

LESSON 3

# Beginner's Guide to Creating Easy Reels



## The DMME Visibility Checklist

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**Visibility is key.**

**Be seen, be heard, be unforgettable!**

## Beginner's Guide to Creating Easy Reels

Simple, fast, and stress-free steps to help small business owners start using video confidently.

**Using Stories, Reels & Short-Form Video**

### Why Reels Matter

Reels are one of the fastest ways to increase visibility because:

- Instagram pushes them to non-followers
- They capture attention quickly
- You don't need fancy editing or professional equipment
- Authenticity beats perfection every time

If you can record a 5–10 second clip on your phone, you can make a Reel.

## STEP 1 – Choose a Simple Reel Concept

**Start with concepts that don't require talking, scripts, or complicated filming.**

Choose one of these:

Easy Reel Types:

- A quick tip your customers always ask you
- A behind-the-scenes moment
- A clip of you working (time-lapse is great!)
- A before/after result
- A mini demo of your product or service
- A simple FAQ on screen
- A customer review screenshot with music
- A "day in the life" 6–10 second clip – BUT – write a bit more content for longer viewing time of the clip.

These ideas create trust and show people the real side of your business.



## STEP 2 — Record a Simple 7 – 15 second Clip

That's it. Start here. Grow as you get more confident

Shorter content performs better. BUT...change is constant!

No fancy setup required. Use your smartphone:

- Face natural light (window light is best)
- Angle camera down from above your face – fill the screen
- Keep the camera steady (prop it up if needed – use stand)
- Avoid zooming – move closer instead
- Capture real movement (even small motion looks great in Reels)
- Don't stress about perfection – authenticity beats polish
- Smile or talk naturally – authenticity wins!

## STEP 3 — Add On-Screen Text

Use short text for clarity. Examples:

- “Tip for Homeowners”
- “Behind the Scenes: Job Build”
- “How We Prepare XYZ”
- “Client Win of the Week”

Text placement rule:

- ☞ Keep text in the center so it doesn't get cut off by Instagram's UI.

## STEP 4 — Add Trending or Fitting Audio

Music boosts discoverability.

To find easy trending sounds:

- Tap “Reels”
- Add audio - look for audio with the upward arrow icon ↗
- Save it for later - to use again

You don't need to dance, lip-sync, or do anything silly.

Let the sound elevate your content. Audio is half the magic — it boosts your reach instantly.

## STEP 5 — Add Simple Edits (Optional)

If you want your Reel to feel polished but still quick:

Use Instagram's built-in editing features to:

- Trim clips
- Adjust speed
- Add text
- Add stickers or arrows
- Add Audio
- Add transitions between images
- Add subtitles (auto-captions) Tap “Captions” in the sticker menu. Subtitles are especially important — most people watch without sound.

## STEP 6 — Write a Short, Clear Caption

Your caption doesn't need to be long — it needs to be useful.

Caption Formula:

1. Attention-grabbing first line - use AI to create it - ask me for prompts!
2. One helpful sentence
3. A simple CTA

Example:

"This 5-second tip keeps your home safer 🛠️"

Our team uses this daily — try it next time!

👉 Save this for later.

## STEP 7 — Post It and Keep Moving

Reels work best when you don't overthink them.

- Just show up consistently.
- Your first few Reels won't be perfect — and that's exactly how every successful account starts.

## BONUS: 10 Plug-and-Play Reel Ideas You Can Record Today

- "A day in the life" — 5-second clip
- Packing an order
- A client win or testimonial
- Something new you're working on
- A quick tip customers always ask
- A tool or product you love
- Before/after transformation
- A common misconception you want to correct
- "What I wish every customer knew"
- A behind-the-scenes moment from today

### ★ Final Thought from the Social Media Director at DMME

- Reels don't require perfection — they require presence.
- Show up, share real moments, teach something simple, and let consistency work its magic.
- Your business has a story worth telling. Reels just help more people see it.