



LIST BUILDING RESOURCE LIBRARY

How to Use Instagram Reels to Grow Your List

BY AMY PORTERFIELD



When it comes to growing your email list, you want to make sure you are focused on strategies that will move the needle forward, as quickly as possible. Instagram Reels have become one of the best ways to get your content in front of your target audience (as long as they are on Instagram), with the opportunity to increase visibility, engagement, follower count, and email list subscribers substantially.

Not only do you want to consistently provide stellar content in your Reels, but you also want to include a relevant call-to-action so your audience will know where to go next to get more great content from you.

Providing value and educating your audience is key for getting them to sign up for your email list on Instagram.

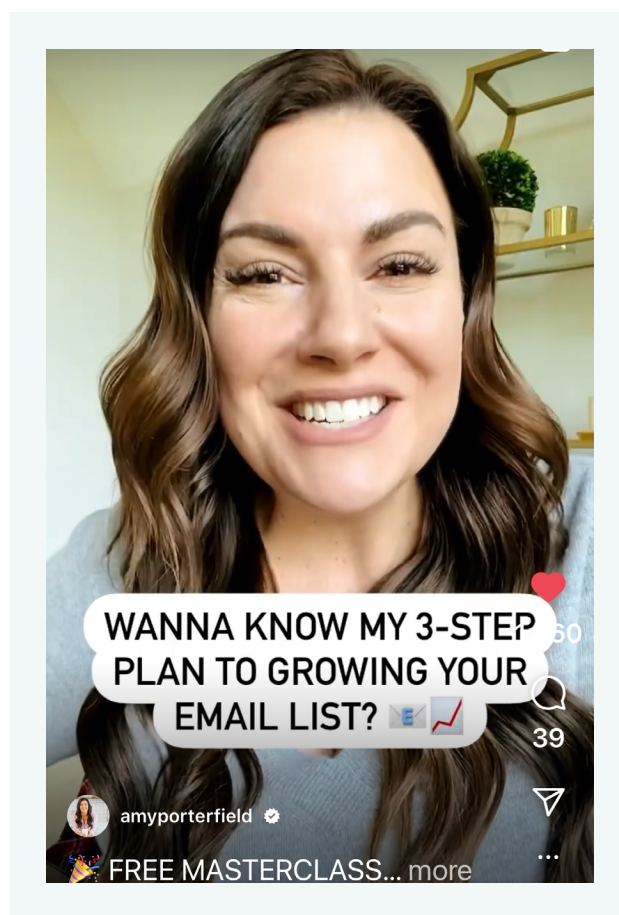
Let's talk about this popular Instagram feature and how you can begin creating content to grow your email list.

What is an Instagram Reel?

An Instagram Reel is a short video format where Instagram users can create fun, educational, and engaging multi-clip 15-, 30-, and 60-second videos with audio, text, stickers, and special effects. Reels can be shared to your Stories, your Feed, and the “Explore” area on Instagram.

Reels are among my highest-performing content on Instagram. It's a great way to educate and entertain your audience and build your list!

Are you ready to create your first Instagram Reel? Grab your smartphone and let's dive in!



