

GETTING STARTED WITH TIKTOK & REELS

Short-form content like TikTok & Reels is a whole new beast taking over the Social Media landscape this year.



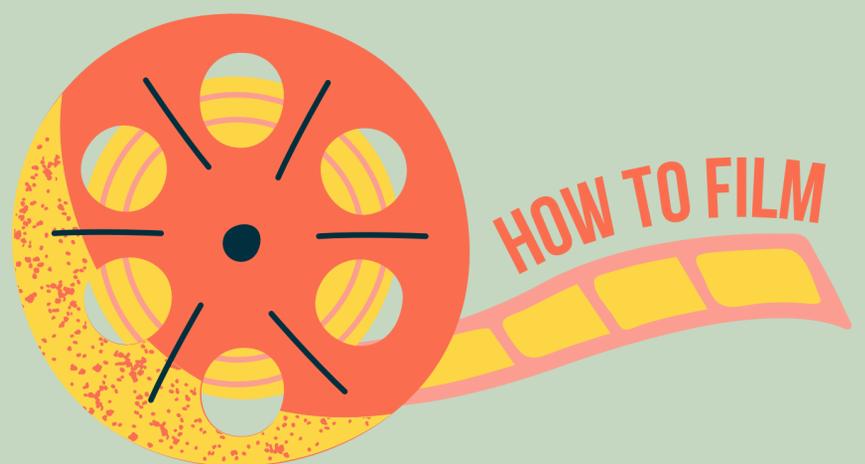
As a small business on social media, it is SO important for you to hop on the trends and take advantage of this momentum. If you have trouble keeping up with the rapidly-changing trends, start with these 5 trends!

Be sure to click on each TikTok to see the example!

