

5-DAY CONTENT STARTER KIT

*Reels are:
80% planning
20% recording.*

DAY
1

PRE- CHECKLIST

Clarify your offer, target audience, and find one reference account

DAY
2

PLAN

Pick 5 content series you can easily replicate and write a mini script for each.

DAY
3

RECORD

Get in front of the camera and start filming. Also capture action shots of your business.

DAY
4

EDIT

Organize files and edit quickly, don't aim for perfection.

DAY
5

POST

Publish your reels, check metrics, and repeat next week.

Grab a blank sheet of paper and a coffee ☕.
Start answering the questions below.
Don't lose this paper—it will be your map to guide your content.

In 5 days, you go from zero to posting consistent content for your business.

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DAY 1

PRE-CHECKLIST

GOAL **Define** → Know exactly what you offer, who your audience is, and have a reference account to guide your content.

● **STEP 1**

Write down your main product or service.

Break it into clear packages or options if possible.

Ask yourself: What is the main problem I solve for my clients?

● **STEP 2**

Who are your ideal clients?

Think of sentences your clients might say just before coming to your business, for example:

“It’s such a sunny day, why don’t we go to this bar that has outdoor seating?”

“I prefer paying a bit more at this salon because I know [staff member] will take care of me.”

“I go to Pilates because it gives me the right challenge to stay fit—I don’t like regular gyms.”

Consider what matters most to them when choosing a business like yours.

● **STEP 3**

Look for one business account you admire in your niche.

Notice their content style, captions, and visual branding.

Take notes on ideas you could adapt for your own content (without copying).

By the end of Day 1, you’ll know exactly what you offer, who you serve, and have inspiration to guide your content.

DAY 2

PLAN

GOAL

Plan → Have 5 easy-to-replicate content series with mini scripts and planned angles ready to record, so you can avoid friction during the recording session.

STEP 1

Pick 5 series you can easily replicate, for example:

Behind the Scenes

Before & After / Transformation

Quick Tip / Hack

Client Testimonial

Talking to Camera

STEP 2

Using a sheet (like Excel) will make this much easier. Create columns for:

1. **Video Title:** The main message you want to convey.
2. **Video Hook:** Visual, spoken, or both to grab attention.
3. **Video Script:** Structure your reel with a clear beginning, middle, and end. You don't need to follow it exactly, but it gives a clear path.
4. **Caption:** Complements the reel but adds extra value—don't just repeat the script.

For each series, write 1–2 lines describing what you'll say or show

Plan different angles:

- **For talking-to-camera pieces, record once straight on, then repeat from different angles or closer shots.**
- **Add small B-roll shots to make it more dynamic.**

Keep it simple and visual—this is your guide for recording.

You now have 5 ready-to-go reel concepts with mini scripts, planned angles, and captions to follow.

DAY 3

RECORD

GOAL

Record → Capture all your raw footage, including talking-to-camera clips and B-roll of your business, without overthinking mistakes—you can fix them in editing.

STEP 1

Use the mini scripts and planned angles from Day 2.

Don't overthink it—just start recording.

Talking to the camera isn't easy, but don't cut if you make a mistake. Stop for a second and continue; you'll fix it later in editing.

For talking-to-camera reels, record once straight on, then repeat some specific parts from different angles or closer shot

STEP 2

Film your products, services, or staff in action.

Include small details, processes, or anything that shows your business in real life.

These clips will make your reels more dynamic and engaging.

TIPS

Keep clips short → 5–8 seconds max.

Use natural light whenever possible.

Record vertical (9:16) for Instagram/TikTok.

Don't worry about perfection—focus on getting all the material you need.

By the end of Day 3, you'll have all the raw footage ready for editing, including your main talking-to-camera clips and supporting B-roll.

DAY 4

EDIT

GOAL

Edit → Turn your raw footage into finished reels, organized and ready to post, focusing on speed and completion rather than perfection.

STEP 1

Create folders for:

- Main clips (talking-to-camera)
- B-roll clips (products, staff, details)
- Music or sound effects
- Captions or text overlays

Naming your files clearly will save time later.

STEP 2

Put your clips together following the mini scripts from Day 2.

Don't aim for perfection—focus on completing your reels.

Trim mistakes, add captions, text, or small effects to enhance engagement.

Use different angles and B-roll to make your reels dynamic.

TIPS

Keep each reel 15–30 seconds max.

Add captions because most people watch without sound.

Focus on readability, rhythm, and flow rather than fancy effects.

By the end of Day 4, you'll have finished reels ready to post, organized and polished enough to start sharing with your audience.

DAY 5

POST

GOAL

Post & Review → Publish your reels, analyze metrics (especially retention), and plan improvements for next week, testing and iterating to see what works best.

● STEP 1

Check what time your audience is most active; this helps the algorithm test your reel quickly.

Post your finished reels on Instagram, TikTok, or both.

● STEP 2

Views, likes, and shares are fine, but what really matters is retention.

Activate Instagram Professional Dashboard and check your average watch time.

If your reel drops at a certain second, the structure after that point may need improvement.

Don't get discouraged if metrics aren't perfect—this is testing what works.

Notice which type of content performs best and why.

Take notes to improve your next batch of reels.

● STEP 3

Use what you learned to schedule new reels.

Keep a consistent posting routine (2–6 times per week).

Update your content plan based on audience engagement.

By the end of Day 5, you'll be posting consistently, learning from metrics, and ready to repeat the process for ongoing content growth.



CLOSING NOTES

Repeat this plan **weekly**, adjusting based on what you learned from previous weeks and gradually improving the quality of your content.

Check your metrics closely—if a reel doesn't perform, analyze why, test new approaches, and try different content series.

Consistency, testing, and iteration are the keys to growing your audience and creating content that truly connects.