, you don't go to the food network to watch shows about cars.

PROVIDE VALUE

People go on the Internet expecting that they are going to learn at least one thing that day. Valuable content will outweigh any other form of entertainment because it's evergreen. This means the content is shareable and can be repurposed throughout time and still be relevant.

LEVERAGE TRENDS

Let's face it, it's extremely difficult to create something new on the Internet this day and age. This is why leveraging trends is important, you don't always have to copy what everyone is doing but, you can figure out a way to put your own spin on things.





**HOW TO
PROVIDE VALUE**

HOW TO PROVIDE VALUE

EDUCATION

People expect to learn at least one thing a day. So, be their source of education. Create a how-to or DIY Reel. Insight can also be a form of education. Take me, for example, people want to learn how to become a filmmaker. If I document my process, this gives my audience insight. These types of reels help develop trust and perspective.

MOTIVATION & INSPIRATION

Everyone goes through tough times in life, so motivate others with your journey.

These types of reels allow your audience to instill themselves in you and make you more personable.

ENTERTAINMENT

Making someone laugh or feel good can spark the viewer to share your content. We all love discovering a video that relates to us and gives us a good laugh.

These types of reels help your viewers feel great.





**CREATING A
SUCCESSFUL REEL**

CREATING A SUCCESSFUL REEL

THE IDEA

01

All great things in life start with an idea. If you get a creative block, reverse engineer the video concept. Think about what kind of value you want the viewer to take away from your content.

HOOK

02

Your Reel should grab the viewers attention in the first 3 seconds. If it doesn't, then they'll swipe right past your content!

CALL TO ACTION

03

People love consuming content, but forget to say, "Thank you", so you have to constantly remind them. A simple call to action can increase the overall performance of your reel. Don't forget to say, "Make sure to like, comment, follow and share this video for more creative tips."

THE EDIT

04

Think of editing like baking the perfect cake. The pacing of the video can make or break your Reel, so think about the placement of text, what kind of audio you're going to use, the duration of the video and the other components your video needs to succeed.

CAPTION

05

With a proper call to action in the video, a well thought out caption can increase your watch time. Don't forget to add a few hashtags for increased reach.



**CONTENT IDEAS
FOR REELS**

CONTENT IDEAS FOR IG REELS

01: INTRODUCTION

Introduce yourself and share 3 - 5 facts about who you are.

02: DAY IN THE LIFE

Take your audience through a typical day in your life.

03: EDUCATION

People want to learn at least one thing that day, so be their source of education.

04: FAQ

Take frequently asked questions in your comments, DM's and answer them.

05: HACK

Share one of your productive habits or systems that could make someone else's life simpler.

06: FOOD

People love seeing delicious food. If you know how to cook show it off.

07: MOTIVATION

Everyone goes through difficult times in life. Motivating someone is a form of undeniable value.

08: BEFORE & AFTER

Show people where you started vs where you are now and how you got there.

09: PRODUCT

Share a favorite product and how you incorporate it into your daily life.

10: BTS

Take your audience behind the scenes and show them the process of your work.

THANK YOU KEEP DOCUMENTING



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