BEHIND THE SCENES

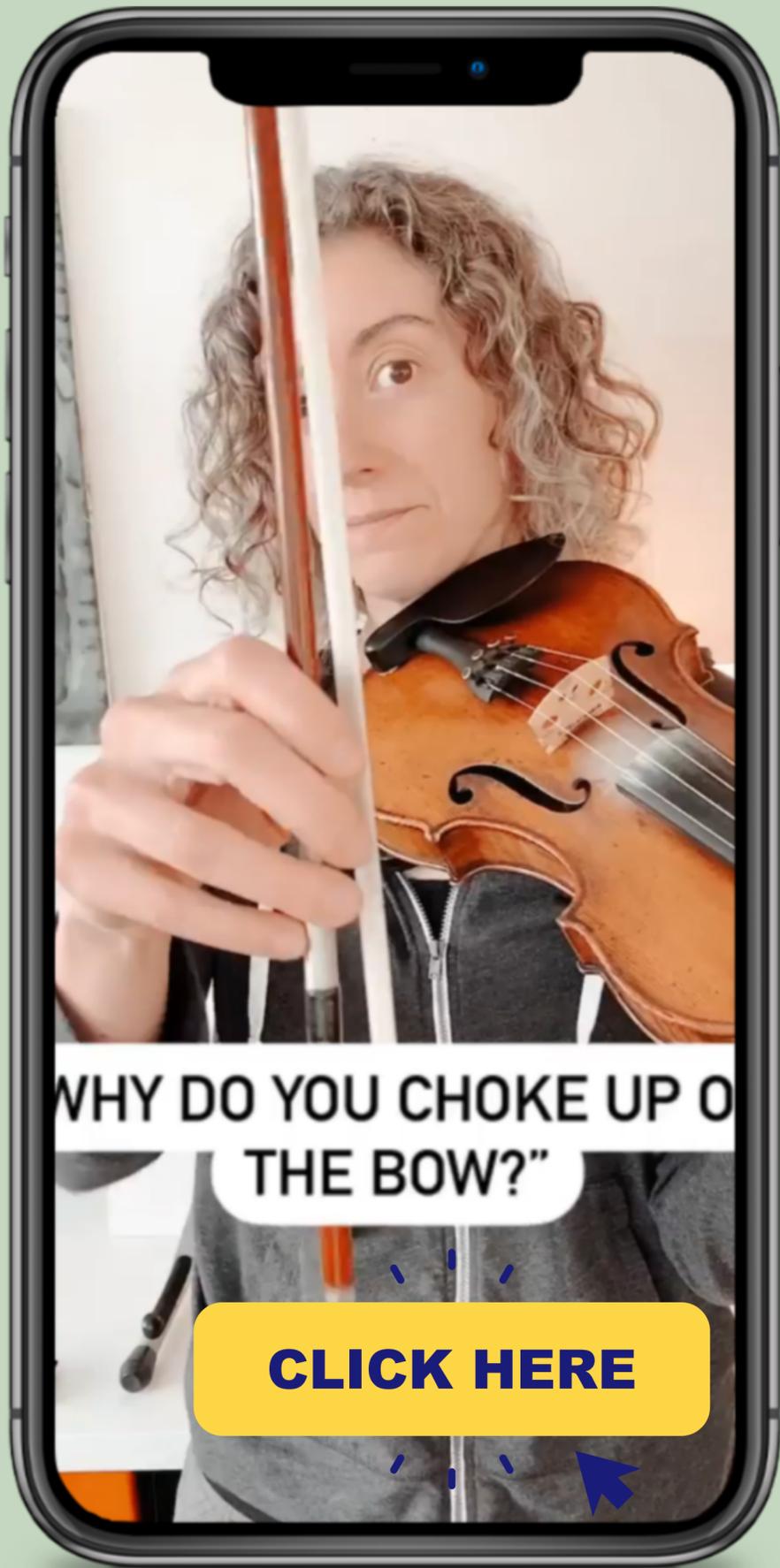


Pulling back the curtain and showing your followers what goes on for your business behind the scenes is a great way to engage, no matter what kind of small business you own. Don't be shy to share how products are made, how you open your retail space, or photoshoots!

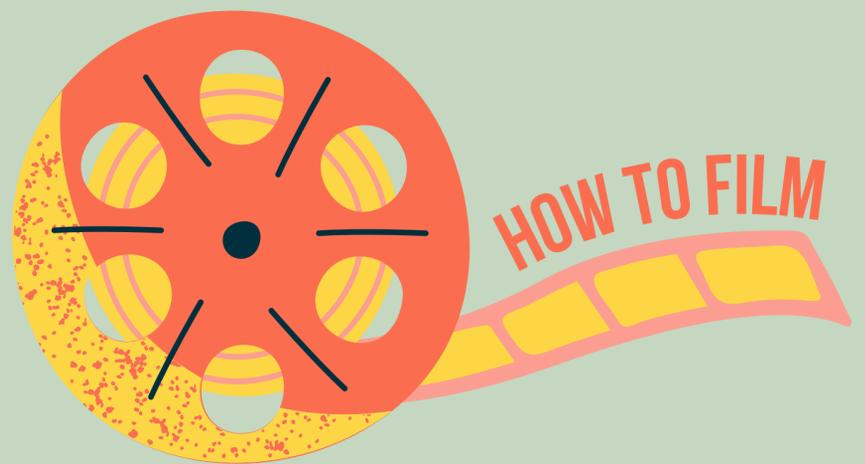


Set up your camera (or iPhone!) on a tripod or stable setting. Think of what you want to showcase and then just start filming! Try to get close up shots if your video centers around a product and wide shots if you're capturing a larger task!

FAQ TIME



Customers love learning more about your brand and products. Do a quick FAQ video to answer some of the most asked questions that you receive about your small business! Remember, you're the expert...showcase that!

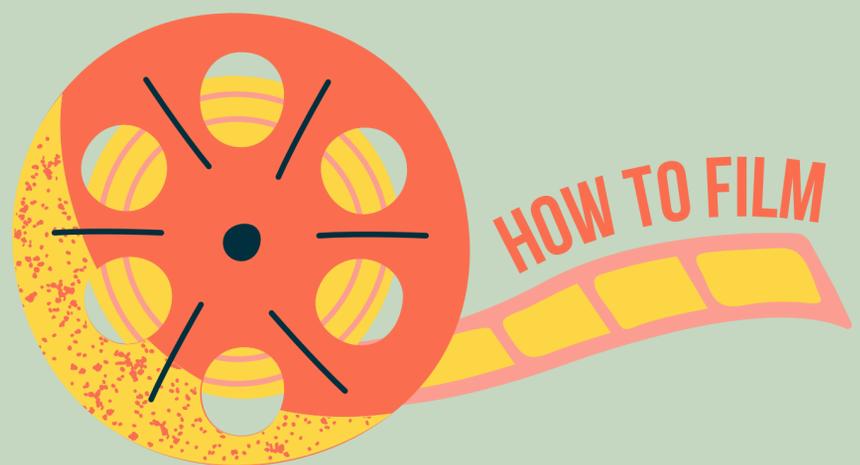


Set up your camera (or iPhone!) on a tripod or stable setting. Write down a list of the 5-8 most frequently asked questions about your business. Using text display these questions and answer them using the text tool again. You can also use shots relevant to the question like the example video!

