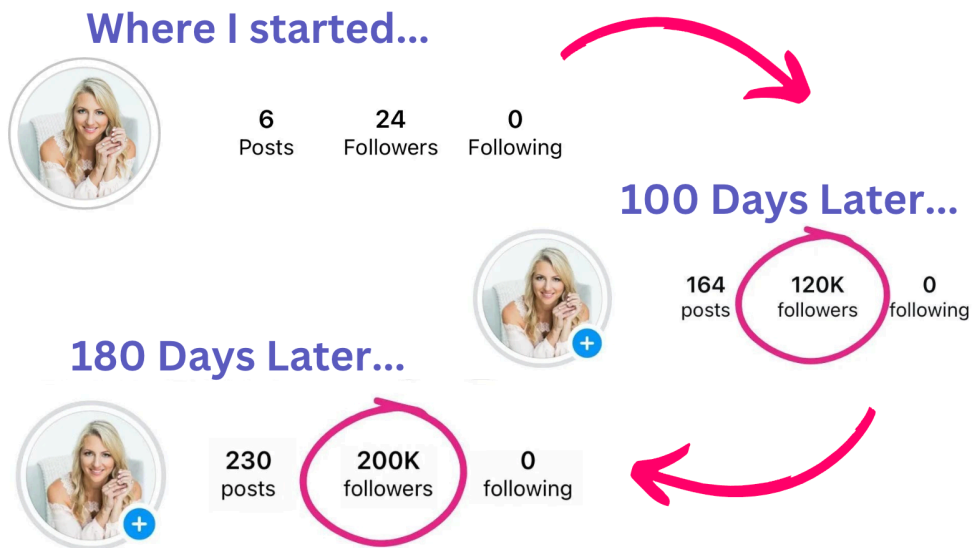


VIRAL REEL SECRETS



I'm so pumped to share **Viral Reel Secrets** with you! I'm just going to cut straight to the chase—this strategy works!

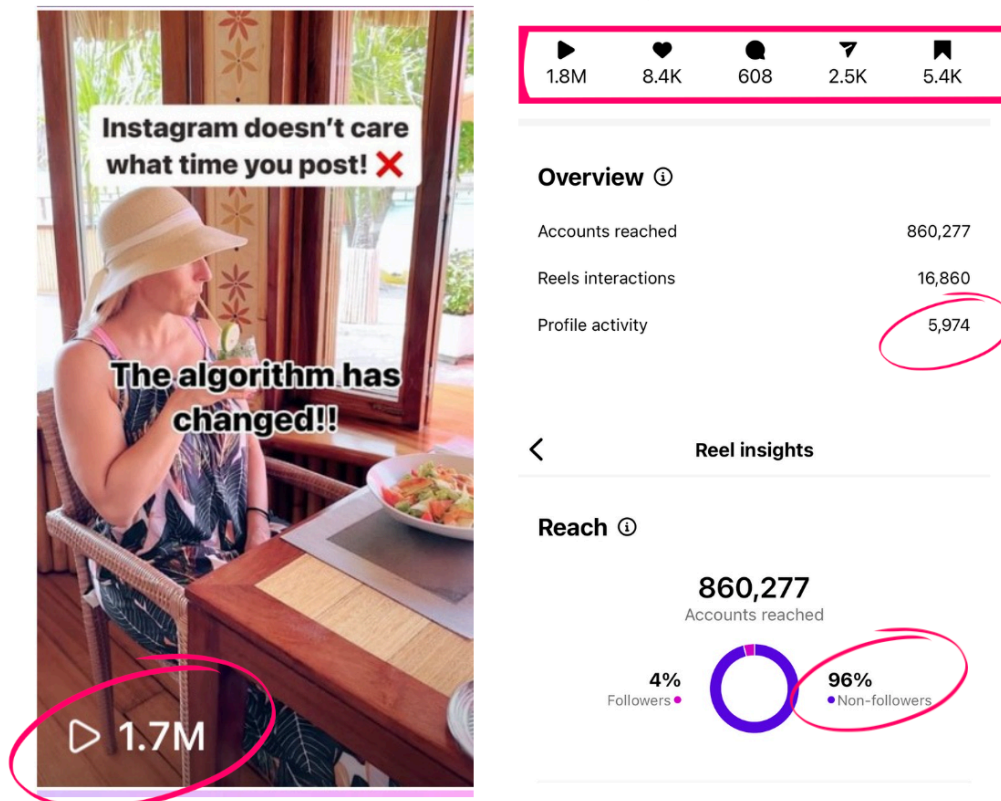
When I first started, I was a complete beginner with no prior social media experience. I decided I wanted to build a passive income business on Instagram, so I dove in and learned everything I could. After implementing what I had learned, I went viral over and over and **grew my account from 0 to 200K followers in just 6 months!** I was shocked at my results and wanted to share the things that actually worked with everyone I could.

