

IG WORKBOOK

bl*house collective
A community for creatives,
coaches, & small businesses

Reels Toolkit

Academy Intro

Reels framework and introduction on how to use the toolkit.

Reel Hooks

Over 40 hook idea's and room to experiment/brainstorm your own.

Reel Body

Content idea's for educational, inspirational, and entertainment reels.

Call to Action

CTA idea's and room to experiment/brainstorm your own.

Reels Insights

Intro on where to find your insights, and a tracker to track each month to watch your engagement and Instagram grow.

Content Planner

A template to plan each Reel, 30-day Reels Challenge tool, and 30-day challenge insights tracker.

GRACE PERRY
PRODUCTIONS

Reels Introduction

Welcome to the Reels Academy for Social Sellers! Instagram Reels are an incredible tool to get your product out there and grow your social media audience. This toolkit will help you learn how to use Reels to maximize your reach and grow your following.

What is an IG Reel?

An IG Reel is a short video clip meant to educate, inspire, or entertain...think TikTok for Instagram! They use audio, video, and curated content to connect with your audience in ways static posts just can't.

Why use Reels?

The organic growth available to Reels creators is unmatched, it's the only way to reach a large number of people outside of your current following. And the best part? Reels have the longest shelf life out of any IG content!

What will this mini Academy teach me?

Throughout this workbook, you'll learn the idea Reels framework and how to apply it. There are pages that allow you to brain dump idea's for hooks, content, and CTA's that align with your Niche. If you haven't already, I highly recommend grabbing our Branding, Niche, & Strategy workbook to make sure you are clear on your audience and brand so that you Reels effort really pay off!

Framework

Don't overthink it - this simple framework can help you create viral reels that attract the right audience's attention and keep it. Use the next few pages of the workbook to work through each of these area's of the framework.

captivating hook

why is it important?

you have a mere few seconds to capture the attention of your audience on social media, a hook is an enticing intro that's used strategically to capture attention.

examples:

the #1 thing I wish I knew before I started
3 things you're doing that's hurting your progress
3 lightening deals you don't want to miss
5 tips for a cleaner house (#5 is my favorite)

body

why is it important?

this is where you add value, what keeps people after you catch their attention. it's important to spend time thinking about your how you want to serve, and how you can add value through the body of your reel.

keep in mind:

content pillars
target audience
your niche
what your instagram bio says you serve

call to action

why is it important?

this tells your audience exactly what you want them to do. if you don't, it's likely they won't do anything!

examples:

follow for more tips
check the link in my bio for a freebie
vote in the comments
share with your bestie

Hook Generator

The first few seconds of your reel are the most important, they decide if someone will watch or not. Your reels need a clear hook, and need to be related to your product, target audience, or niche. Use this template to brainstorm effective hooks for your upcoming reels, here are 32 hook examples, use them to inspire your own:

example	your idea's
<p>3 proven methods for ___ that actually work</p> <p>3 lessons I learned when ___</p> <p>3 hacks for ___ that I promise you never heard of</p> <p>The easiest way to ___</p> <p>3 little known ways to ___ that will ___</p> <p>3 ways to ___ (#3 is my favorite)</p> <p>The 2023 guide to ___</p> <p>Raise your hand if you ___</p> <p>Stop your scroll if you ___</p> <p>Watch if you want to see the ultimate transformation!</p> <p>The #1 thing you need when ___</p> <p>Calling all ___, you need this tip!</p> <p>3 steps to ___ that just make sense.</p> <p>The #1 question I get about ___.</p> <p>Common mistakes when ___ that most people make but don't have to.</p> <p>Hey *your target audience*, I see you *doing/struggling/etc* with ___</p>	

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example	your idea's
<p>You're really not going to like what i'm about to tell you...</p> <p>Unpopular opinion...</p> <p>The ugly truth about ____.</p> <p>I've never seen anyone succeed at ____ without ____.</p> <p>I cracked the code of ____.</p> <p>Do you actually know what's in ____?</p> <p>I'm about to expose ____.</p> <p>This fact will change your life.</p> <p>I'm willing to bet a million dollars that ____.</p> <p>I bet you're doing ____ wrong.</p> <p>3 things you probably didn't know about ____.</p> <p>There's something that ____ doesn't want you to know...</p> <p>These 3 things will change the way you ____.</p> <p>You should never ____ when you ____.</p> <p>Biggest red flag...</p> <p>I'm about to blow your mind...</p>	

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The first few seconds of your reel are the most important, they decide if someone will watch or not. Your reels need a clear hook, and need to be related to your product, target audience, or niche. Use this template to brainstorm effective hooks for your upcoming reels, here are 32 hook examples, use them to inspire your own:

example	your idea's
<p>Only keep watching if you're okay with_____</p> <p>If you're easily offending, you're going to want to keep scrolling!</p> <p>If you're like most people, then____</p> <p>THIS is what's keeping you from [Accomplishment/goal]</p> <p>The WORST thing you can [do, think, say] [before/after event]</p> <p>You should ALWAYS ____</p> <p>What if I told you_____</p> <p>My favorite hack for ____</p> <p>Do these things to save time & money on ____</p> <p>5 ways you can get ____ without having to ____</p>	<p>Only keep watching if you're okay with hearing the real reason why your hair isn't growing!</p>

Content Ideas

educational posts

Educational content teaches your readers. It can teach them how to think about something, or it can teach them how to do something. For businesses, this type of content often produces the best results when it comes to content marketing.

example	your idea's
<p>Teaching them something from your own mistake *top 3 mistakes I made when____ *What I wish someone told me when____</p> <p>Show a unique point of view *If only I knew____when I started.</p> <p>Answer your audiences questions</p> <p>Teach them something they can apply immediately *____hack that will change your life today.</p> <p>Show them a tutorial *How to guide to____</p> <p>Share a list *5 ways to____</p> <p>Educate through other peoples knowledge</p> <p>Show something behind the scenes</p> <p>Share reviews</p> <p>Share a quiz & answers</p> <p>Quick tips</p> <p>Show a case study *What happens when you____?</p> <p>Share before/after transformations</p>	

Content Ideas

inspirational posts

Inspiration is contagious! And when people are inspired, they act. Inspirational content makes people feel like they know you, trust you, and like you understand them. Have fun with this!

example	your idea's
<p>Share an inspirational quote</p> <p>Show a before and after, or a testimonial (this can be educational or inspirational!)</p> <p>Show a transformation</p> <p>Share a story</p> <p>Share how your product/service solves a very specific problem you audience has</p> <p>Share something personal</p> <p>Share something relatable to your audience</p> <p>Share something uplifting or encouraging</p> <p>Make something easier that your audience thinks is hard</p> <p>Share how your product/service gives them confidence</p> <p>Be vulnerable</p> <p>Where you started vs. where you are going</p>	

Content Ideas

entertaining posts

When you entertain people, they connect with you. Entertainment might not always be directly connected to your niche or your product/service, but is a tool to organically attract people to your personal brand.

example	your idea's
<p>Give your audience a puzzle to solve</p> <p>Take on a popular/trending challenge</p> <p>Introduce yourself in a creative way</p> <p>Showcase your personality</p> <p>Give a sneak peak</p> <p>Share something funny and relatable related to your niche audience</p> <p>Use eye-catching transitions</p> <p>Make someone feel FOMO</p> <p>Dance!</p>	

Call to Action

content planner

Every post, whether its a reel, static post, or instagram live, should have a call to action that directs the audience on what to do next. Here are some CTA examples for more **engagement**, spend time brainstorming CTA's for yourself and your business.

example: for engagement	your idea's
<p>send this to someone who ____</p> <p>save this post for later.</p> <p>share to make someone's day happier.</p> <p>what's one tip you'd share? tell me below.</p> <p>tell me your thoughts in the comments.</p> <p>leave a *insert emoji* if you agree.</p> <p>tag someone who ____</p> <p>see my highlight ____ for more.</p> <p>save it, so you don't forget it.</p> <p>tap LIKE if you agree.</p> <p>check out a sneak peak in my stories</p> <p>find more info in ____</p> <p>follow @____ for more ____</p> <p>describe your mood with one emoji</p> <p>*insert question*. Answer in the comments.</p> <p>send me a DM if ____</p> <p>let's chat in ____</p>	



