

# (EDIT) SALES PAGE

Outline

## Section

Heading: Join Rise With Reels: Round 4

Sub-heading: Our signature course is was the world's first official "Reels Course" \*insert hair flip\* and we've helped 1000s of students **just like you** use the power of Reels to skyrocket their reach, engagement, revenue, and impact.

Now, it's time for Round 4. Are you in?

CTA → I'm done reading, COUNT ME IN

## Section

You watch Reels all. of. the. time. Especially at 2 am and when you reallllyyy don't feel like doing work. Then, you go to make them for your own business. And you feel...

- Discouraged that you're not getting thousands of eyes on your content
- Confused by all of the transitions, audio options, and effects (*how do I make mine look like that?*)
- Frustrated that your Reels aren't not bringing you any new followers or clients
- Out-of-the-loop because everyone keeps on GUSHING about Reels (and you're watching them skyrocket with displaying their jaw-dropping results)
- Ready to change your ways so that you can become a reel fan

## Section

Reels changed the IG world. And they're here to stay. Here's why hopping on the reel bandwagon will get you the real results you're craving.

Video Content Is Queen

We saw it on TikTok, now we see it on IG. People love to get lost in the scroll of bite-sized video content. With our short attention spans and need for human connection, video content tends to get (and keep) the most eyeballs out of any type of content.

Small Account? No Problem.

Unlike other forms of content, the Reels algorithm favors smaller creators. So even if you only

have a couple hundred followers, your video can get in front of 100,000+ people. Don't believe us? Take a look at some past reeler's results [right here](#).

### Imperfect Is Perfect

Gone are the days of fancy cameras, pounds of makeup, and Hollywood-level production value. All you need is your phone, some personality, and a sprinkle of fun-loving creativity. Connect with your ideal client in this more authentic way and watch your community flourish.

But before you can reap the rewards of Instagram Reels, you have to know how to adapt a solid reel strategy to *your business*.

## Section

### Introducing: Rise With Reels

Our signature Reels-focused course shows you exactly what it takes to create Reels that engage your audience and drive traffic to your IG page.

By taking the course, you will...

- Say "bye" to the reel-creation overwhelm and enjoy creating them.
- Turn your brand into an engaged community.
- Learn how to do all the ~fancy~ reel techniques you've been trying to figure out.
- Increase your influence and expand your impact on the world.
- Attract more followers who love both you and your brand.
- Bring in more sales and put more \$\$\$ in the bank.

CTA → Sign me up!

## RESULTS

**Header:** Wall of fame

These past students leveled up their IG accounts AND their businesses.

(insert results)

CTA → See More Results

(Takes them to an actual results page)

## TESTIMONIALS

(can also be combined with results, your choice)

## Section

**Header:** What's Inside

### Module 1: Creating Your Reel

Learn how to record and edit your reels. See our secrets for music, voiceovers, audio, and effects. You'll start showing up as a video pro.

### Module 2: Crafting Scroll-Stopping Content

Come up with content pillars, so you're never left scrambling, wondering what to post. We'll give you the 3 golden pillars + some ideas while helping you avoid some common content pitfalls.

### Module 3: Mastering Transitions

You know you love 'em. Master those clean transitions from clip to clip that will hook your audience and keep them coming back for more.

### Module 4: Selling In Disguise

Use reels to sell authentically. No "icky" sales feelings over here because you'll be selling from your heart and sharing your unique gifts with the world.

#### +Access to Our Exclusive FB Community

Connect with other reelers and collaborate with them. You never know, you could meet your next business partner or biz bestie.

## Section

**Header:** If you're not creating reels, you're leaving money on the table.

We said it, and we're sure as heck not taking it back. We've seen way too many of our reelers come in as skeptics and leave as confident Reel-lovers. They not only grow their account but see their businesses flourish as a result of their newfound reel strategy.

And you're next. Join us for Round 4 and watch your Rreels elevate your entire IG marketing strategy.

CTA → Count Me In

## Section

Next round: Date ( \_\_\_ - \_\_\_)

Scroll to save your spot (*down arrow emoji*)

## Section

(Investment)

Take the leap!

By signing up, you'll get:

- Rise With Reels Course
- Access to our private FB community
- 12-month access to the course

\$599

## ABOUT PAGE

Headline: Who We Are

### Section

We came together with one goal in mind --

To help as many business owners, creatives, and personal brands as possible grow their accounts and businesses using the power of Instagram Reels. Now we're kickin' things up a notch because we want YOU to see what Reels can do for you.

But before we convert you into a Reel lover, let's give you the run down of who we are! Your Reels Queens, Mon and Alisha!

### Section

Header: It all started with a DM.

During COVID-19, Alisha found Mon on Instagram and reached out to her (and low-key felt like a fangirl). After exchanging some tips, we became each other's accountability buddies. I (Alisha) sent Mon a dance video one Monday and encouraged her to have a mini-dance party. Dancing Monday check-ins then became our weekly ritual.

We then got a little deeper, sharing our wins and struggles as we supported each other's business.

Then Reels came out. And, life (and Instagram) as we knew it changed!

And since we both have video backgrounds, you could imagine we were in HEAVEN. So we started creating, and both started seeing insane results.

After a few Reels, we were both flooded with DMs asking us to share the secrets behind our transitions. The secrets behind our REEL success (see what we did there?) We also became known for our transitions and experienced some intense IG account growth.

We kept pushing each other until our results turned into 'jaw-dropping.' So I (Alisha) popped the question.

"I know you live in Sydney, and I live in Melbourne, and we've never met one another before, but would you like to create an Instagram Reels course with me?"

Both fully booked in our own coaching, we realised could provide double the value, double the secrets AND reach more struggling brand owners. Mon took a bit of convincing. But then we realized that together we could give people a crazyyy amount of value. So we decided to strike while the iron was hot (aka when reels were in the baby phase), and BOOM Rise With Reels was born.

We do what we do because we want to invest in our reelers. We want to take the results we've gotten and transfer them to our students (or, as we like to call them - our Reelers!). And we've seen INSANE results from them!

Then finally, 8 months after creating the course, on the fateful day of the 15th of May 2021, At this point, we have met. I (Alisha) picked Mon up at the airport with a big ass sign and a huge smile -- thinking *she's shorter in person*. And now we couldn't imagine being partners with anyone else.

We're so excited to be able to guide your reel journey with our story and shenanigans.

CTA → [Grab the Course](#)

## **Section**

Meet The Founders

### **Alisha**

I call myself a reel queen now, but my IG experience did not have confident beginnings. I love social media (always have), but I thought that if I became the face of my brand, no one would take me seriously. So I did everything wrong! I filtered my personality, doubted my every move, and cared wayyy too much about others' thoughts.

But then I took the filter off and started sharing my life. I now show my dog to the world, dance on camera, make mistakes openly, crack jokes, spill things on my white clothes, and display the fact that I'm *human* every single day.

And that's when I not only grew my account, BUT I had my epiphany. People don't want perfect, they want real. And reels allow you to show off your personality in an unfiltered, engaging way. Now, I help business owners embrace their quirky weirdness and show up as themselves on

reels. Using my background in film, television, and video marketing, I've seen business owners go from nervous IG posters to fiercely real IG creators.

And I love every minute of it.

## **Mon**

Give me a fudgy brownie, and I'll be your friend for life. And that's my philosophy around Instagram. Everyone has their fudgy brownie, aka that delicious piece of content they're craving. It's up to you to find your ideal clients' fav treat and deliver something so yummy that they can't get enough of it.

I majored in digital media and journalism and have my background in video marketing and communication. And you guessed it, I LOVE helping biz owners communicate with their clients in a way that feels authentic, fun, and seamless.

Social media has the power to positively impact every single business; they just have to find their sweet spot (kind of like my sweet tooth). If you can lean into your strengths, give your audience tons of attention and focus on the value you provide...you will see results.

And that's why I adore Reels. You can show up as YOU and bring your personality into your account while watching it grow. That's a win-win in my book.

Can't wait to meet you!

## **Section**

CTA Section

Collab With Us  
(Take them to collab/speaking page)

Rise With Reels Course  
(Takes them to course)

Meet Our Reelers  
(Takes them to results-page)

# HOME PAGE

**Home Page**

Headline: Rise With Reels (Aka the first reels-only course ever in existence.) ← make sure it's in a small font, artsy

Tagline: Your one-stop-shop for creating scroll-stopping video content on Instagram

## **Section**

What do you get when you cross a powerful Instagram feature with two social media-obsessed female entrepreneurs?

Rise With Reels

Remember those days when Reels just came out and everyone panicked? Well, we fell in love with the potential of Reels and showed 1000s of business owners how to skyrocket their reach, engagement, and sales by embracing these bite-sized videos.

And now we're on a mission to help business owners unlock the secrets to a solid reel strategy so they can grow their account and business like crazy.

Are you Reely Ready to dive in?

CTA → [Head to Our Signature Course](#)



## **Section**

Want to increase your reach, build an engaged community and put more \$\$\$ in the bank. Take our reels challenge and watch your analytics shoot up.

(Insert Opt-In)

## **Section**

Pick Your Path

Rise With Reels Course

This is what started it all. Experience the power of reels for yourself in our signature 4-week course.