I put together this guide to help you learn the secrets about going viral that no one else is teaching! If you haven't noticed, there is a lot of *bad advice* out there and I don't want you to go through the same struggles that I did when trying to figure this all out.

I could have easily charged for this, but I didn't want to because having this resource was something I wished I had when I started. So, this is my gift to you, and I really hope you enjoy it. I also hope you implement it so that you, too, can grow your Instagram account and reach your business goals!

VIRAL REEL SECRETS

So, what exactly is a viral reel? On Instagram, a viral reel is that short, super-engaging video that blows up and reaches beyond your usual followers. It's the kind of content that people can't help but share because it's educational, relatable, funny, inspiring, or just plain awesome.



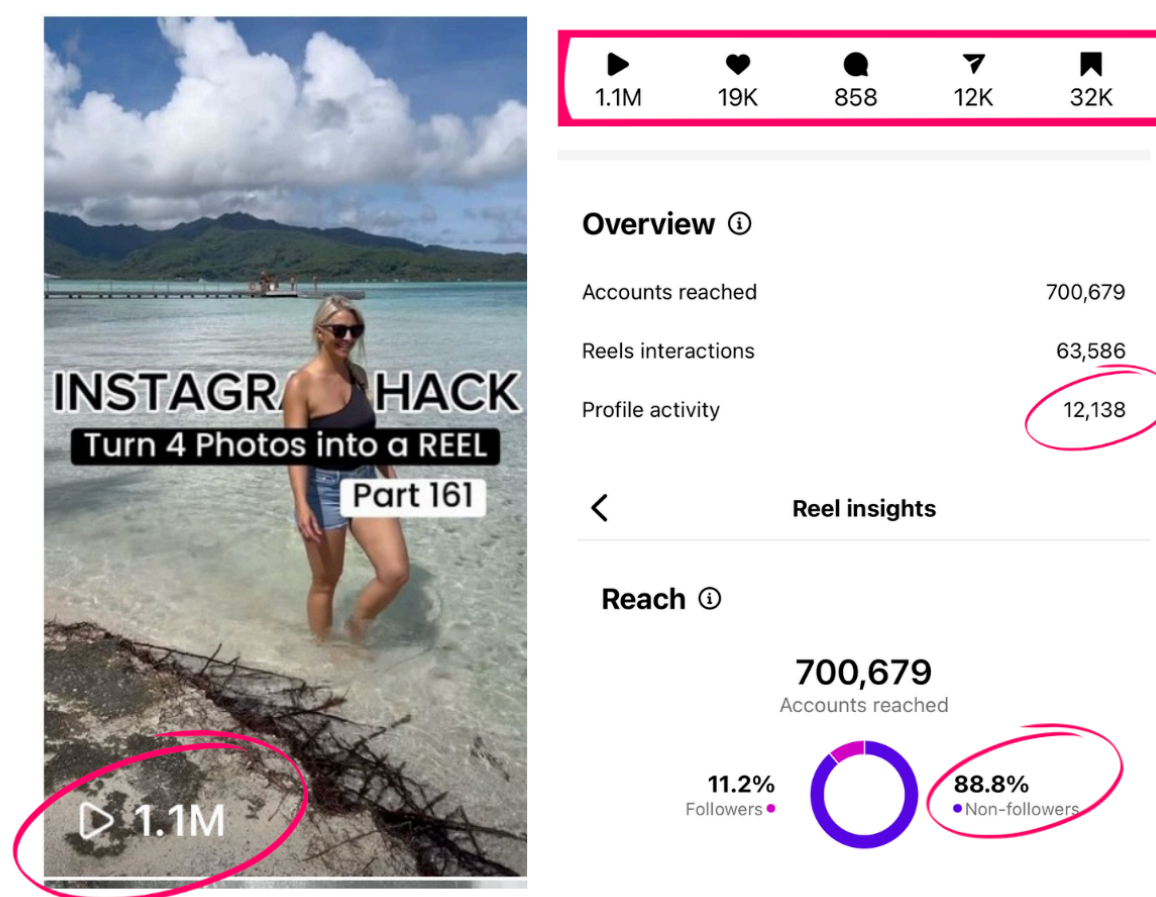
But it's not just about racking up a ton of views. A viral reel creates this ripple effect—people start liking, commenting, sharing, and saving it, boosting its reach even more.

When your reel goes viral, it's not just a quick burst of attention; if you play your cards right, it can actually lead to a **big jump in followers**, more eyes on your brand, and even a **boost in sales**.