PERSONAL LIFE



As a small business owner, you have the opportunity to build a community surrounding your brand on the internet. One of the best ways to do this is to showcase your personal life outside of work and how it may intertwine with professional life. Followers love to see how you go about a regular day and it can make them feel closer to you, building trust!

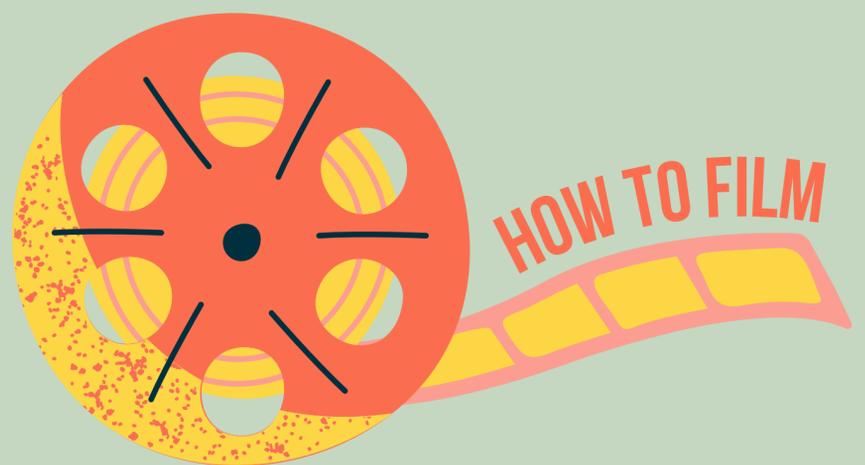


This one requires a bit of moving around! As you go through your day either use a phone or camera and go handheld or use a or stable surface to capture some more stable shots! Remember anything goes; from coffee to grocery shopping!

WHAT YOU NEED



Think back to the early days of your business and think to where you are now + how much you have grown. If you can think of 5 essential items that someone should have to start a small business (or more specifically one similar to yours) what would those be? This trend is all about empowering and giving tools to others so that they too can see that they can start somewhere!



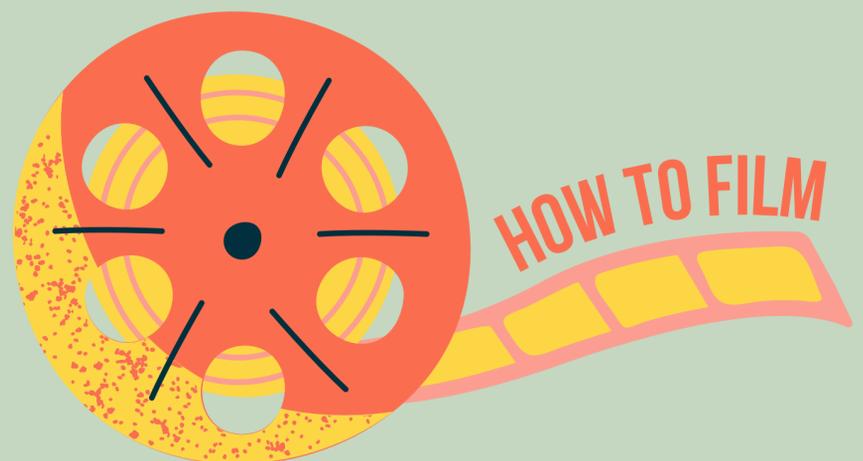
Gather your essentials and film an establishing shot of all of them together! Then go through each item one by one and list what it is and show how to use it!

It's that simple! Remember to have fun and to think hard about what those 5 essential items are!

YOUR INSPIRATION



Everyone loves a good origin story! What's yours? What inspire you or moved you to take a leap of faith and launch your small business? Write it down and share with your followers! Share what is your inspiration and keeps you going!



This trend is open for a lot creativity, just look at the example above! But you can take your pick, do you want to do a story time? A montage? If you have photos or videos from when you first started off thats even better!



THAT'S A WRAP

If you want more trends like this delivered **straight to your inbox** each month, check out our shop and **subscribe!**

- 1.** You'll get 12 new trends delivered straight to your inbox each month, both TikTok and Reels!
- 2.** Instructions on how to film these trends and relate them to the real estate industry and being a real estate agent!
- 3.** You'll also receive 24/7 support! We know that making new content can be scary, but we are here to answer any questions and provide encouragement and support when necessary!