CTA → Take the Course

The 'Reely' Cool E-Shop

Looking for reels covers, e-books, and templates? We got you covered. Head on over to the shop to up your reel game.

CTA → Shop Now

Book Mon & Alisha

We love sharing the power of reels. Book us at your next event or workshop so we can spread the word to your audience.

CTA → Let's Collab

## **Section**

The Podcast

Take a walk and take your reel game to new heights. Our podcast is the place to go when you're looking to listen and level up your social presence.

(show a preview of episodes)

## **Section**

Meet Your Founders

**Alisha**

I'm your algorithm-nerd, 'Reels Queen', Instagram maestro, shameless dog lover, and keen content creator.

I'm here to show you the ropes so you can create content that conveys your ideas to the world. Because when you spread your magic, everyone benefits!

### **Mon**

I'm your fudge brownie-loving IG cheerleader. With my background in communication and video production, I live for bite-sized content that shows off your personality.

Because if you're having fun with your content, the whole world will feel it AND they'll definitely want to be a part of what you're creating.

CTA → [Read Our Full Story](#)

### **Section**

Wanna know where the fun happens? You guessed it! Head on over to IG to get daily reels tips.

CTA → [Follow us on IG](#)

## **GROUP COACHING PROGRAM (EDIT)**

Headline: Turn your product-based business into an Instagram sensation

Sub-header: The Instagram Impact is the group coaching program that unlocks the secrets you need to expand your reach, increase sales, rack up engagement, and create an online community by tapping into the power of Instagram.

CTA -- [Skip to the good part](#)  
(instant scroll to curriculum)

### **Section**

Header: Stop your scroll! That's the goal, yeah?

As a product-based business owner, you want people to immediately stop what they're doing and digest your content when it lights up their IG screen.

Well...you want more than that. You want them to engage, follow you, make a purchase, fall in love with your brand and become a part of your Instagram community.

And I'm sure you've seen brands blow up on IG, and you're ready to become that household name.

### **Sub-Section**

But right now, marketing **your** business on IG is proving to be a struggle, and you're not:

- Growing your reach or improving your engagement rate (even though it feels like you're posting all. of. the. time.)
- Converting your social media fans into paying customers -- they're just kinda watching you
- Feeling confident about your content or social media marketing strategy
- Creating an engaged community that clings to your every launch, announcement, or change
- Seeing the impact that you KNOW your business has the power to create

### **Section**

And this IG struggle is probably making you feel:

#### **Confused**

You're trying everything, but nothing's working. You KNOW that this is an obstacle your biz has to overcome to be successful, but the uncertainty of 'how the heck do I actually make IG work for me?' is holding you back.

#### **Frustrated**

Let's just say it: you're bleeding money, time, and energy just trying to find something that works. You may be hoarding unfinished courses or shelling out everything you have to influencers, and it's just not working.

#### **Alone**

Everyone seems to be killing it on Instagram, and here you are, feeling like you're on this island. Newsflash: IG marketing is tough, and so many product-based businesses are in your shoes. And being successful is totally doable with the right strategy.

### **Section**

It's possible to achieve **glowing results** for your product-based business on Instagram. Yes, even if you're currently struggling with engagement, confidence, and sales.

### **Section**

Header - Introducing: Prepare for Instagram Impact

It's the 3-month group coaching program that takes the mystery out of succeeding on IG by showing you what it takes to elevate your product-based business's social strategy.

By signing up, you will:

(Structure this as an icon, title, and small sentence as this section should take out space)

#### Find IG Confidence

Whether you're showing your face or not, you will gain clarity in your messaging and show up on IG with the \*spark\* you need to succeed.

#### Convert With Your Content

It's no longer enough to post a pretty picture and pray. By creating a strategic IG game plan, you'll start seeing sales increase instead of the occasional vanity metric.

#### Build An Engaged Community

You want people to follow your brand, not just buy an occasional product here and there. You'll learn how to create an emotional bond with your customers, so they rave about you behind your back.

#### Expand Your Reach

You have an awesome product, let's get it out there. By leveraging the power of reels, you'll get the tips you need to get more eyes on your strategic content.

#### Create New Opportunities

Chances are, you have a dream collaboration, and sooo many matches are made on IG. If landing a huge brand deal or advertising partnership is on your biz bucket list, IG can get you there.

#### Connect With Other Business Owners

Prepare for Instagram Impact is all about community. Through the use of weekly calls, a FB group, an introduction week, and accountability prompts, you'll meet product-based business owners who are growing right alongside you.

CTA → Count Me In

### **Section**

#### What You'll Learn

##### