

30 | REELS DAY | CHALLENGE

Real Growth With Reels

Welcome to the challenge!

In just one month, by creating one Reel a day, you're going to see a remarkable difference in in your account growth, including:

- 1 | Attracting more followers that can potentially become paying customers.
- 2 | Boosting your engagement and getting more likes and shares.
- 3 | Having at least one of your Reels go "viral-for-you", meaning it enjoys greater exposure and views compared to the rest!

Plus, you'll reap personal benefits from doing the challenge too! You'll become more comfortable on camera and more confident in the direction and growth of your business!

Who knew that so much was possible in just 30 days! Let's get started!

Love these ideas? Want even more? We're always adding new trainings, templates and techniques that are hands-on like these 50 stories, to help you get the most out of Instagram. Plus 2 live events per month! Join the thousands of entrepreneurs in our inner circle at [InstaClubHub](#) now! Try it for just \$7.

How to Do the 30 Day Reels Challenge

You can start the 30 Day Reels Challenge in just three simple steps!

- 1 | Below we have templates and tutorials to help inspire and guide you.
- 2 | Post at least one Reel a day on Instagram for the next 30 days.
- 3 | Tag us @InstaClubHub so we can see your creativity too!

Tips to Make the Most of the 30 Day Reels Challenge

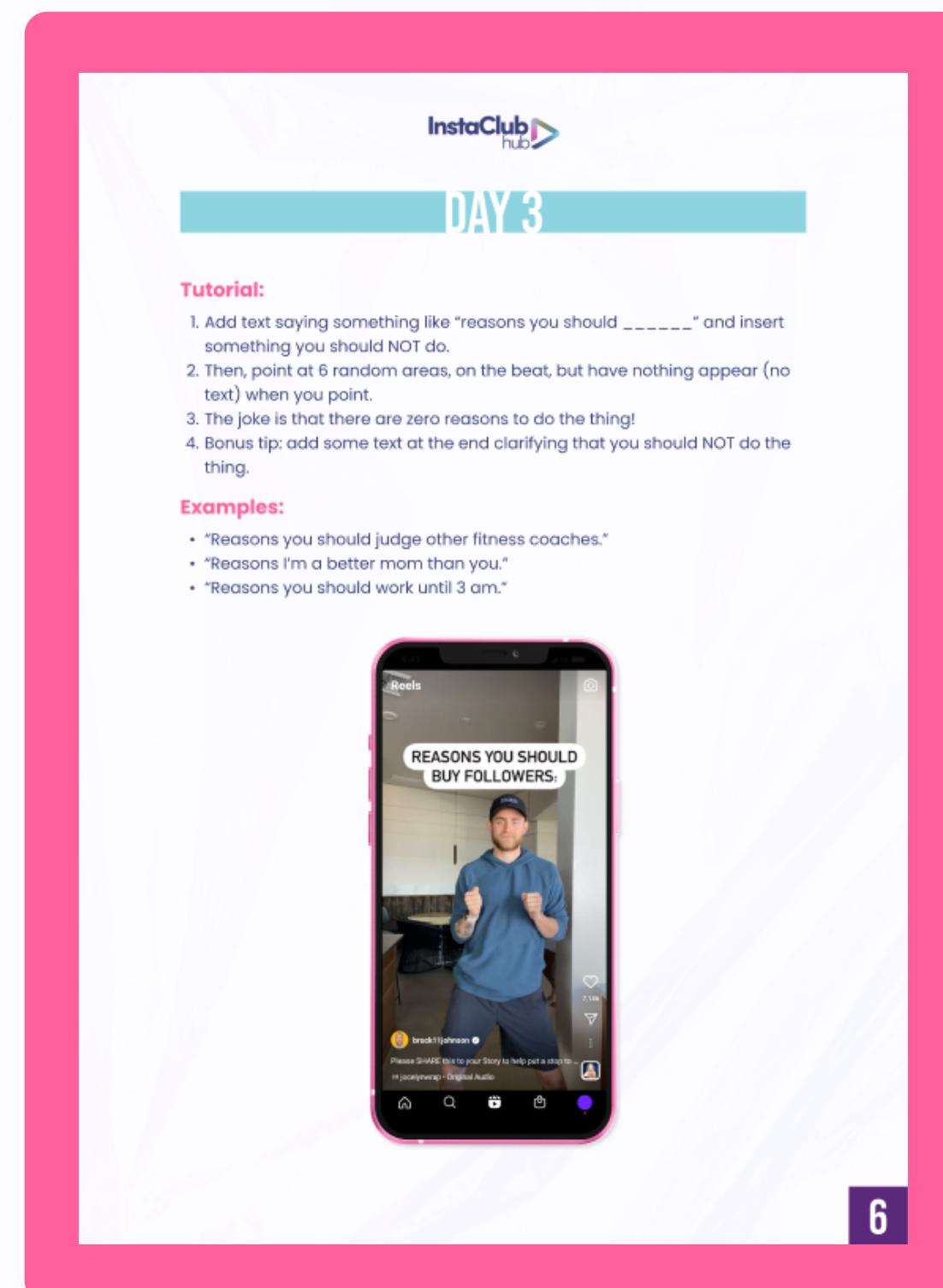
- Reels are better with friends! Get a friend to do the challenge with you #accountability
- Short on time? You can create multiple Reels at one time and save them under “Drafts” and then publish them each day.
- Focus your Reels around your specific niche or industry.
- Don’t delete Reels that look like they’re performing poorly. Sometimes they can gain extra views long after they were originally published.
- Although we and our members have used these Reels templates and ideas to great success, you are free to create your own totally unique Reel or add your own twist to these!

How to Use This Guide:

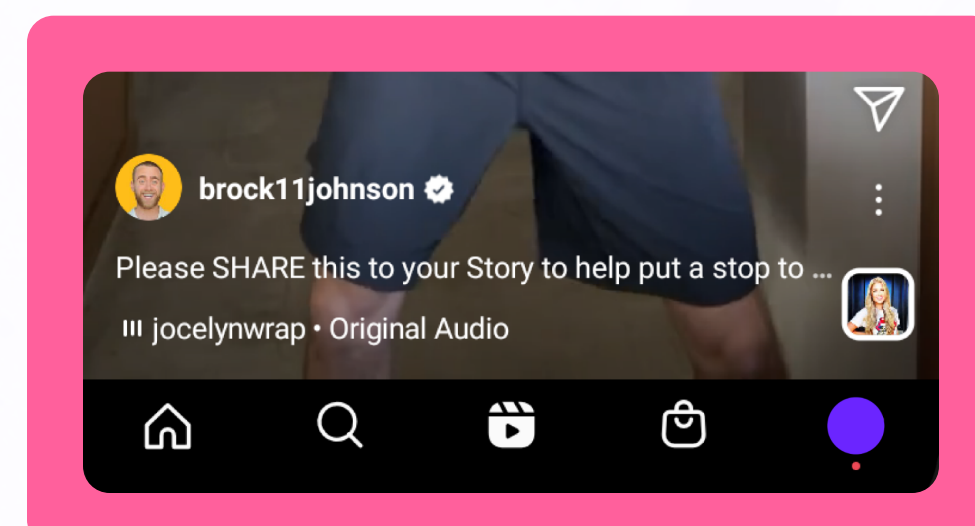
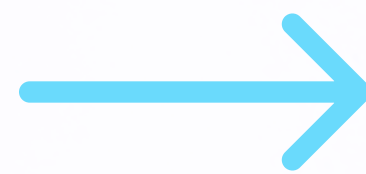
1 | Scroll to the page with that day's Reel.

2 | Read the tutorial and ideas.

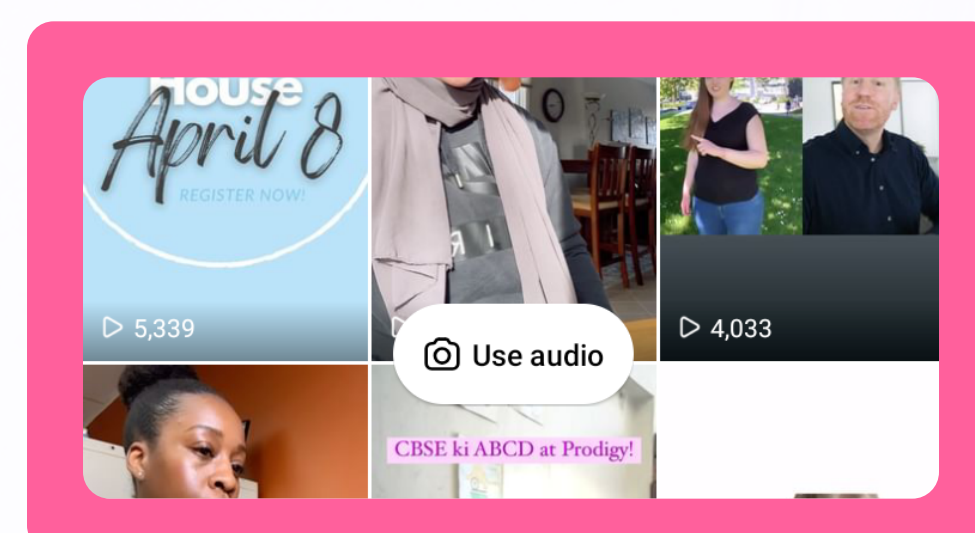
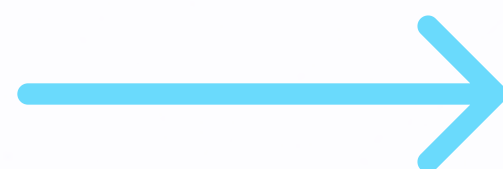
3 | Click on Brock's example to view his Reel.



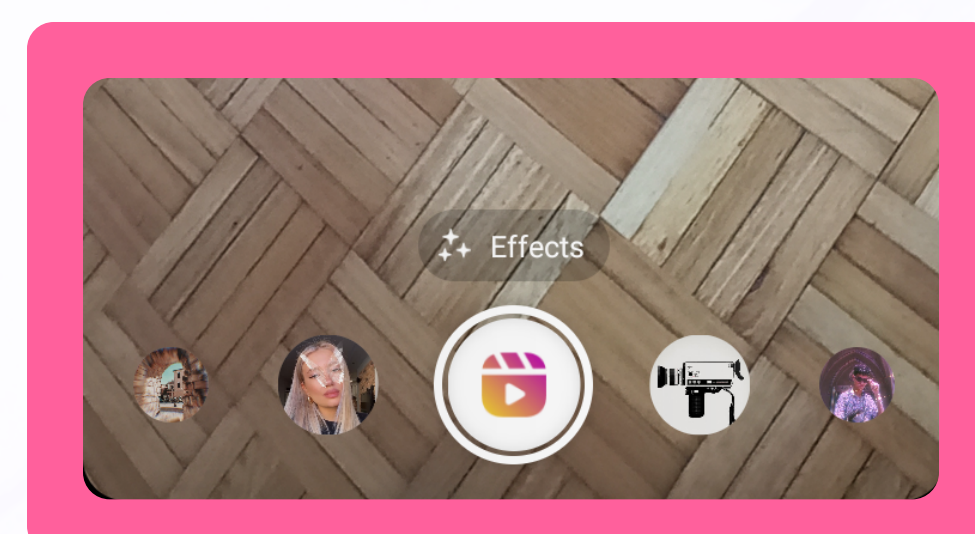
4 | Tap on the "Audio" to get the audio he used.



5 | Tap on "Use Audio"



6 | Then record and post your own version.



7 | Tag us @InstaClubHub

DAY 1

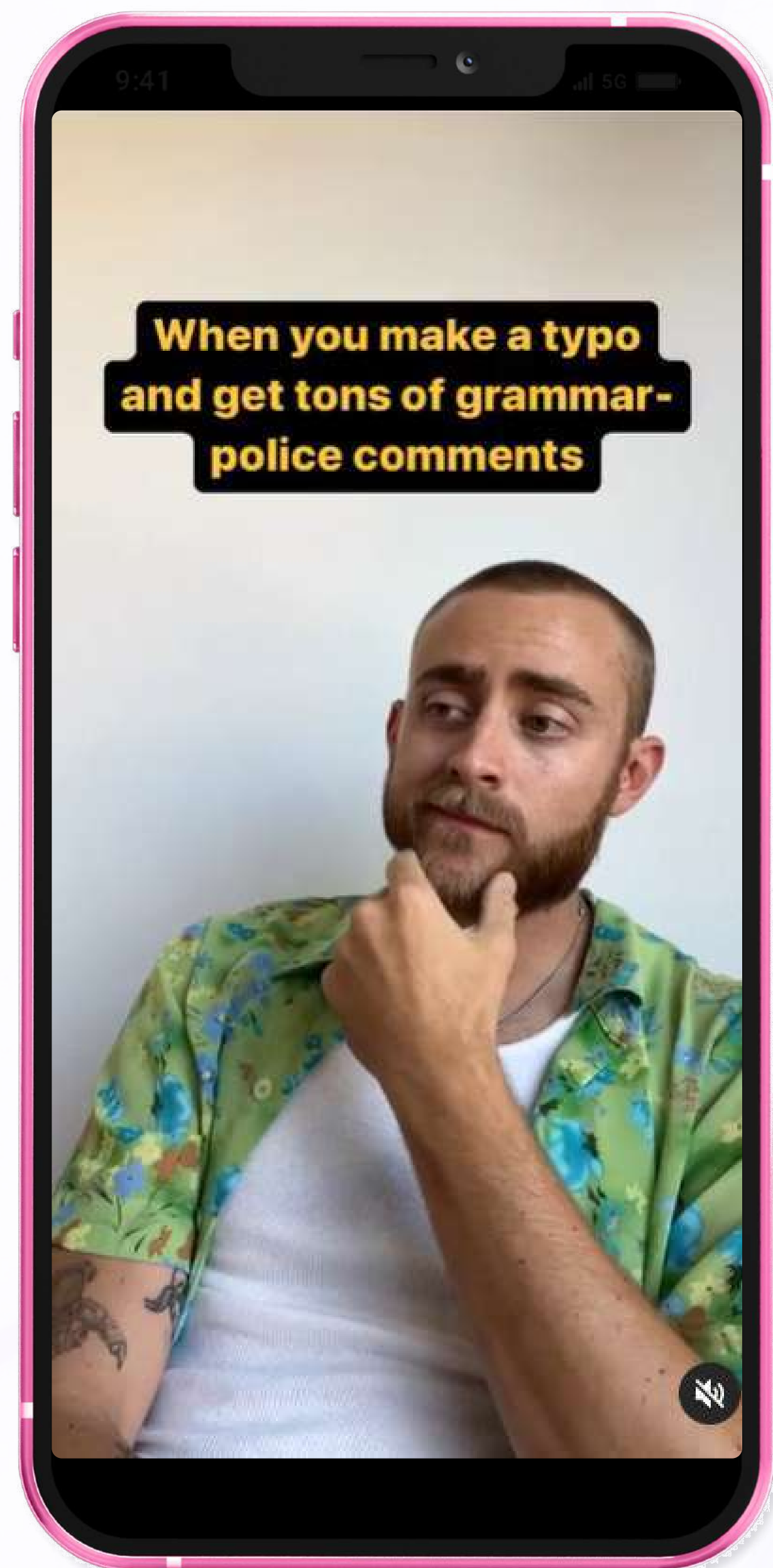
Tutorial:

- Script: "A win is a win. A win is a win I don't care what y'all say"
- Add text about a controversial thing that you would consider a "win" but others may not.

Examples:

- "When you modified your workout instead of quitting"
- "When you procrastinate all day, but at least you got it done at 11pm"
- "When your toddler finally eats vegetables, but only hidden in brownies"