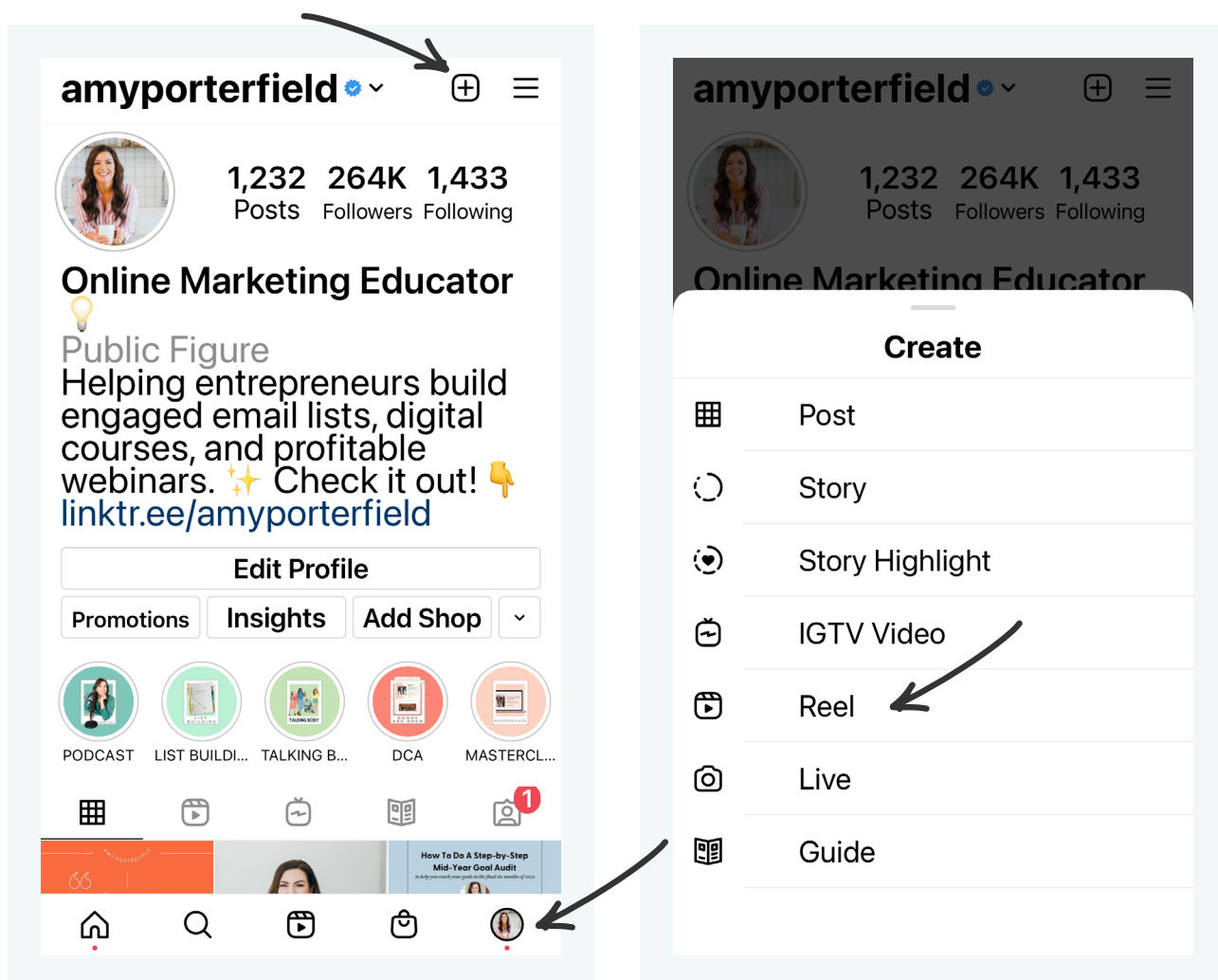
How to Create an Instagram Reel

When creating your first Reel, be patient -- it can take some time depending on your familiarity with using certain Instagram features. I recommend you start by creating a simple Reel and get fancy later. Check out the example of a Reel I created at the end of this section for inspiration.

Step 1: Create a Plan for Your Reel Content

Just like you brainstorm and outline any other type of content, decide what your Reel topic and call to action will be. (Use the worksheet following this section to plan your first Reel.)

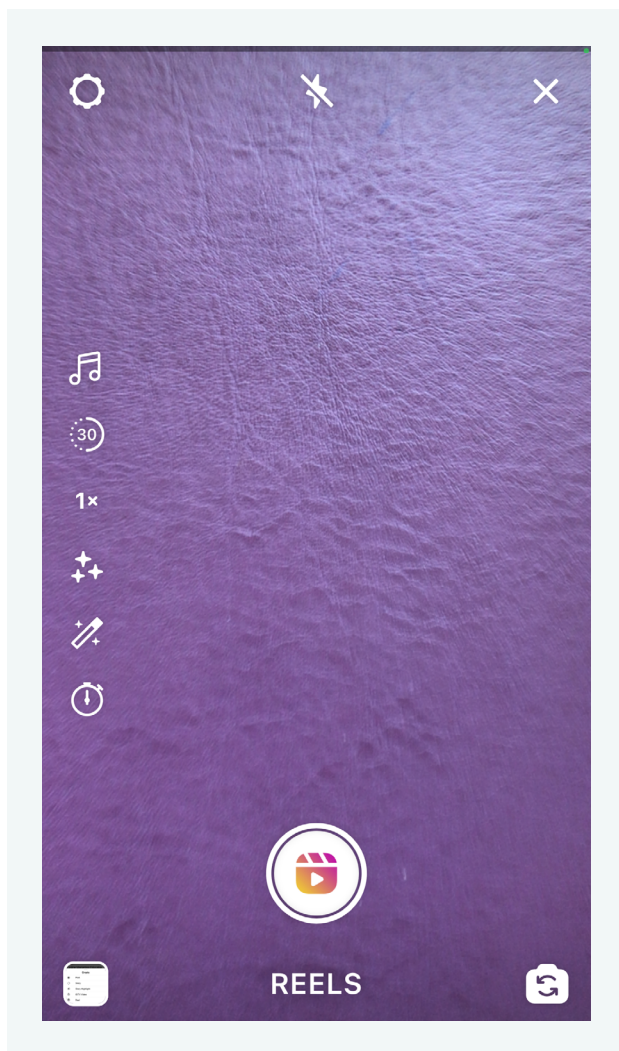
Step 2: Log in to Your Instagram Account, Go to Your Profile Page, Tap on the “+” Symbol, and Then “Reel” under the “Create” Menu



