

GUIDE 02 · VIDEO

The Reel Formula

Reels are not luck. The ones we make that hit 50K to 187K views follow the same structure every time. Here it is.

1. Earn the first 1-2 seconds

The hook is everything. Open with a pattern interrupt — bold motion, a surprising claim, or the payoff stated up front. If the first two seconds do not stop the scroll, nothing else matters.

2. Hold attention with pace

Fast cuts, no dead air, and a clear payoff delivered before the halfway point. Every second should earn the next one.

3. Build a loop

End the clip so it flows back into the start. A seamless loop quietly doubles watch time, and watch time is what the algorithm rewards.

4. Write for the mute majority

Most people watch on mute. On-screen captions and text must carry the message on their own — assume the sound is off.

5. Nail the post structure

A strong first line in the caption, real value in the middle, and a soft call to action at the end. Post when your audience is active, and reply to every comment in the first 30 minutes.

6. Win on volume and iteration

Consistency beats perfection. Post often, study what lands, and double down. Reach compounds.

Rather we just did it for you?

These are the same playbooks we run for our clients every day — backed by our pay-only-if-you're-happy guarantee.

Call 0405 997 219 · admin@quantumlink.com.au