Footer Note: If you're not consistently getting 100-1,000 followers a day from your reels, [clicking this link is your next step.](#)

Going viral isn't just about luck. It's about knowing what your audience loves and creating content that hits those sweet spots. When you do that, you're setting yourself up for success, helping you grow your audience, get your brand out there, and crush your social media goals.

For example, based on my analytics, my most viral reels are my *Instagram Hack tutorials*. Knowing this allows me to double down on what I already know is most likely to go viral so that I can create more of that type of content.



Whenever I want a reel to go viral, I look at my previous viral reels and recreate those!

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Let's break down why this reel went viral.



The Hook—I used a controversial, curiosity-based hook. From my research, I know that my audience is highly interested in the topic of “Algorithm,” so I used this hook with a controversial spin to grab their attention.

The Video—This was a super short video that was the perfect length, with just enough time to read the hook on the screen. While they read the caption, the video replayed over and over, increasing watch time and replays.

The Caption—In the caption, I explained the hook and gave helpful tips for them to apply to get better results. This encouraged a lot of engagement.

The Engagement - People commented, saved, and shared the reel because they found it super educational and valuable.

The Audio—I always add trending audio with less than 10K uses. Although this by itself will not make your reel go viral, it can still boost it.

A viral reel is the perfect combination of the hook, the video, the caption, the audio, and the engagement. The secret is to keep posting reels (daily) until you get one that has this perfect combination, and it will take off.

Footer Note: *If you're not consistently getting 100-1,000 followers a day from your reels, [clicking this link is your next step.](#)*





















Important Viral Metric: Shares to Likes Ratio

From analyzing my viral reels, I have noticed that it goes viral when my shares are more than 25% of the likes on a video.

For example, here are some of my recent viral reel stats.

The shares-to-likes ratio for each reel is 25% or more.

Shares to Likes Ratios on Viral Reels

 1.4M	 6.5K	 407	 1.6K	 4K	25%
 1.3M	 35K	 15K	 10K	 35K	30%
 1.2M	 29K	 10K	 15K	 35K	30%
 871K	 18K	 6.1K	 8.8K	 23K	45%

Compare that to my non-viral reels, where my shares-to-likes ratio is only 5-13%.

Shares to Likes Ratios on Non-Viral Reels

51K	309	1K	15	101	5%
40K	962	280	119	983	13%
45K	811	152	75	668	10%
32K	110	18	11	58	10%

The takeaway is that you want to create reels with at least a **25% share-to-like ratio** to increase their chance of going viral.

The key is to create shareable content by intentionally making it easy to share.

This includes creating value-focused reels rather than sales-focused reels, and should be either emotional, inspirational, educational, or entertaining/funny.



Footer Note: If you're not consistently getting 100-1,000 followers a day from your reels, [clicking this link is your next step.](#)

VIRAL REEL SECRETS

Secret #1: Pick One Topic and Stick to It (Training the Algorithm)

Consistency is key when it comes to going viral on Instagram.

By picking one topic or niche and sticking with it, you're basically training Instagram's algorithm to recognize you as the go-to source for that subject.

The more you post about the same topic, the more the algorithm starts to trust you and show your content to people who are into that topic.

So, keep it simple and repetitive—before you know it, the algorithm will be doing the heavy lifting for you!

Notice all of these viral reels are one topic- "Instagram Hacks"



Footer Note: If you're not consistently getting 100-1,000 followers a day from your reels, [clicking this link is your next step.](#)

VIRAL REEL SECRETS

Secret #2: Research viral reels in your niche and recreate those!

Why reinvent the wheel when you can learn from what's already working?

Look around at what's already working in your niche and take notes.

I'm not saying to copy outright, but definitely get inspired by the format, the style, and the type of content that's getting a lot of love.

When you tap into what's already trending, you align your content with what Instagram is already pushing out, giving your reel a much better shot at blowing up.



For example, this reel that got 1.7 million views was inspired by another viral reel in my niche.

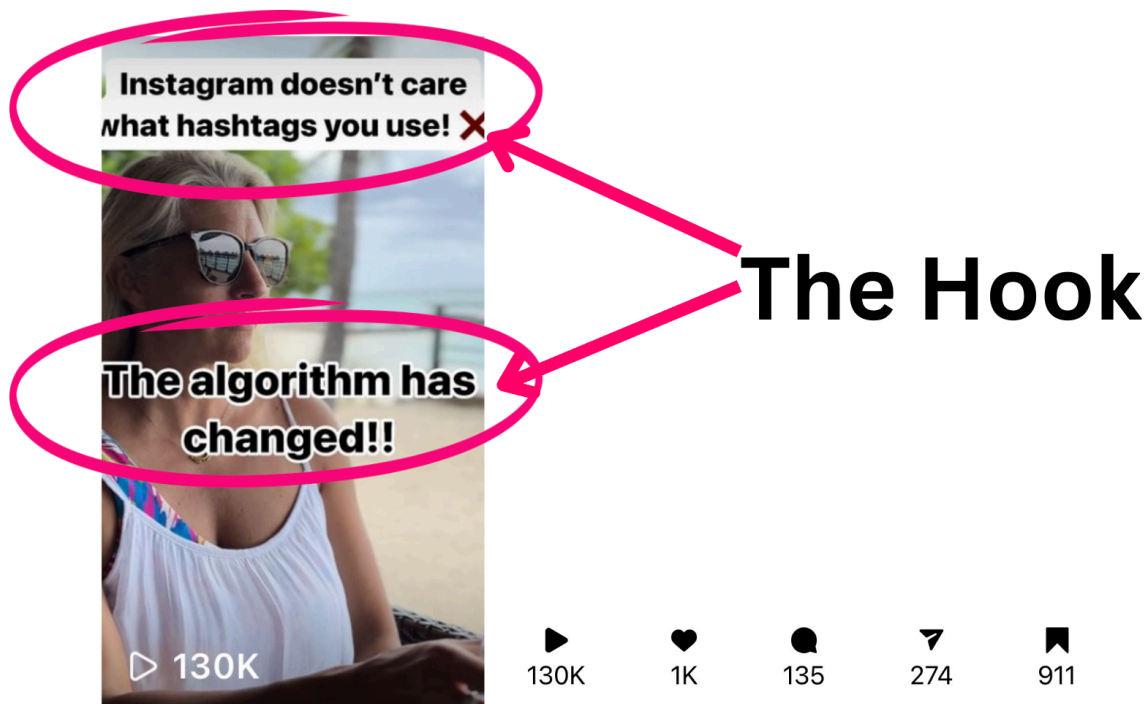
All I did was add my own twist to the video, caption, and audio—and it went viral!

This doesn't happen every time, but creating content based on what's already working will perform much better than trying to figure out what to create on your own.

VIRAL REEL SECRETS

Secret #3: The Hook

If you want your reel to go viral, you've got to nail the hook. This is probably the most important factor in creating viral reels.



The first few seconds are everything—they're what grab your audience's attention and make them want to stop scrolling and keep watching.

This is what we call "the hook," and it's super important.

If you don't catch their attention in those first few seconds, they'll probably scroll past before they even get to the good stuff.

To create a solid hook, start with something that's impossible to ignore—maybe it's a bold or controversial statement, a surprising statistic, an aesthetic visual, or a question that makes people have to watch until the end.

Footer Note: If you're not consistently getting 100-1,000 followers a day from your reels, [clicking this link is your next step.](#)

The idea is to spark curiosity or get an emotional reaction immediately.

A killer hook not only keeps viewers engaged but also signals to Instagram's algorithm that your content is worth pushing out to more people.

The hook isn't just a catchy phrase you throw up on your video.

The hook is a combination of your video, audio, and text on the video. All three have to hook and keep the viewer's attention long enough to watch at least 3-5 seconds of your video.

If your content isn't performing well, 99% of the time, it's because of the hook.

Creating good hooks comes down to good marketing, knowing precisely what your ideal follower is most interested in, researching what's already going viral about that topic, and creating content around that.

VIRAL REEL SECRETS

Secret #4: The Comments

Comments are where the magic happens. When people start commenting on your reel, it's a clear signal to Instagram that your content is worth showing to more people. Don't be afraid to ask for comments. Encourage your viewers to drop their thoughts, ask questions, or start a little debate in the comments.

The best way to get comments is to give away something for free if they comment with a specific keyword. In the example below, I told them to comment REELS for free access to my reels mini-course.



And don't just let the comments sit there—jump in and reply!

The way to double your comments is to reply to each one!

The more comments your reel gets, the more likely it will appear in other people's feeds.

So do your best to encourage comments by either giving something away for free in exchange for a comment or by sparking genuine conversations with your viewers.