Step 3: Decide on Which of the Creative Editing Tool Options You'll Use to Create Your Reel

Following are your options from top to bottom:

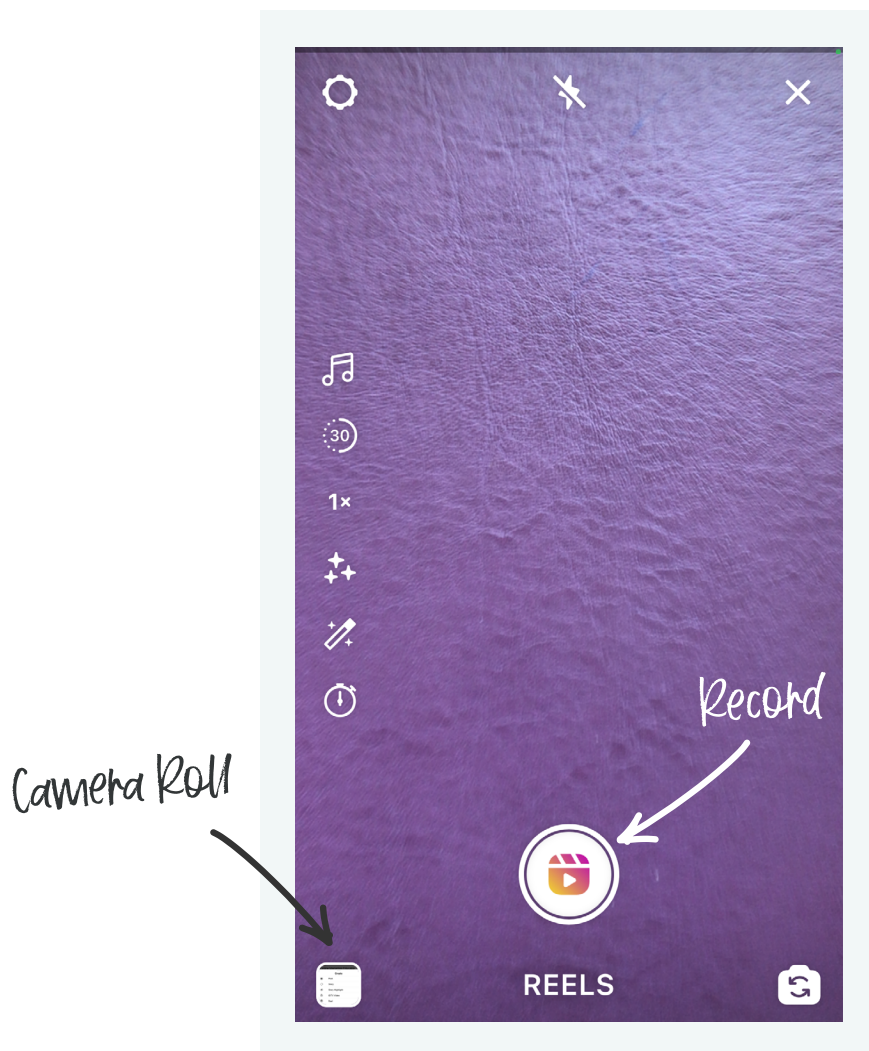
- 🎵 **Audio:** Add music from the Instagram music library or original audio you have saved.
- 🕒 **Length:** Choose between 15-, 30-, and 60-second options.
- 1x **Speed:** Speed up or slow down the speed of your video and sound.
- 😊 **Effects:** Scroll through and choose from a variety of fun special effects.
- 🖌️ **Touchup:** Use this cosmetic filter to make your skin appear smoother.
- ⌚ **Timer:** Set your timer (0 - 30 seconds) to allow a hands-free video recording that begins with a 3-second countdown.



