

INSTAGRAM REELS

topic ideas

- ✓ 3 things every ___ needs in her ___
- ✓ If you get one thing done this week, let it be this
- ✓ How to get your first ___ in the next ___
- ✓ Me vs [the struggle]
- ✓ My fave features of [specific product]
- ✓ Answer a question (you can pin the little box into your video)
- ✓ The making of [website, rebrand, office remodel, product]
- ✓ Top 3 ___ for ___
- ✓ Do this, not that
- ✓ When you don't want to ___
- ✓ Get 50% more ___
- ✓ ___ hacks
- ✓ What NOT to do when ___
- ✓ 3 Ways to ___
- ✓ How to avoid ___
- ✓ Avoid these ___ mistakes
- ✓ Don't ___ until you ___
- ✓ Get rid of ___
- ✓ How a complete beginner ___
- ✓ Tired of ___?
- ✓ 5 tools to ___
- ✓ 4 easy ___ to use in your ___
- ✓ 3 Reasons your ___ isn't ___



INSTAGRAM REELS

format ideas



THE HELP DESK

[ie @knap.creative](#)



ANALOGY OR DEMONSTRATION

[ie @knap.creative](#)



THE WAITRESS

[ie @virginia.kerr](#)



SAVVY YOU VS PERFECTIONIST YOU

[ie @hayleymorris3](#)



BEFORE & AFTER

[@standout.photography](#)



GREEN SCREEN in front of industry news

[ie @realadamrose](#)



TALKING HEAD (add a reaction remix for some spice)*

[ie @knap.creative](#)



HYPERLAPSE



REPEAT AFTER ME



CHARACTERS & CONVERSATIONS

[ie @knap.creative](#)



LIFE SIZE QUIZ



IF __ WAS A PERSON



LIP DUBS DANCING

[ie @knap.creative](#)



PLAY ON A SPECIFIC SONG

[ie @cassidi.official](#)



RAPID TEXTING

*remix accounts: @esenachoman / @s00bre



INSTAGRAM REELS

transitions

 HAND TO CAMERA

 CLAP YOUR HANDS OR SNAP FINGERS

 HAND TO CHEST

 HAIR FLIP

 PUSH OVER

 SPIN CHAIR

 FALL BACK ON CHAIR / BED / COUCH

 JUMP

 SWIPE UP & JUMP BACK IN


 SWIPE YOUR HAND ACROSS CAMERA

 DROP CLOTHES IN & POP OUT

 TEAR AWAY CLOTHING

 TURN OR RAISE YOUR HEAD (think spin)

 SPIN

 CLAP TWICE & DROP YOUR CLOTHES TO DISAPPEAR

psst... don't want to change your outfit? Try this instead:

- 1 // Add in props like coffee mugs, pens, notebooks, or tools you use to do your job
- 2 // Change locations
- 3 // Switch up your angle or go from close up to far away