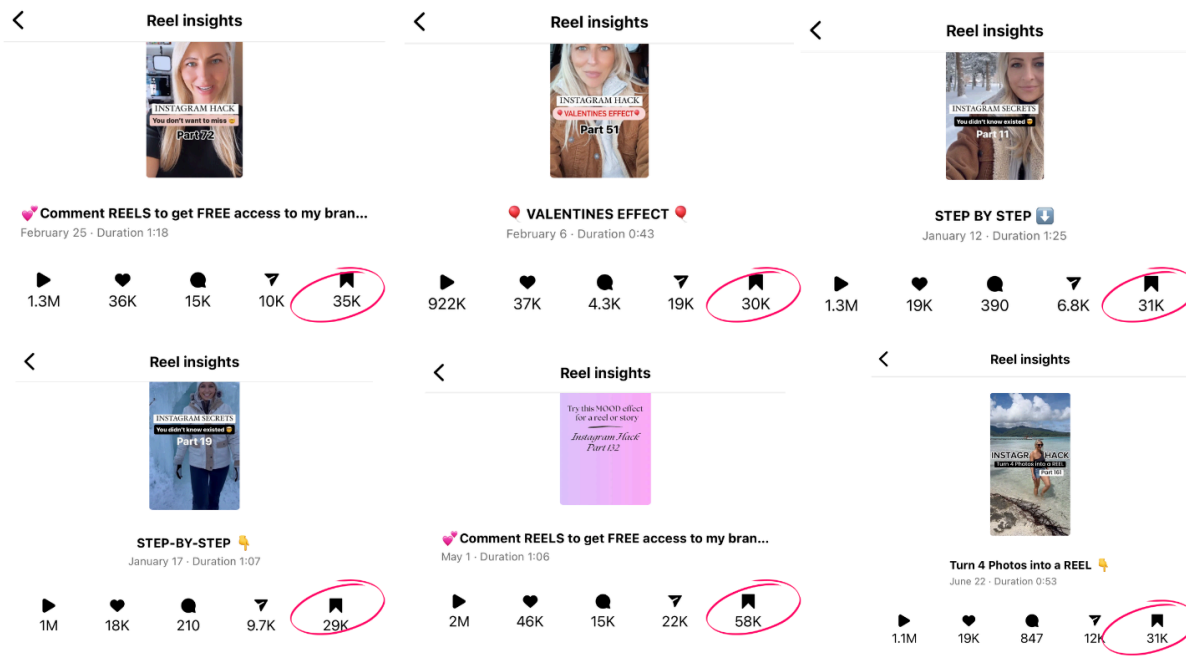
Footer Note: If you're not consistently getting 100-1,000 followers a day from your reels, [clicking this link is your next step.](#)

VIRAL REEL SECRETS

Secret #5: The Saves

A “save” is like a badge of honor on Instagram—it means your content is so good that people want to *come back to it later*.

Notice how each of these viral reels has thousands of saves. That is because these tutorials have multiple steps that people want to come back to later. This is the secret to creating saveable content. Make it something they have to reference later so that they will save it.



When viewers save your reel, it tells the algorithm that you’ve got something special going on, and it’s more likely to push your content out to a bigger audience. The more saves you rack up, the closer you are to going viral. To get those saves, focus on delivering value in a way that shows a process—whether it’s a helpful tip with many steps, a tutorial showing how to do something, or a demonstration of how to get a result.

Footer Note: If you’re not consistently getting 100-1,000 followers a day from your reels, [clicking this link is your next step.](#)

VIRAL REEL SECRETS

Secret #6: Make Your Reel Shareable

Shares are gold and are the algorithm's most *important metric* right now. When someone shares your reel, they're essentially saying, "This is worth showing to other people," and that's a huge win.

Shares help you reach beyond your existing followers and get your reel in front of new eyes. When the algorithm sees you getting shares, it pushes it out to even more non-followers. This is what causes the "virality" of the reel.

To encourage shares, make your content *relatable*. People will share a reel because they emotionally agree with it, meaning it aligns with their beliefs, passions, or expertise. Or they share it because it's valuable, and they want their followers or friends to learn something from your reel. If your content is valuable and relatable, it will get shared. And don't be shy—ask your viewers to share if they liked it!

The more shares you get, the faster your reel can take off. Remember, your ratio of shares to likes should be at least 25%.

Shares to Likes Ratios on Viral Reels

▶ 1.4M	♥ 6.5K	💬 407	🔍 1.6K	🔖 4K	25%
▶ 1.3M	♥ 35K	💬 15K	🔍 10K	🔖 35K	30%
▶ 1.2M	♥ 29K	💬 10K	🔍 15K	🔖 35K	30%
▶ 871K	♥ 18K	💬 6.1K	🔍 8.8K	🔖 23K	45%

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VIRAL REEL SECRETS

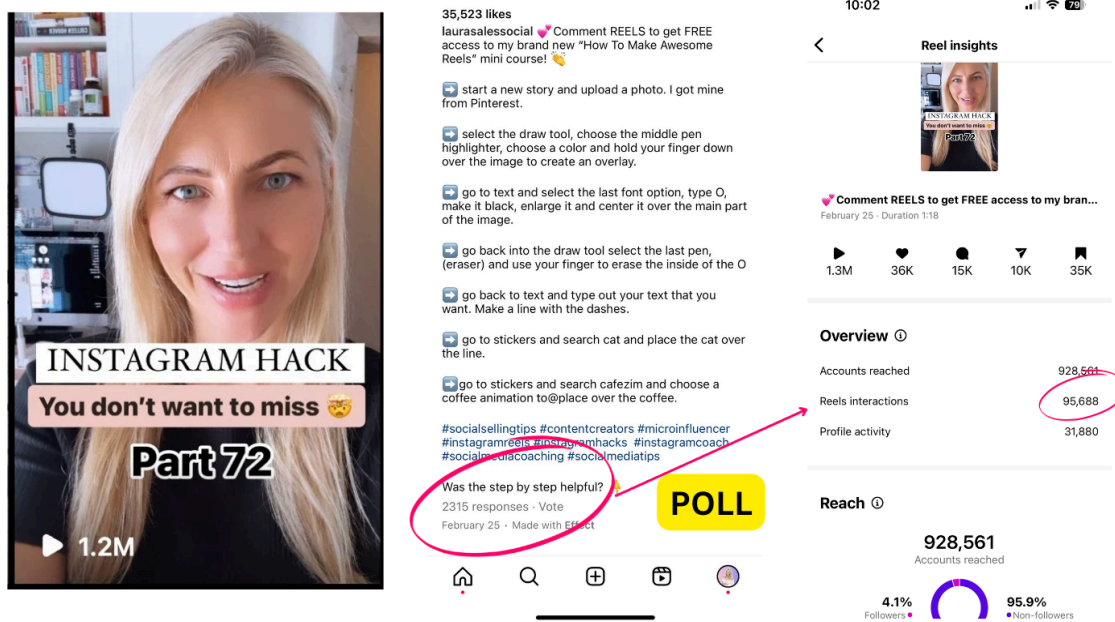
Secret #7: Nail the Caption & Call-To-Actions

Captions are *highly underrated*. A good caption is the cherry on top of your reel. It adds context and personality and builds likeability and trust. It can compel someone to engage further with your reel. Whether or not they liked or commented on the video after watching it, the caption gives you another chance to get them to do so.

It also gives you a place to put in a call to action (CTA). Whether you're asking people to drop a comment, save the reel, or share it with a friend, a strong CTA can boost your engagement in a big way.

Plus, captions are where the algorithm picks up keywords and hashtags from your content to help more people discover you.

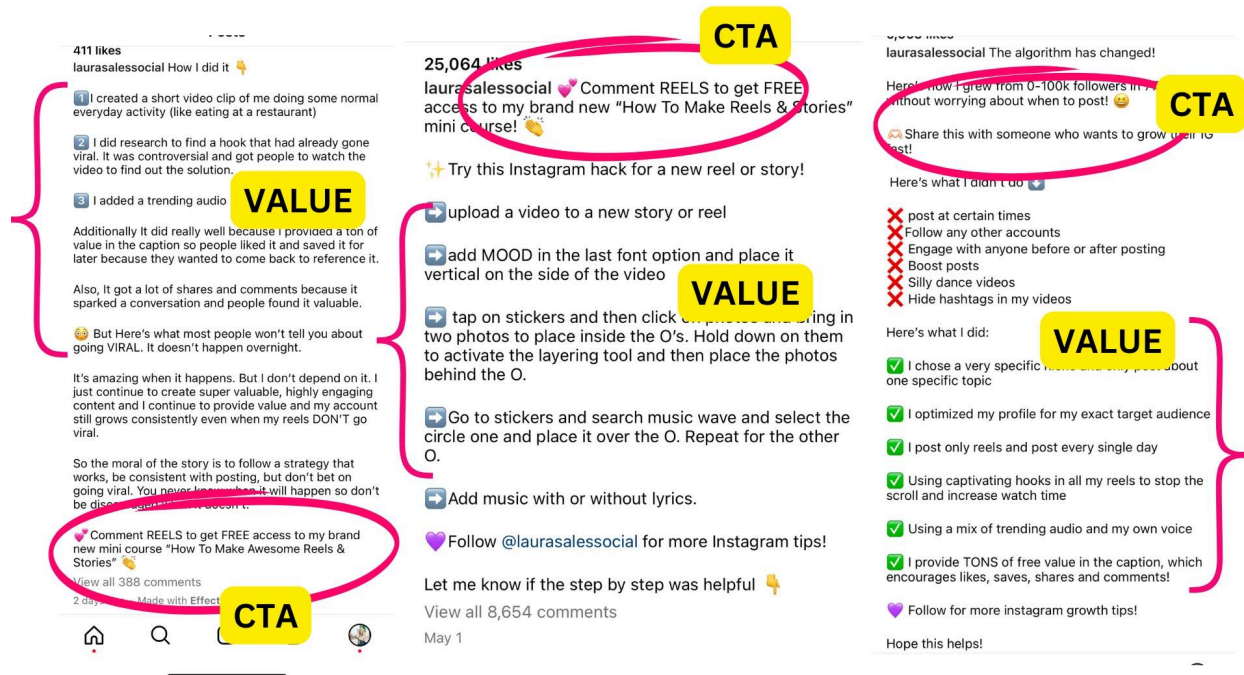
You can also add polls to your captions, which also increase engagement. Pro tip: if you use a poll, make it a simple YES/NO question.



