



10 READY-TO-USE REELS IDEAS

for Entrepreneurs

Simple. Authentic. No Dancing Required.

The goal isn't to go viral.
The goal is to become memorable.

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THE "3 THINGS I WISH I KNEW EARLIER" REEL



Formula: "3 things I wish I knew when I started my business..."

Examples:

- Pricing is emotional.
- Not everyone is your customer.
- Visibility matters more than perfection.

Why it works: People love learning from experience.

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BEHIND-THE-SCENES REEL

Show:

- Preparing for a workshop
- Brainstorming ideas
- Coffee and laptop moments
- Setting up before a client meeting



Caption: "Building a business isn't glamorous every day—but it's always meaningful."

Why it works: People buy authenticity.

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MYTH VS REALITY REEL

Examples:



- ✗ "You need thousands of followers."
- ✓ You need trust, not followers.
- ✗ "Successful people have everything figured out."
- ✓ They simply decide faster.

Why it works: Creates curiosity and engagement.

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QUICK TIP REEL

Formula: "In less than 30 seconds..."

Examples:

- One leadership tip
- One branding mistake
- One productivity hack
- One AI tool



Why it works: Short, save-worthy content.

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STORYTIME REEL



Tell a story:

- "A client once asked me..."
- "Five years ago, I made this mistake..."

Why it works: Stories are remembered longer than advice.

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DAY IN THE LIFE REEL

Show:

- Morning routine
- Meetings
- Reading
- Exercise
- Client calls



Caption: "A glimpse into my world as an entrepreneur."

Why it works: Builds familiarity and trust.

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BEFORE & AFTER REEL



Examples:

Before: Confused entrepreneur
After: Clear positioning and premium clients
or
Before: Reactive leadership
After: Confident leadership

Why it works: Transformation sells.

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"ONE QUESTION I GET ASKED OFTEN"

Examples:

- "How do I find clients?"
- "How do I price myself?"
- "How do I become visible?"



Answer it in 30–60 seconds.

Why it works: Addresses real pain points.

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BOOK OR RESOURCE RECOMMENDATION



Formula: "One book that changed my thinking..."

Examples:

- Atomic Habits – James Clear
- The Psychology of Money – Morgan Housel
- Start with Why – Simon Sinek

Why it works: Positions you as a learner and thought leader.

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THE HUMAN SIDE REEL

Talk about:

- Failure
- Fear
- Self-doubt
- Motherhood
- Burnout
- Confidence



Example: "People see the workshops and success. What they don't see are the days when I questioned everything..."

Why it works: People connect with vulnerability.

BONUS: THE 70-20-10 CONTENT RULE

70%



Educate

20%



Inspire

10%



Promote

If every reel is selling, people stop listening.

SIMPLE REEL STRUCTURE



HOOK (3 SECONDS)
"Most entrepreneurs make this mistake..."



INSIGHT (20 SECONDS)
Teach one thing.



CLOSE (5 SECONDS)
"Save this for later."

FOR WOMEN ENTREPRENEURS

You do not need:

- ✗ Perfect makeup
- ✗ Trending dances
- ✗ Fancy editing

You need:

- ✓ Clarity
- ✓ Consistency
- ✓ Authenticity

Reels are not about becoming famous.
They are about becoming TRUSTED.

★ BE SEEN. BE HELPFUL. BE YOU. THAT'S WHAT BUILDS TRUST AND GROWS YOUR BUSINESS.