Call to Action

content planner

Every post, whether its a reel, static post, or instagram live, should have a call to action that directs the audience on what to do next. Here are some CTA examples for more **traffic**, spend time brainstorming CTA's for yourself and your business.

example: for engagement	your idea's
<p>click the link in my bio for ____</p> <p>discover more at ____</p> <p>take a look --> ____</p> <p>head over to ____</p> <p>find special discounts from my link in bio.</p> <p>get the offer from the link in my bio</p> <p>join my newsletter</p> <p>find the link from my stories</p> <p>get the latest news from ____</p> <p>check out my last reel for ____</p> <p>click my bio for a freebie</p> <p>register now</p> <p>join my call on ____ tonight</p> <p>join me at ____</p>	



IG WORKBOOK



Content Planner



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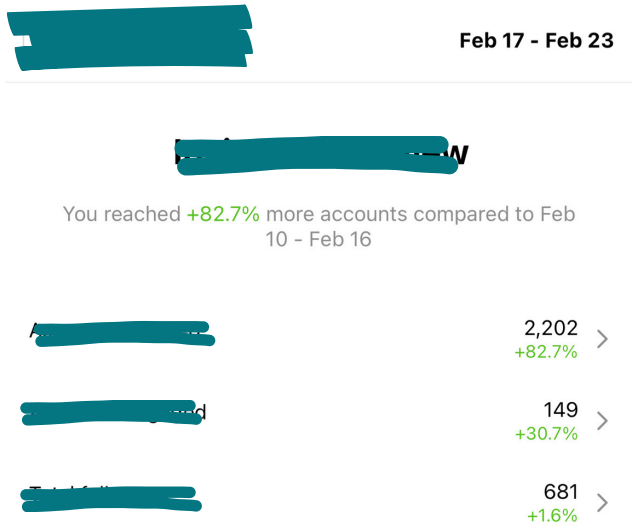
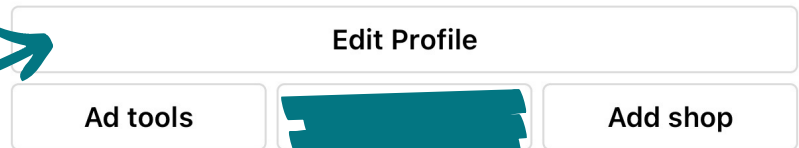
Reels Insights

introduction

The best way to know if your Reels are helping your business is to hit the data! Consistency will be your best friend when it comes to IG growth, but its helpful to know things like post timing, content type, and hashtag use actually help or hinder your efforts. Below is a quick intro in how to maximize IG data to reach your goals.

Here is an example of an account that is just getting started with Reels. When you go to your account and view your profile, under your bio you will see "Insights". This is where you go to view your IG stats!

Teanna ⚡ that mom w/ the hair
✌️ Sharing REEL relatable mom moments
👩 Pregnancy•fitness•office trivia
👩 I help the driven own their value & build dreams
👩 I take hair seriously!
msha.ke/teanna



Within your insights you'll see:

1. The ability to filter your data by the last 7, 14, or 30 days, month, or last 90 days.
2. Insights Overview: during the time frame selected, how your reach has changed since the last period.
3. Accounts reached and % change
4. Accounts engaged and % change
5. Total followers and % change

If above you click "Accounts Engaged", you can see a deeper dive into how your posts are performing. Scroll down until you see "Reels Interactions". This tells you out of all the Reels that you posted during the selected time frame, how many interactions, likes, comments, saves, and shares you received. This is a great litmus test for how your Reels are performing. The next page is a tool to keep track of your stats over time to see the impact of your content as you produce more targeted Reels!