Tap on the image
to open the Reel



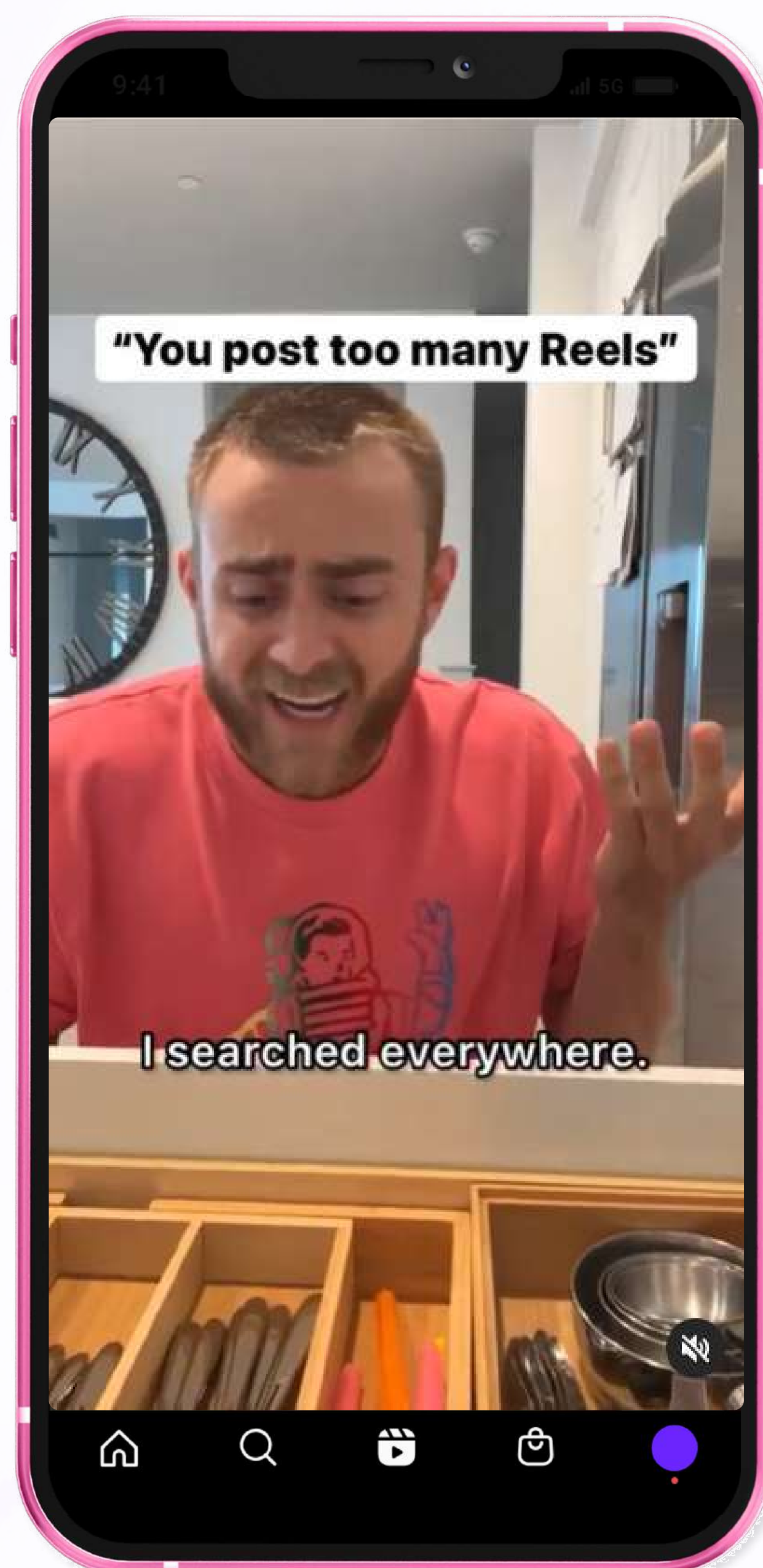
DAY 2

Tutorial:

- Script: "I searched everywhere. I looked through hundreds of files. Searched through my text messages. I even looked everywhere in my wardrobe. But I just couldn't find where I asked for your opinion."
- Add text of a rude comment that someone made.

Examples:

- "You talk too much about your skincare products"
- "You're going to change your mind and want kids in a few years"
- "You don't look like a professional dancer"



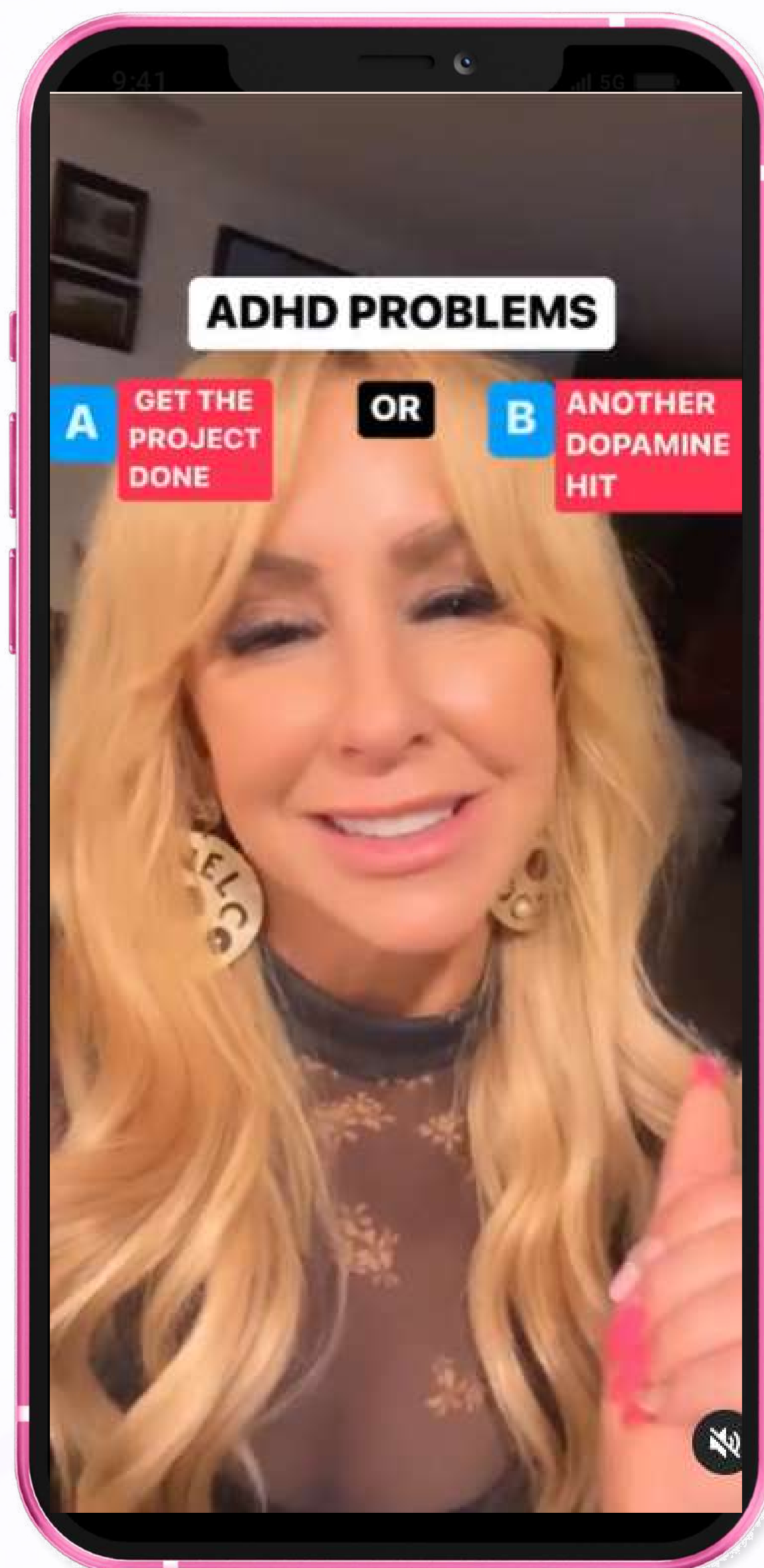
DAY 3

Tutorial:

- Script: It's not that simple"
- Add text to show 2 options that you can't choose between

Examples:

- Getting up in the morning – Workout / Sleep
- A teacher's dilemma – Take off on the weekend / Prep ahead for next week
- Every artist – Get work done / Make more art



DAY 4

Tutorial:

- Clip 1: "I can't keep doing this forever."
- Clip 2: "It's been 20 seconds" (in a different character)
- Add text about something that is hard / that you don't want to do.

Examples:

- "Future home owners after 3 showings"
- "The groom during wedding day portraits"
- "Curly girls diffusing their hair for the first time"



DAY 5

Tutorial:

- Just stand in front of the camera
- Add text that shows a "Trade Offer" in your niche

Examples:

- "TRADE- Instead of: Paying full price, You get: 20% off and earn commissions"
- "TRADE- My kids get: Unlimited TV time. I get: 5 minutes of quiet"
- "TRADE- If you: Work hard & build habits, You'll get to: Achieve your goals"



DAY 6

Tutorial:

- Create a Reel where you are speaking to the camera
- You can teach something, share a lesson you've learned, motivate your audience, etc.

Examples:

- "What's the number 1 tip all homeowners need to hear?"
- "Here are 3 things I've learned as a 20-year-old entrepreneur"
- "If you're unhappy in your job, here's a piece of advice..."