Step 4: Record Your Reel Content

Once you've decided on your Reel length (15, 30, or 60 seconds) you may either press and hold the record button, or tap the record button to record hands-free until the allotted time runs out. You may record your footage all at once or you can split it up in a series of video clips. If you're splitting it up, just tap the record button to record and tap it again to end a clip, and then tap the record button again to start the next clip, and so on.

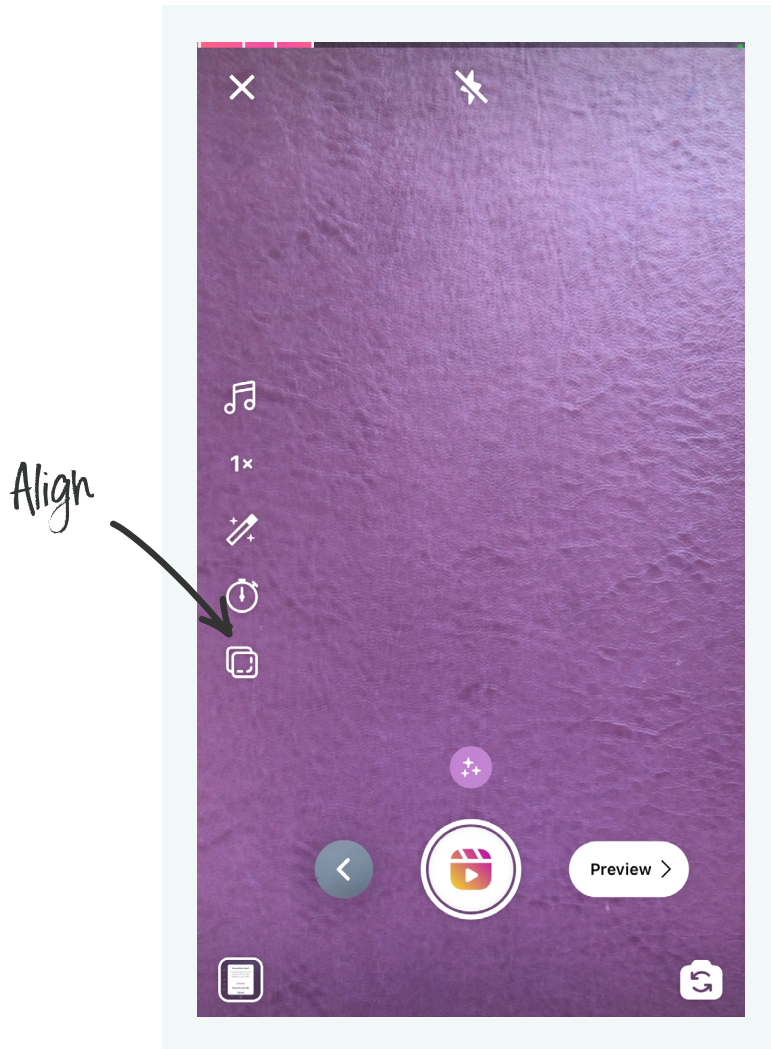
Note: If you've already pre-recorded a video, you can upload it by tapping on the camera roll square on the bottom left of your screen.



Step 5: Edit Your Video Clip(s) While Recording as Needed

Once you've recorded one clip, an "align" icon will appear at the bottom of the editing tool options that allows you to align what was at the end of the previous clip so it flows seamlessly into the next clip. Tap and it will work its alignment magic.

You may also tap on the back arrow, to the left of the record button, to delete or trim your video clips.



Step 6: Preview and Finish Up Your Reel Design



Once you're satisfied with your Reel recordings, tap on the "Preview" button on the bottom right of your screen. Now, you can record voice-over audio, add music, stickers, drawings, or text by selecting one of the edit icons at the top of your screen. Don't forget to include a call to action (eg. Grab your free checklist...Link in bio)!