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Many people skip creating captivating captions and are missing out in a big way. I've noticed with my reels that my video might be amazing, but if my caption is "Meh," then the reel doesn't perform as well.

Here is an example of a value-packed caption from some of my viral reels.



Each caption should have a hook at the top that gets people to read the full caption. Then, provide value that elaborates on the hook in the video and finally, add a call to action that encourages people to take action.

Whatever you do, do not underestimate the power of the captions!

Footer Note: If you're not consistently getting 100-1,000 followers a day from your reels, [clicking this link is your next step.](#)

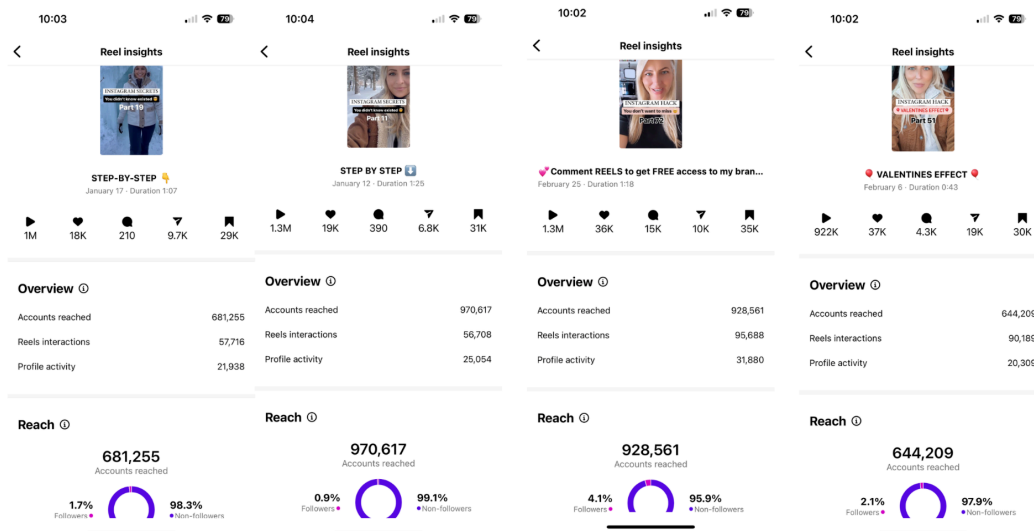
VIRAL REEL SECRETS

Secret #8: Know Your Insights So You Can Double Down on What's Working

Instagram gives you all the tools you need to figure out what's working and what's not. Your insights show you how your reels perform—everything from views to engagement and who's watching.

Pay attention to what's getting the best results, and then do more of that! When you know what your audience loves, you can keep giving it to them, increasing your chances of going viral again and again. It's all about working smarter, not harder.

After looking at my viral reel insights, I realized that my Instagram Hack tutorial videos are the ones that most often go viral and bring in the most new followers. Therefore, my content strategy is heavily based on Instagram tutorials because I know that is what my audience wants to see the most.



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VIRAL REEL SECRETS

Secret #9: Repost and Repurpose your best-performing reels!

Here's a little-known trick that can work wonders: reposting your most viral reels. When a reel goes viral, it's because it resonated with a lot of people—so why not give it a second chance to shine?

Reposting a viral reel isn't just about getting more views; it's about reaching new followers who might have missed it the first time around.

Instagram's algorithm is constantly changing, and your audience is always growing, so even if a lot of people have seen it before, there are probably plenty who haven't. Plus, sometimes content that performed well before can do even better the second time around, especially if it's still relevant.

When you repost, consider making a few tweaks—maybe updating the caption, adding a new call-to-action, or even switching up the music. This way, it will feel fresh even to those who might have seen it before.

Just make sure to space out your reposts so they don't feel repetitive to your followers. I usually repost my viral reels after 30 days.

Reposting is a smart way to keep momentum and squeeze more value out of your best content.

So, don't be afraid to hit that repost button and let your viral reels work their magic all over again!

Here's What Doesn't Matter

This next section will be controversial, but I will share with you things that don't affect whether you will go viral.

1. Using hashtags

Do not stress about hashtags because they will not impact your content. What matters is the 9 viral secrets above. Several of my viral reels had no hashtags; the others only had hashtags because I used them before I knew any better. I currently do not use hashtags at all. If you want to use hashtags, that is up to you, but it won't do anything to cause your reel to go viral.

2. Posting at certain times

I've never posted at a certain time. I post when I can post. None of my reels went viral because I posted at certain times.