DAY 7

Tutorial:

- Script: "Don't"
- Add text of something that you do not recommend doing

Examples:

- "I'm skipping lunch so I can go out later" Don't
- "When you feel the urge to comment on someone's parenting" Don't
- "Petting a dog without asking it's owner first" Don't



DAY 8

Tutorial:

- Take any video from your camera roll (you on vacation, your kids playing, etc)
- Add text on top that motivates or inspires your audience
- (Optional) Add a voiceover on top so we can hear your voice

Examples:

- "One thing I learned throughout my journey..."
- "I hope that you find..."
- "One day you will feel..."



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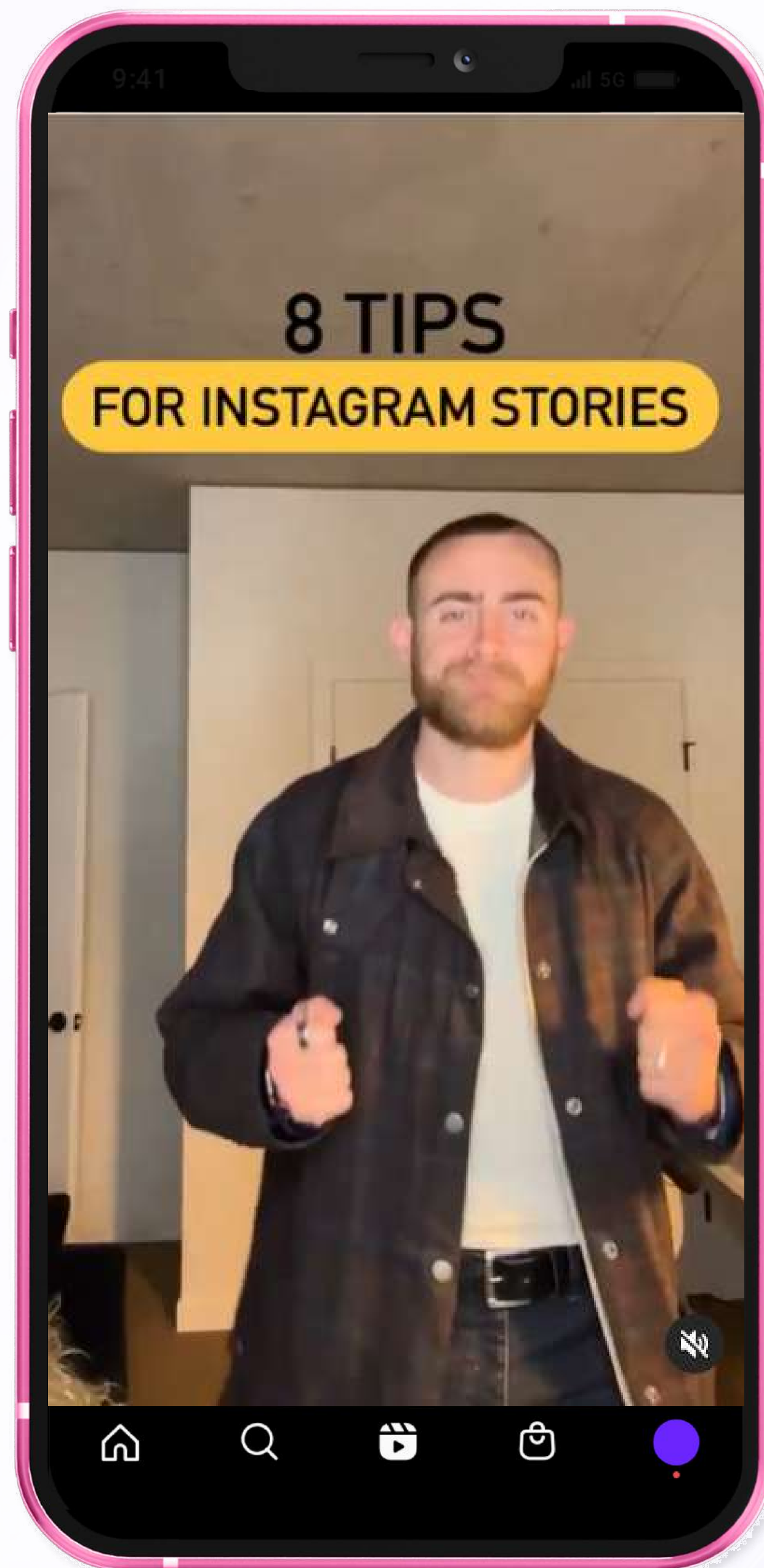
DAY 9

Tutorial:

- Point at different areas when it says "GO" (8 times)
- Add 8 pieces of text (8 tips)

Examples:

- "8 things every dog mom needs"
- "8 ways to make money online"
- "8 words to level up your resume"



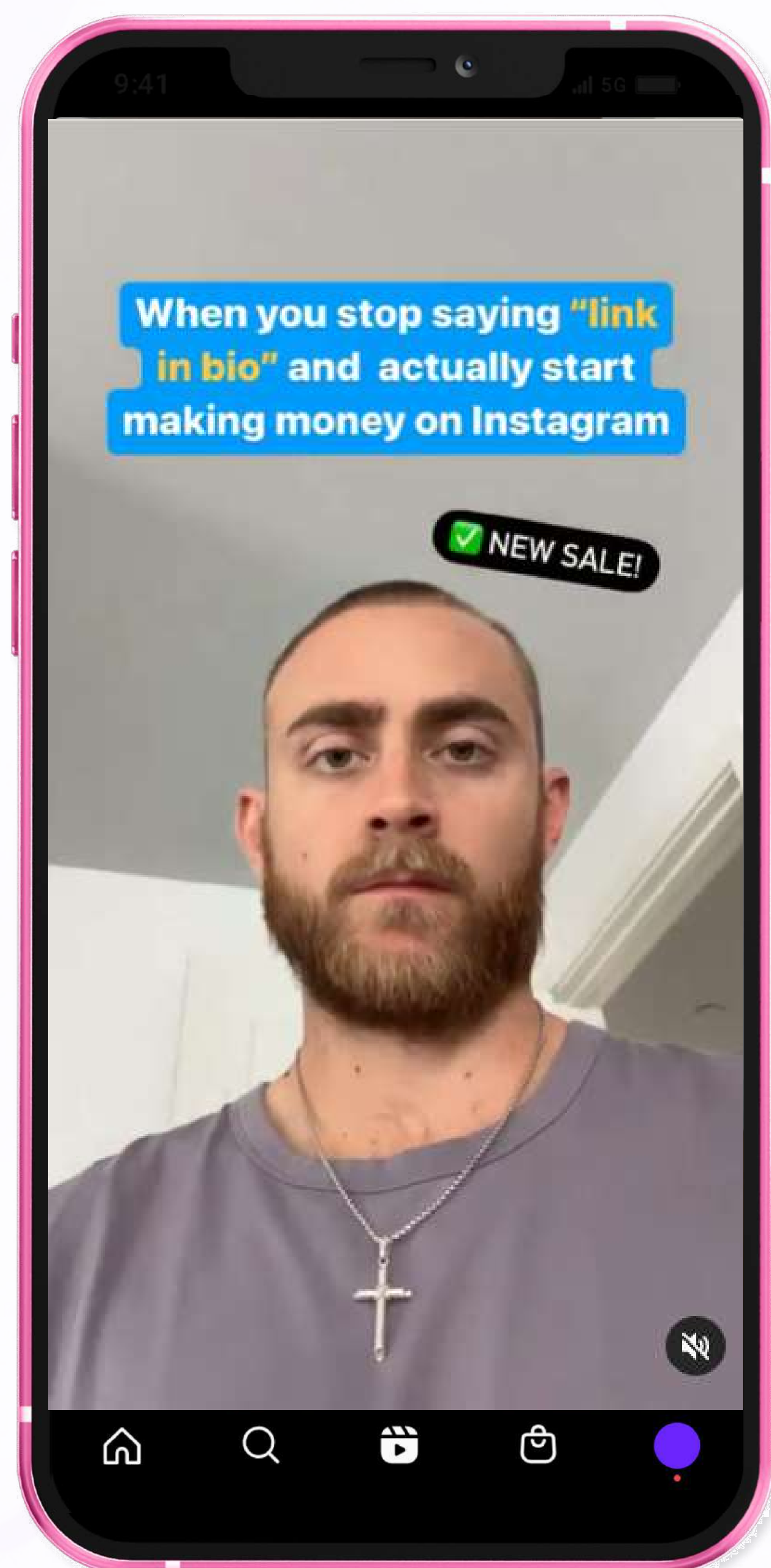
DAY 10

Tutorial:

- Look at the camera as if you're looking at your phone notifications
- Add text to explain who the notifications are from

Examples:

- "When the sales start coming in from your new course"
- "Waiting for a text from your husband like"
- "When busy moms find out that I can organize their home for them"



DAY 11

Tutorial:

- Start far away from the camera and grab something in the air
- Move closer to the camera and open your hand
- Add text to reveal a motivating quote or shocking fact within your niche
- Make sure you write the same text 2 times. Make one small for the first half of the video, and the other large for the second half.

Examples:

- "You need to be your biggest fan"
- "Walk outside if you're having a hard day"
- "Your fitness coach is not responsible for your success"



DAY 12

Tutorial:

- Point 3 times to one side, and 3 times to the other side
- Add text that turns into a sentence

Examples:

- "Dancing is for" / "Every body type"
- "Hair is thin" / "Switch your products"
- "Does your home" / "Feel like home"



DAY 13

Tutorial:

- Hold your phone close to you and pretend to type
- Add text that explains who you are sending a message to

Examples:

- "Texting my clients to wash their face before bed"
- "Reminding my entrepreneur friends that they're doing amazing"
- "Tracking my package every day waiting for my new leggings to arrive"



DAY 14

Tutorial:

- Script: "Holy mother-forking shirt balls. What? Oh man, wow"
- Clip 1: Look at something and lipsync the first phrase
- Clip 2: Have a "second character" say the word "what?"
- Clip 1: Revert back to your "first character" and say "oh man"
- Add text of something shocking in your niche

Examples:

- "When you try a green smoothie that actually tastes good"
- "When you finally find a self tanning lotion that works"
- "When they say your earrings seem too heavy"



DAY 15

Tutorial:

- Script: I wish it wasn't true, but it is"
- Add text to share something shocking that you wish was not true

Examples:

- "Majority of people are not wearing sunscreen every day"
- "You need to change your diet in order to see results"
- "If you want to grow on Instagram, you need to stay consistent"



DAY 16

Tutorial:

- Script: "Oh no! I think somebody lied to you"
- Add text that states a lie

Examples:

- "When someone says that eating healthy is too expensive"
- "When someone says they only use purple shampoo"
- "When someone says pilates isn't a full body exercise"



DAY 17

Tutorial:

- Point above your head
- Point 8 times for each word / phrase / tip
- Dance it out! (or don't - it's up to you!)
- Add text that either spells out a sentence or shares 8 tips

Examples:

- "8 foods to eat during your follicular phase"
- "The benefits of starting a 30-day fitness program"
- "Check out these 8 restaurants in NYC"



DAY 18

Tutorial:

- Script: "It's no big deal. It's no big deal. This is no big deal"
- Point to 3 sections and add text to describe 3 things that are "no big deal"
- Then, explain why you should not worry about these things

Examples:

- "I'm not good at sales" / "I'm not an influencer" / "I've never done it before"
– "You just need to be willing to try"
- "My eyeliner isn't perfect" / "I messed up my brows" / "I should've chose a different color" – "It all washes away tomorrow"
- "Having a tough day" / "Feeling unworthy" / "Dealing with anxiety" – "We are all human"



DAY 19

Tutorial:

- Script: "OMG what is that? Put it in the cart, put it in the cart"
- Add text of something that you really want (it doesn't have to be a physical product)

Examples:

- "When you find the perfect fall lipstick shade"
- "When my favorite small business drops a holiday sale"
- "When we introduce our newest nail glitter"



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DAY 20

Tutorial:

- Create a Reel where you are speaking to the camera
- Teach 2 helpful tips for your ideal follower
- If you are _____, here are 2 things you need to do

Examples:

- "If you are a new homeowner, here are 2 tips you need to know"
- "If you are looking to lose weight, here are 2 things you can do"
- "If you are searching for a prom dress, here are 2 stores you need to try"



DAY 21

Tutorial:

- Script: "There's no point in saying good morning. Because it certainly is not one"
- Add text that describes something bad / something that you dislike

Examples:

- "When I wake up and my package hasn't arrived yet"
- "When you wake up and still don't have an offer on your home"
- "When you wake up on leg day"



DAY 22

Tutorial:

- Choose any song
- Select a video from your camera roll – your last family vacation, your kids at the park, you typing at your desk, etc.
- Add text on top and ask your audience a question

Examples:

- “Hey business owner! Tell us what you do!”
- “How long have you been a mama?”
- “What’s your favorite season for fashion?”



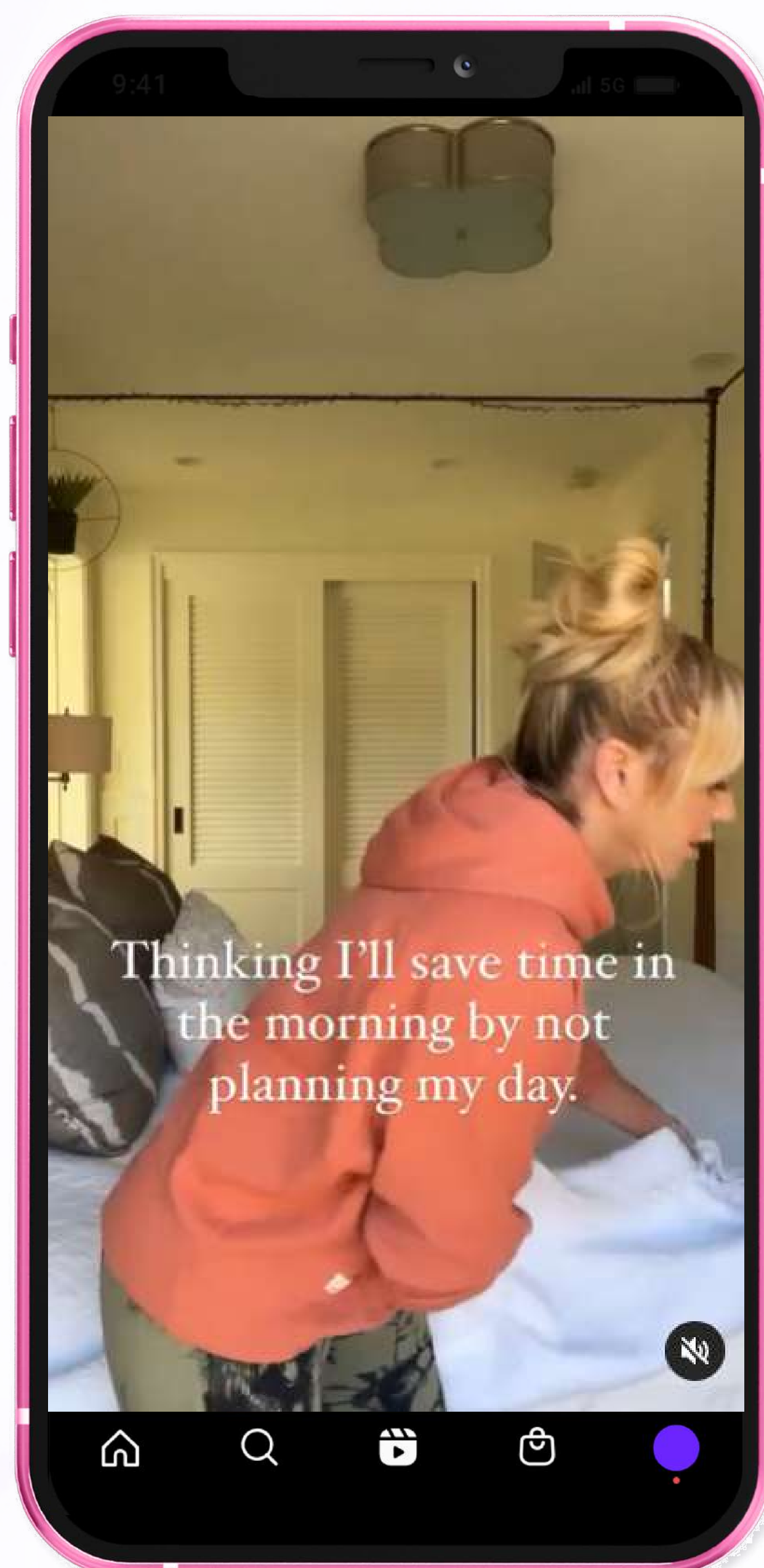
DAY 23

Tutorial:

- Film yourself doing any activity or just looking at the camera. Then shake your head “no”
- Add text that explains something that is wrong or a misconception

Examples:

- “I can’t buy a home. I don’t have enough in my savings”
- “Influencers getting discouraged after 1 brand declines”
- “I can never seem to find the right job for me”



