

Ep 085: 4k Followers in 24 Hours, Three Tips for Successful Reels, and the Impact of Creating a Unique Tilt on What's Working

Shannan Monson, Intro Clip: Every single social media app appreciates a niche account. And I know we're all interesting multifaceted human beings and businesses. But the more specific you can be, and the more you'll teach people what to expect from you, the more they're going to know what to come back. So try to categorize your page, you know, this is a business page. This is a self help page. This is a nutrition page. This is a therapy page, like try and fit your content into a category. What that's also going to help you do is when a new trend comes up, you can say okay, what's my spin on this? as a therapist? What's my spin on this as a nutritionist?

Suneera Madhani: From CEO school it's Wine Down Wednesday, pour yourself a drink and join us for CEO happy hour as we share the messy behind the scenes, straight talk and real world advice to help you level up in leadership and in life. Cheers.

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Shannan Monson: On Friday night, my family and I went to the Braves game. And this story has a point, I promise. We were really excited to go to a professional sports game again, were vaccinated, we wore masks, and we're in the car waiting to get into the parking deck and I thought, Hey, I'm gonna film a tutorial real quick. So without my phone, I filmed a tutorial posted on tik tok. And we went on with our night, we had a wonderful night, we watched Friday night fireworks, they lost the whatever. We had hot dogs when we were in, in public of people again. And the next morning I woke up. And I literally had 4000 new followers. This is a phenomenon that has happened to me multiple times in the past year had a real or in this case, a tick tock that went viral, got between half 1,000,002 million views. And I woke up to 1000s of new people in my corner of the internet. And the reason I'm sharing this with you is because there are formulas for doing this. Reels, Tiktoks creative video is the content creation content marketing of the only way to save the future. But as of right now like this is the form of content marketing your business needs to be doing no matter what industry you're in.

And I want to share my top tips the things that I've learned. In the past year, since the pandemic started since Tik Tok really blew off, blew up, especially among the most among the millennial age group. And since reels have been introduced to Instagram, so get ready, find a quiet space, take some notes, I am going to dump as much information as possible as I can in this episode. And I'm also gonna invite you to join us on Instagram, we're doing a 30 day rails challenge where I'm sharing different trends that to participate in how to do them tutorials, it's a ton of fun. So come over to Instagram to my personal page Shannon Monson to join us for the 30 day rails challenge. Okay, here are the three things that you need to do to have a successful reels that take off. The very first is trends, trends are incredibly important. The algorithm on both apps use trending music, trending songs, and they're going to push them to the front. So it's important to be both timely and on top of current trends. I know it can be overwhelming. And if it's not a

thing that you do every night and scrolling and watching in bed like I do, I'm just obsessed, I think it's so much fun. A way that you can stay on top of current trends is to just follow up people who are on top of trends. If you follow my page, you'll see me post the newest trends as early and often as I possibly can. And that is an opportunity for you to get on top of them for your business as well. So finding trends absolutely matters because it's going to help the algorithm help your videos get seen. It's also so much fun. How many of you have like think about the last edit that out? Think about the last time that you were sitting down wondering, what do I post today? How many more times can I say the same thing. If you are a business doing content marketing, or you are a content creator, you are going to reach content creation burnout, and it happens sooner rather than later for, for some and for others. And trends are a fun way to keep things fresh and exciting and to push your creativity. So staying on top of current trends, and jumping on the trends. Even if you don't do the trend, just using trending audio in your video can help push your video on the algorithm. So for example, this video I did I just talked it was a voiceover video, I taught a tutorial. And then at the very bottom, I added really, really quiet 5% audio from a trending dojo cat song. So it doesn't have to be doing the full trend but being aware using trending songs and trending transitions and things like that to boost your videos in the algorithm. So number one is following trends.

Number two is your tilt or your angle, or what you're bringing to the table that's unique and different. Every single social media app appreciates a niche account. And I know we're all interesting, multifaceted human beings and businesses. But the more specific you can be, and the more you'll teach people what to expect from you, the more they're going to know what to come back. So try to categorize your page, you know, this is a business page. This is a self help page. This is a nutrition page. This is a therapy page, like try and fit your content into a category. What that's also going to help you to do is when a new trend comes up, you can say okay, what's my spin on this? as a therapist? What's my spin on this as a nutritionist, and I'm actually sharing in this 30 days real challenge it when I'm sharing trends I'm sharing Okay, here's the formula for the trends. So a lot of these trends have formulas. For example, one of the formulas I did today was a thing you really want to do and the worst parts about doing it. So there's these formulas you can pull out of these trends and When you know your tilt when you know your unique angle, when you know your spin on it, it's really easy to say, Okay, how can I apply this to my category, my page category as a therapist.

So number one, trend number two, your tilt your angle, your unique spin on it. And number three transitions. Now what I'm trying to share in this real challenge as many non transitions as possible, because they can be a little bit more complicated, but what we're learning is that people have incredibly short attention spans. And the better you can grab their attention, catch their attention, and surprise them, excite them, make them say, Oh, I didn't see that coming. Then you have one. If you can make someone say, Well, I was not expecting that. You want the entire real TikTok game. So having fun transitions in your video that surprises people that excites people having fun hooks, you know, you say one thing that really pulls somebody in, I can't believe she said this, these fun hooks. I've done other podcasts on how to write really good hooks. So if you haven't listened to that, go back and listen to my hook writing school podcast, ways that you can just surprise delight. I didn't see that coming. So those are my absolute top

trips for top tips for creating viral tiktoks, reels these can help absolutely phenomenal impacts on your business, with as many as I think the most I've ever gotten at one point with 7000 new followers in one to two days. So this is absolutely incredible. Imagine having 7000 new people, knocking on your door, being able to have your content creator. Go pitch to brands that you have an audience that is 4000 people that is 15,000 people. And really you're not going to go viral every single time but consistency wins. continue posting great content, follow trends, apply your unique tilt ad transitions those remember those three T's and you will win in the long run. So I hope that you loved these tips. I can't wait to see what you're posting follow along the 30 day reels challenge on my personal page Shannon Monson and tagged me so I can see what you're posting and cheer you on. And share. Share what you're doing with the community. Thank you so much for listening and enjoy your video creation time.

Suneera Madhani: Thank you so much for listening. We hope you enjoy the show. Follow us @ceoschool on Instagram for show notes, inspiration and exclusive behind the scenes that you won't find anywhere else. We also have an absolutely incredible resource for you. It's the seven lessons we learned building million dollar businesses. These are complete game changers and we want to give it to you absolutely free. All you have to do is leave a review of the podcast, why you love the show, screenshot the review and email it to Hello@ceoschoolpodcast.com and we'll send it your way