Reels Interactions		68
vs Feb 10 - Feb 16		-33.4%
Likes		53
Comments		6
Saves		2
Shares		7

date :

Reels Stats

I want you to record your stats so that you can see the growth you are getting after implementing these Reels Strategies, it's eye opening when you have all of your stats down in one place!

month: _____

		check off days that a reel was posted						
		Mo	Tu	We	Th	Fr	Sa	Su
followers	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
views	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
comments	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
likes	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

month: _____

		check off days that a reel was posted						
		Mo	Tu	We	Th	Fr	Sa	Su
followers	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
views	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
comments	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
likes	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

month: _____

		check off days that a reel was posted						
		Mo	Tu	We	Th	Fr	Sa	Su
followers	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
views	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
comments	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
likes	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

date :

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followers	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
views	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
comments	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
likes	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

month: _____

		check off days that a reel was posted						
		Mo	Tu	We	Th	Fr	Sa	Su
followers	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
views	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
comments	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
likes	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

month: _____

		check off days that a reel was posted						
		Mo	Tu	We	Th	Fr	Sa	Su
followers	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
views	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
comments	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
likes	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Reels Checklist

Here is a quick checklist to reference every time you post a reel for maximal impact. There are templates in the following pages to plan out the reel itself!

Batch your reels ahead of time, store them both on your phone and in your drafts

Ensure your reel has a hook, body related to your niche/idea audience, call to action, relevant hashtags, and legible reel cover.

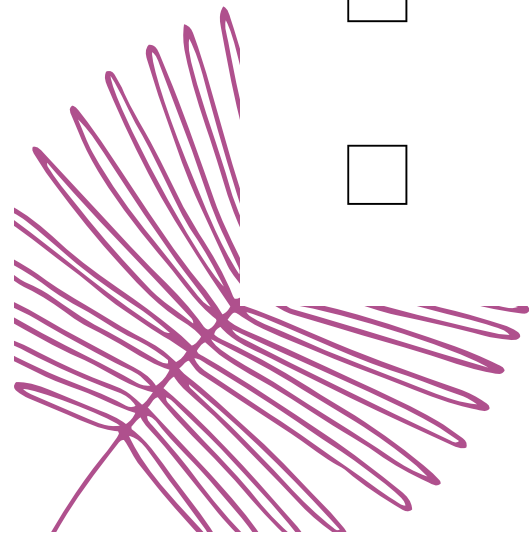
Use trending audio

Check your insights to determine your ideal time to post your reel

Engage with your audience for 5-10 minute prior to posting

After posting, post to your story

After posting, engage with your audience and audience in relevant hashtags for 5-10 minutes. Like the comments on your previous posts!



Reels Planer #1

reel name:

hook:

call to action (CTA):

hashtags:

content pillar:

niche: _____

educational

engaging

inspiring

shot list:
(individual shots for the reel)

caption:

transitions/outfits:

Reels Planer #2

reel name:

hook:

call to action (CTA):

hashtags:

content pillar:

niche: _____

educational

engaging

inspiring

shot list:
(individual shots for the reel)

caption:

transitions/outfits:

date :

Content Calendar

<input type="checkbox"/> in drafts 01	<input type="checkbox"/> in drafts 02	<input type="checkbox"/> in drafts 03	<input type="checkbox"/> in drafts 04	<input type="checkbox"/> in drafts 05
<input type="checkbox"/> in drafts 06	<input type="checkbox"/> in drafts 07	<input type="checkbox"/> in drafts 08	<input type="checkbox"/> in drafts 09	<input type="checkbox"/> in drafts 10
<input type="checkbox"/> in drafts 11	<input type="checkbox"/> in drafts 12	<input type="checkbox"/> in drafts 13	<input type="checkbox"/> in drafts 14	<input type="checkbox"/> in drafts 15
<input type="checkbox"/> in drafts 16	<input type="checkbox"/> in drafts 17	<input type="checkbox"/> in drafts 18	<input type="checkbox"/> in drafts 19	<input type="checkbox"/> in drafts 20
<input type="checkbox"/> in drafts 21	<input type="checkbox"/> in drafts 22	<input type="checkbox"/> in drafts 23	<input type="checkbox"/> in drafts 24	<input type="checkbox"/> in drafts 25
<input type="checkbox"/> in drafts 26	<input type="checkbox"/> in drafts 27	<input type="checkbox"/> in drafts 28	<input type="checkbox"/> in drafts 29	<input type="checkbox"/> in drafts 30