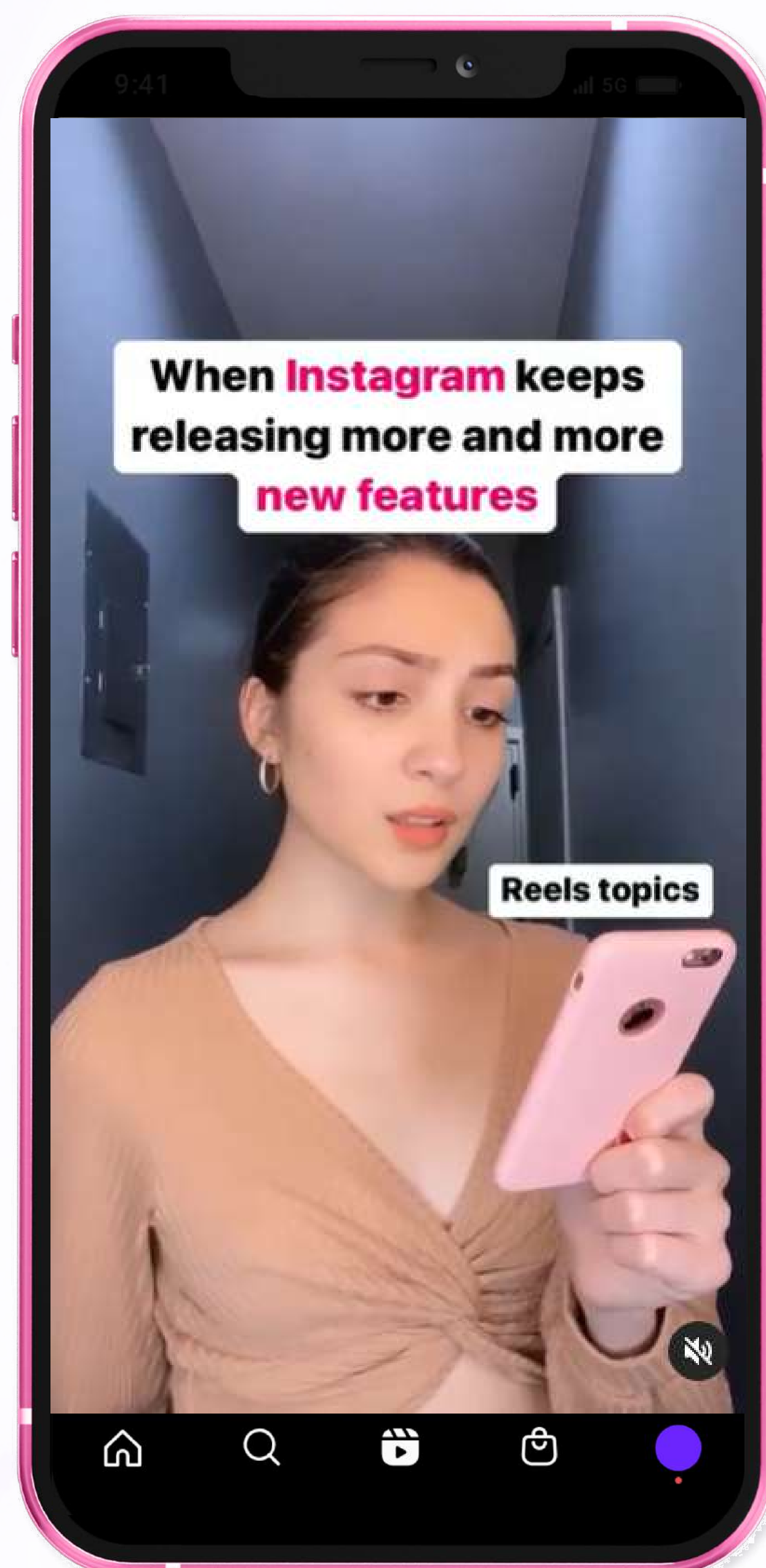
DAY 24

Tutorial:

- Blink to the noises
- Add text of a shocking phrase you often hear

Examples:

- "I don't have time to make extra income"
- "We'll buy as soon as rates go down"
- "We can't pay you, but it'll be great exposure"



DAY 25

Tutorial:

- Create a Reel where you are speaking to the camera
- Say that you're doing some research, then ask a niche-related question

Examples:

- "Do you prefer modern homes or traditional homes?"
- "Do you workout in the morning or night?"
- "If you could travel to any destination, where would it be?"



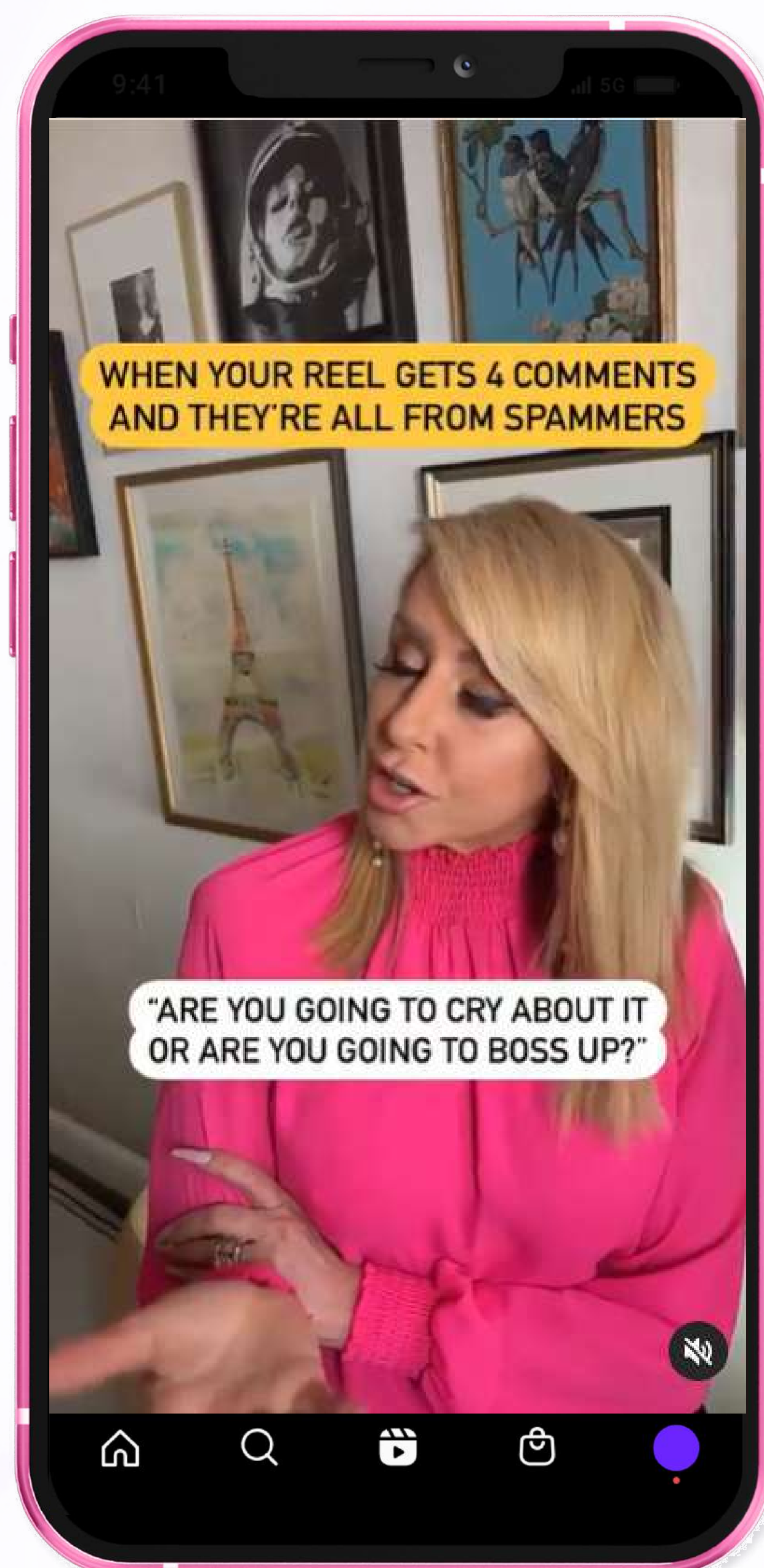
DAY 26

Tutorial:

- Clip 1: "Are you gonna cry about it? Or are you gonna boss up?"
- Clip 2: "First of all, I'm gonna do both"

Examples:

- "When you get rejected after a job interview"
- "When you launch your new product and hear crickets"
- "When your new fitness routine is taking longer than expected"



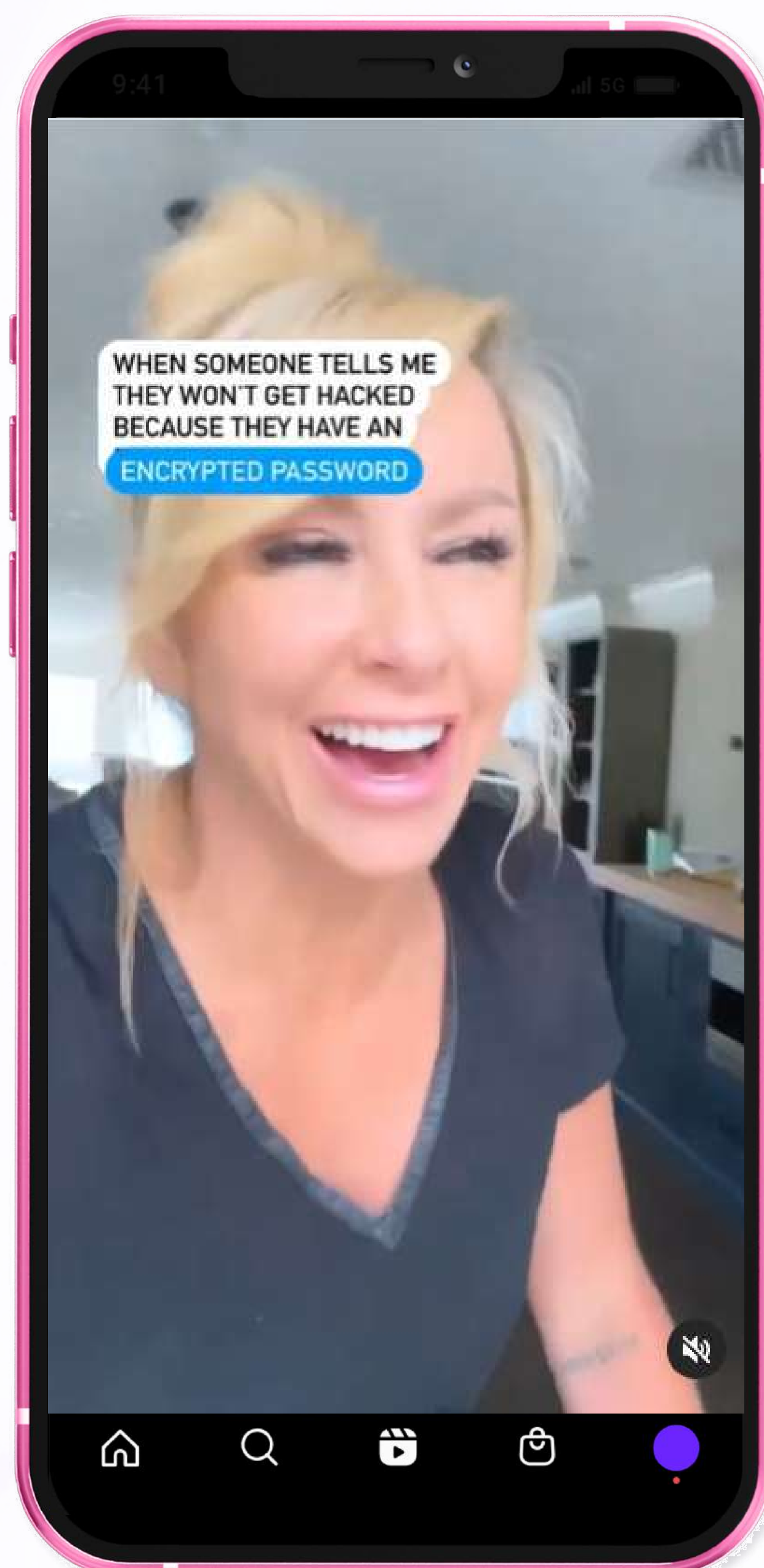
DAY 27

Tutorial:

- Script: "HAHA that's so funny. Oh that wasn't a joke? We should talk..."
- Add text of a misconception or excuse you often hear about your industry
- Clear up the misconception in the caption

Examples:

- "I don't wear sunscreen because I never get burnt!"
- "I'm waiting until the first of the month to start my new goal!"
- "I don't ever check my credit score"



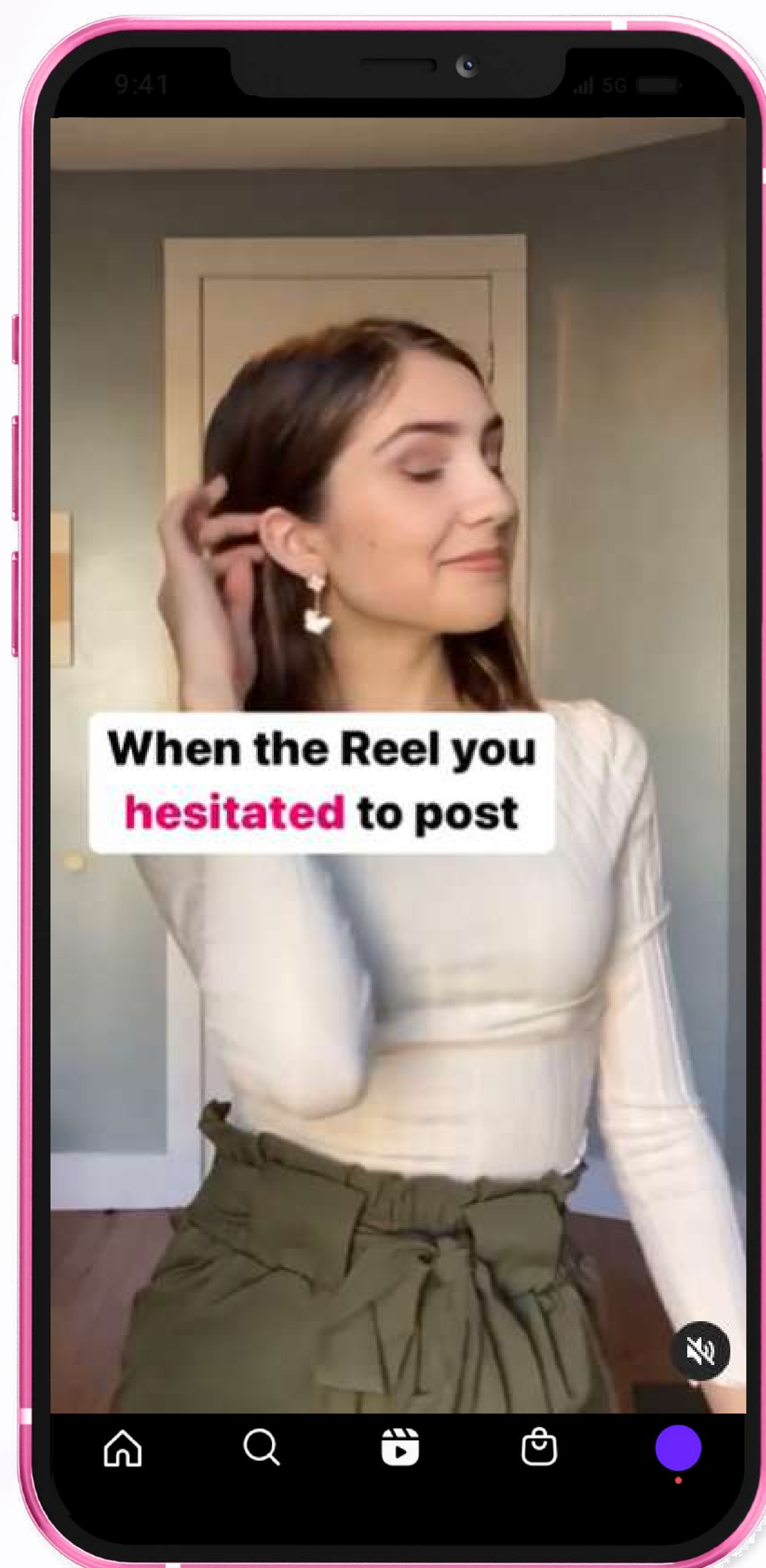
DAY 28

Tutorial:

- Script: "Hahaha....alright"
- Add text of something surprising or something that turned out better than you thought

Examples:

- "When you realize you can heal painful periods"
- "When your client accepts the quote with no questions"
- "When the necklace you were eyeing is suddenly 50% off"