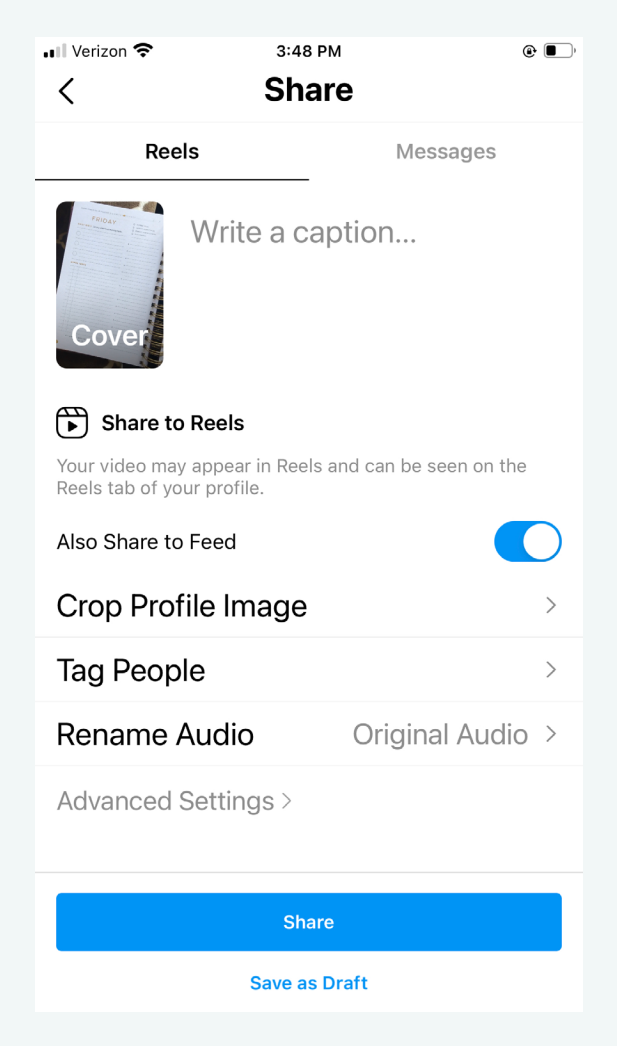
Add voice-over, stickers, drawings, and text here!



Share To

Once done, tap the "Share To" button on the bottom right of your screen.

This is where you can change the cover image (from the Reel you created or your camera roll), write a caption (include your call to action here, too), share to the greater Instagram Reel feed where it has the chance to catch the eye of a wider audience, share to your own feed, and tag people.

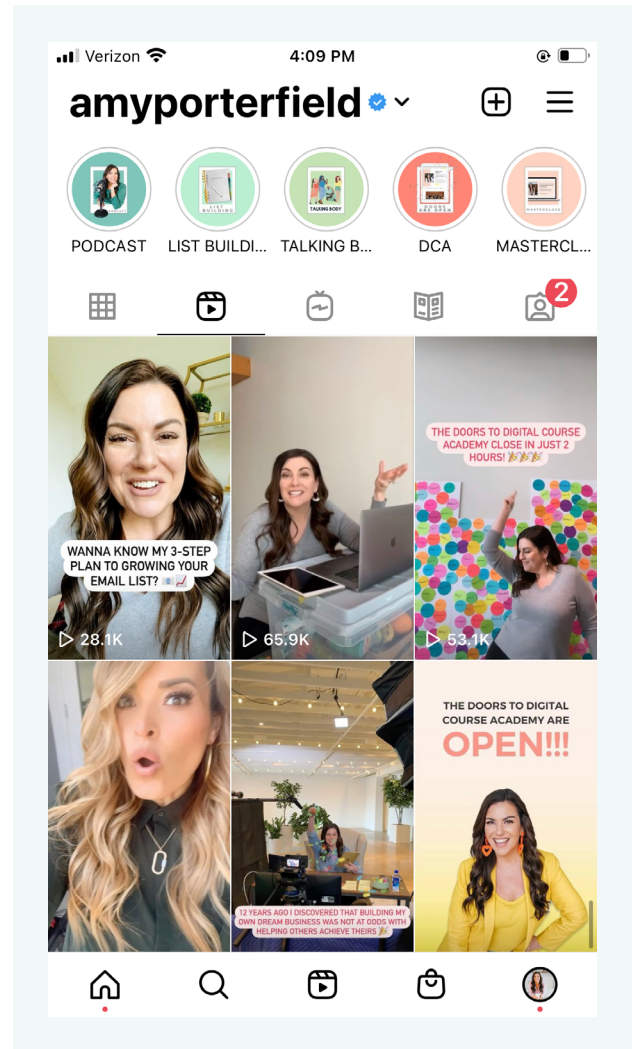
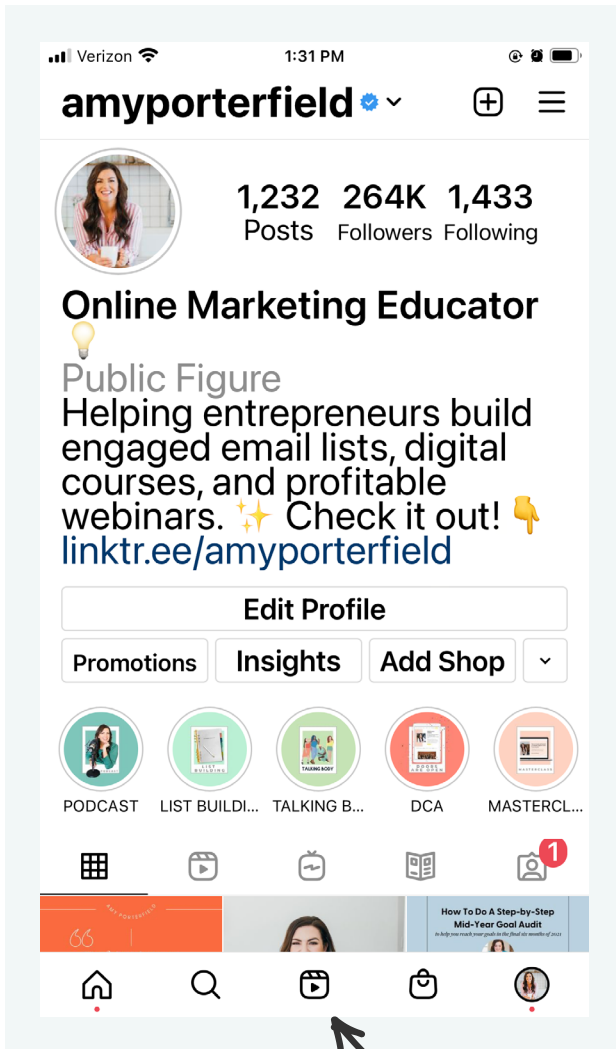


You also have the option to save your Reel as a draft if you want to post it later.

NOTE: If your Reel is featured on the main Instagram Reel feed, you will be notified.

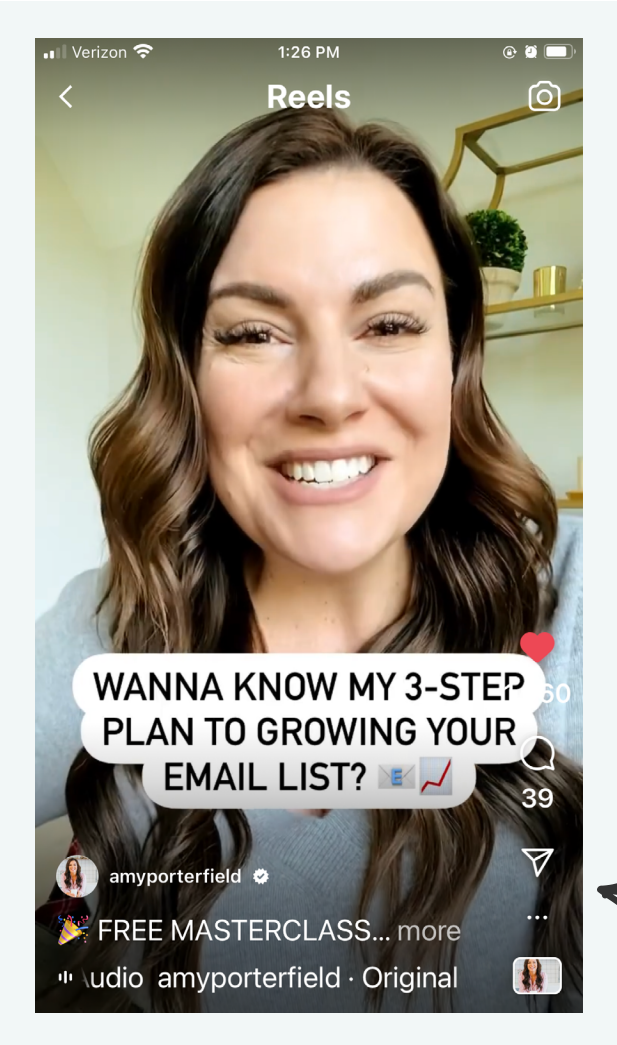
Step 7: Share Your Reel!

Tap the “Share” button. Once published, your Reel will be available through the Reel icon on your profile page (the square “clapperboard” icon directly above your feed). All of your published Reels will appear there.



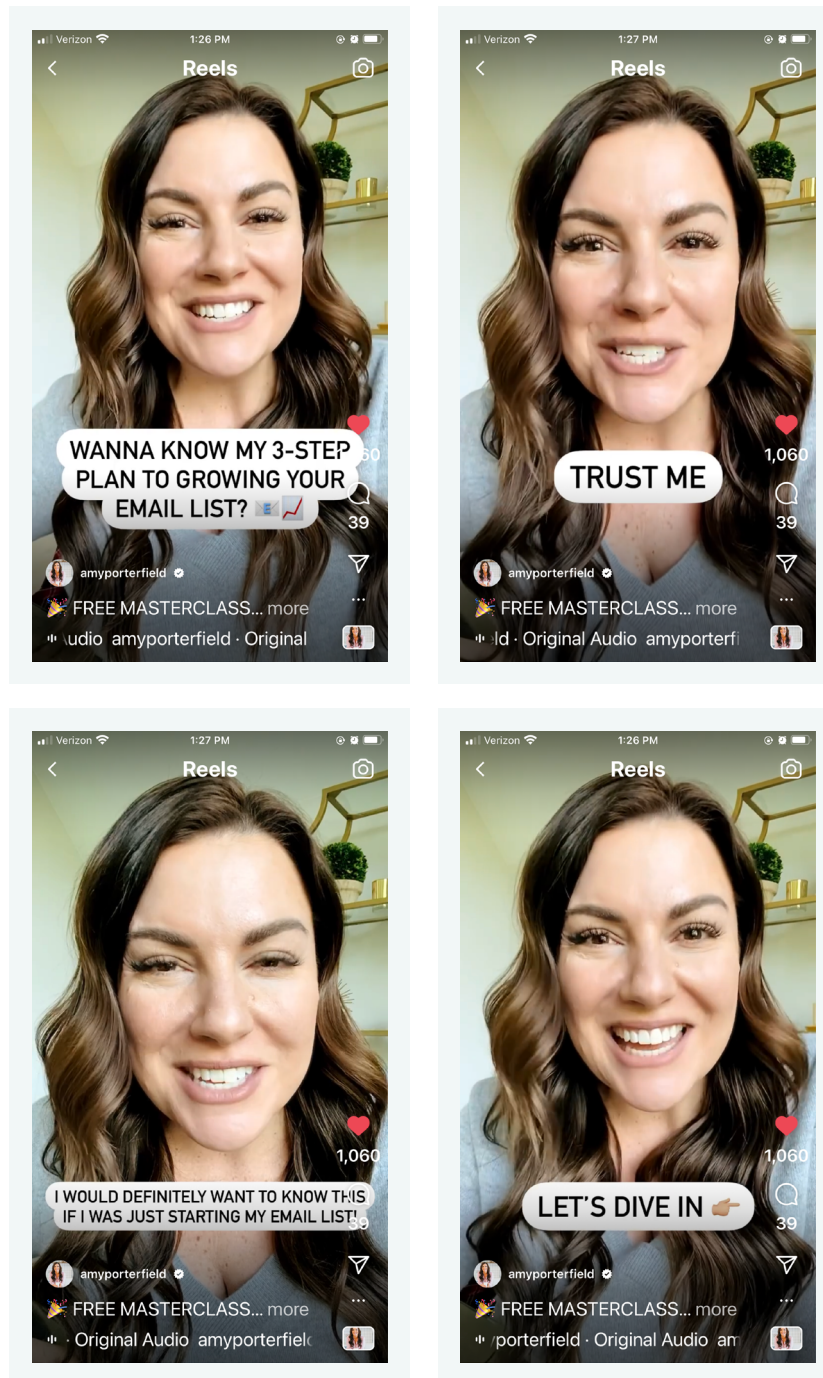
Your Reels are here!

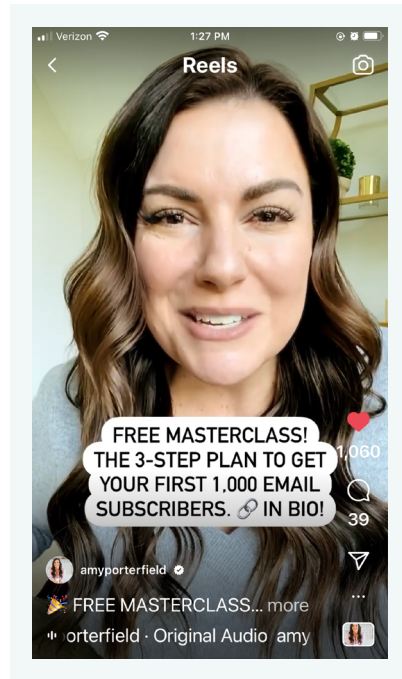
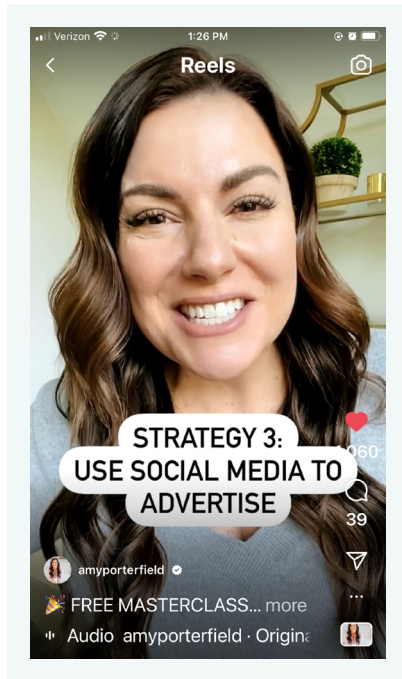
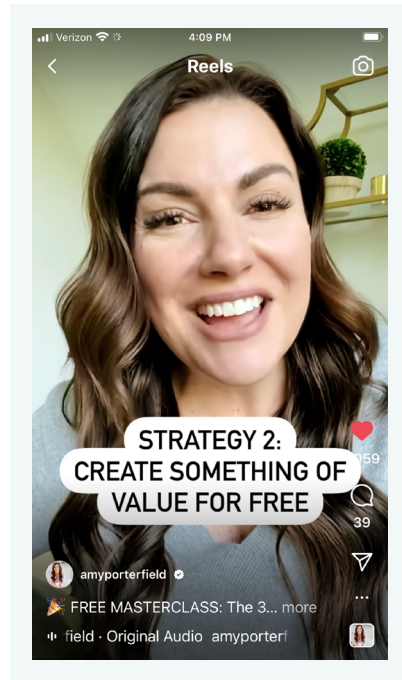
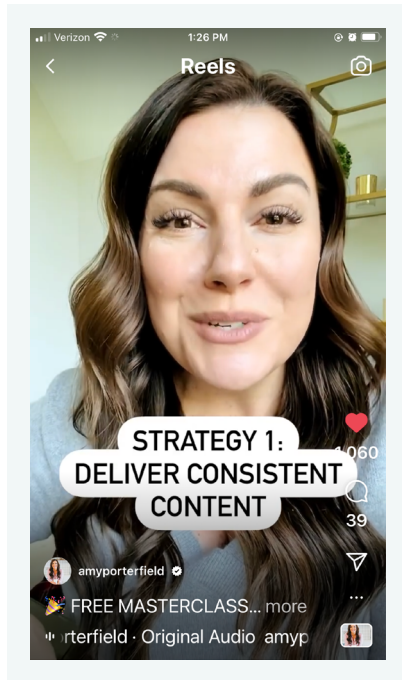
You may now manually share your Reel to your primary feed, your Story, or via a direct message by selecting the Reel and tapping on the airplane icon on the bottom right side. You may also copy the link, by tapping on the three dots below the airplane icon, and share via a direct link.



And that's how you create and share an Instagram Reel!

Following are screenshots from a Reel I created to drive people to register for my free List Building Masterclass. To keep it simple, I recorded eight short video clips, one after the other, and then added the copy (highlighting three helpful strategies to growing your email list, and including the all-important call to action on the last clip). I didn't include music or special effects. If this is your first Reel, try something simple like this and get fancy later. [Click here](#) to see the Reel in action and hear what I'm saying.





Ready to Create Your Own Instagram Reel?



Use this space to plan it out. There are all types of Reel content you can create, but I suggest you do your first one by providing three valuable strategies or points that your audience can take and use right away, and drive them to something where they can sign up for more great content (a freebie, masterclass registration, Facebook group, etc.).

Reel Topic:

Reel Strategy/Point #1:

Reel Strategy/Point #2:

Reel Strategy/Point #3:

Reel CTA:

Reel Caption:

Date to Be Published: _____

Reel Shared:
Story Main Feed Other _____

Once you've hit that share button, I want you to do a little happy dance because you just created your first Reel!