3. Engaging with people before/after posting

I do not engage with other people's accounts, hoping that it will increase my views. Although this is taught everywhere, I've never done it, and my reels still go viral all the time.

My Viral Reel Stats

I want to pull back the curtain and share my viral reel statistics to prove to you that this is a numbers game. Yes, the more you apply the 9 secrets above, the higher your chances are to go viral. However, at the end of the day, it is still a numbers game.

Here are my stats *(yours might be different)*

I have posted 285 Reels. Out of those 285 reels, 28 have gone “Viral.” This is a 10% virality rate. *I define a viral reel as any reel that gets over 100K views, but this number is arbitrary.*

This means that, on average, 10 of every 100 reels I post will go viral.

In other words, I know I have to post 10 reels to get 1 that goes viral.

I do not get discouraged when I post something that doesn’t go viral. I learn from what doesn’t work just as much as I learn from what does work. I adjust my content and am constantly researching and learning how to create better content so that I can improve each time I post.

- If I only post 1X per day, I should have 3 reels go viral each month.
- If I post 2X per day, I will have 6 reels go viral each month.
- If I post 3X per day, I will have 9 reels go viral each month.

So, I ask myself how many reels I am willing to post each day to determine how many times I want to go viral.

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The #1 Instagram Growth Secret Most Influencers Never Tell You:

Many people go viral and get millions of views on their reels, but they don't gain any new followers.

The truth is that growing your Instagram account is not just about going viral. It's about going viral with the right audience and converting those viral viewers into loyal followers.

Learning about going viral is a good first step. But your next (& probably MORE IMPORTANT) step is to convert your reel viewers into loyal FOLLOWERS so you can generate quality leads and sales for your business!

My popular [Secret Growth Strategy Course](#) shows you exactly how to do that!



This course is different because it pulls back the curtain (no gatekeeping) and teaches the Instagram Growth Strategy I use to get 500-2,000 followers daily with reels.

👉 *And this is why I made \$10,000 (in 14 days) with my first digital product*

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and continue to make daily sales on autopilot with my Instagram reels and stories.

Here is everything you get:

- ☐ My entire strategy for growing a brand new Instagram account to over 200k followers in 6 months and how I'm getting 1,000+ new followers per day of my exact target market *WITHOUT* boosting posts, following anyone or engaging with other people's content!
- ☐ My "REELS THAT CONVERT" framework for creating insanely engaging reels that not only get pushed out to 90% or more non-followers but how to convert those viewers into ACTUAL followers!
- ☐ My content creation process to leverage what's already going viral on Instagram so that you never waste time on creating content that doesn't work and never run out of ideas of what to post!
- ☐ Step-by-step tutorials showing you how to QUICKLY create viral reels in less than 10 mins per day!
- ☐ My easy method for building trust and authenticity with your new followers, so that they become obsessed with YOU and your brand.

Footer Note: If you're not consistently getting 100-1,000 followers a day from your reels, [clicking this link is your next step.](#)

What our students are saying:

Hi Laura! I received your email today and I've been meaning to message you and let you know how things were going but I wanted to wait until I hit 10k followers and I got there today! I purchased your program just over a month ago and I had around 2k followers when I started posting daily and implementing your advice. It's pretty crazy! My reels have been getting way higher views. I have 5 reels that have reached into the millions! I did have one go crazy

I have to tell you, I'm so incredibly grateful for all of your help and insight with Instagram! Your course is absolute GOLD! I've taken so many courses and studied so many on IG, and your information inside this course is hands down the best I've ever seen! I applied everything you shared and I've gained 10,000 followers in 30 days! Thank you again for truly putting all of this step-by-step knowledge in one place that is super digestible and easy to follow! I'm so thankful for you and can't wait to continue to grow!! ❤️

Hi Laura, I just finished your course and it was really soooooo good, thank you! I have been looking quite so time for something like this, and I have taken a few other courses that was not so good...

Just to let you know that if I knew how good it was, I would have paid maybe double the price.

YESTERDAY 11:34 PM

I just finished your course I thought it was amazing and I'm already implementing what you have taught... watch this space ! Woo hoo I'm excited



10:19 AM

Hi- I finished the course and you said we should message you to take a look at my account. LOVED the course! Learned so much and I'm reaching 85-95% non- followers per reel! Thank you so much!



Thank you!! I redid my profile and started posting a reel everyday and since then I've gotten over 500 new followers in about 2 weeks. I'm going to go through it again to make sure I didn't miss anything 🥳



hey laura ! just finished your course, the content was so helpful and I'm excited to start posting content 💖

I absolutely loved the course and your support! 💖

4 likes · 1 comment · 1 share

Thanks! Your course was excellent and well worth what I paid! Thanks for all your time and feedback!!



[CLICK HERE TO JOIN US!](#)

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