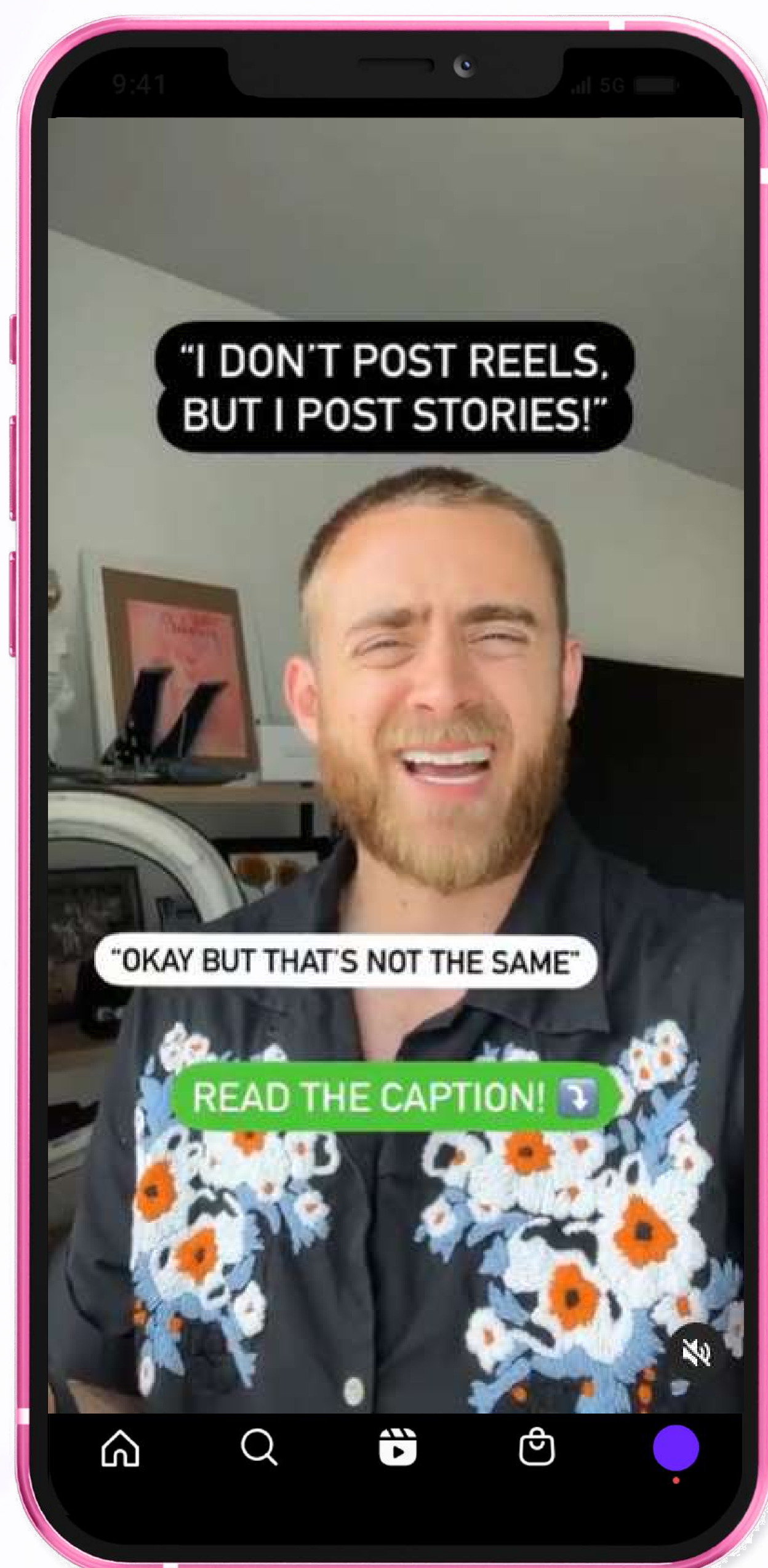
DAY 29

Tutorial:

- Script: "Okay but that's not the same"
- Add text that compares 2 things that are similar, but not the same

Examples:

- "When he says to just make coffee at home"
- "I can get haircare on Amazon for cheaper"
- "I don't have a credit card, but I use a debit card"



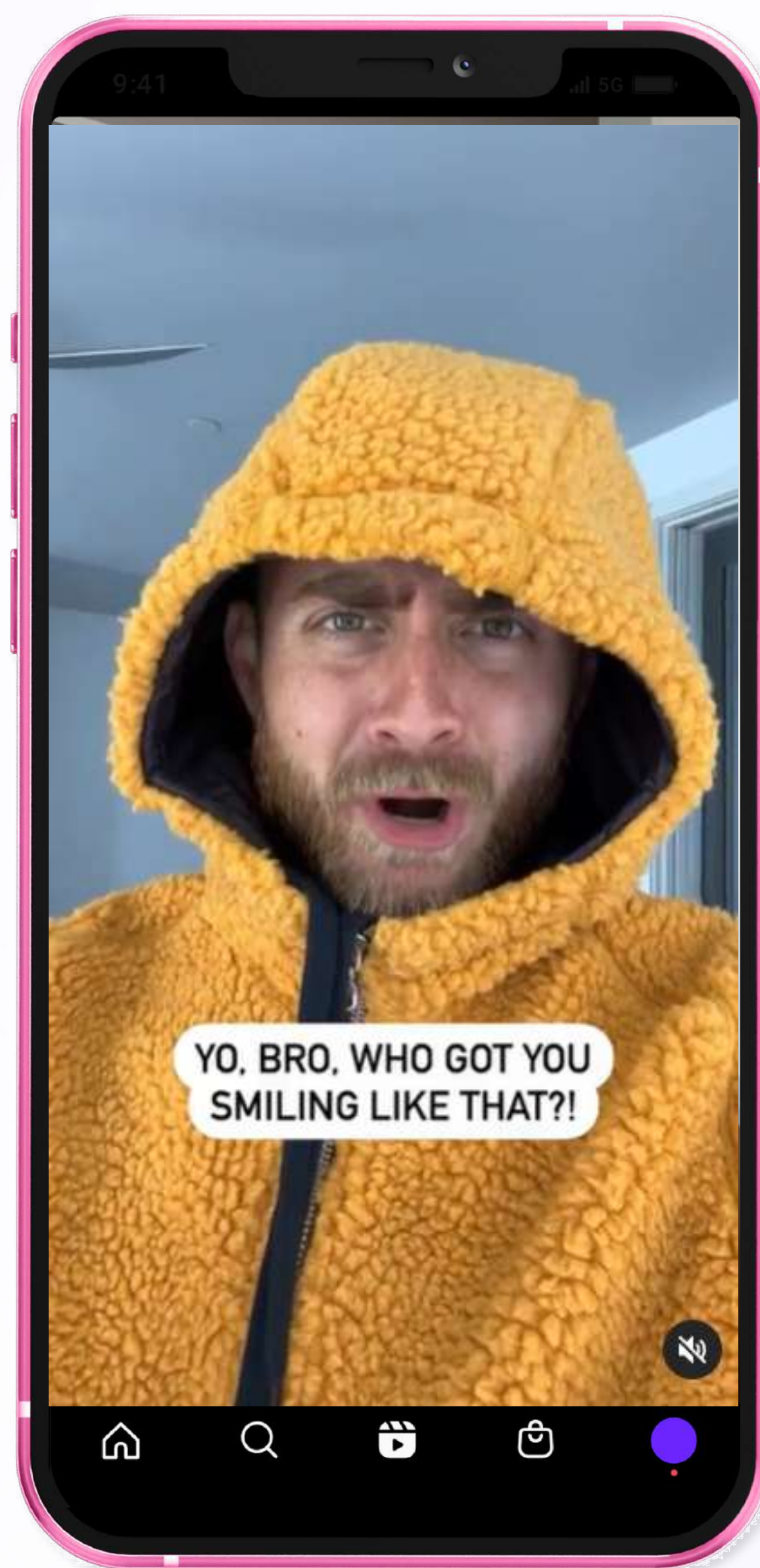
DAY 30

Tutorial:

- Clip 1: "Yo bro who got you smiling like that?"
- Clip 2: Film yourself looking happy or dancing – then add text explaining what is making you smile

Examples:

- "Yo bro who got you smiling like that?" Reading client reviews
- "Yo bro who got you smiling like that?" Working out in an empty gym
- "Yo bro who got you smiling like that?" Hanging one of my paintings on the wall



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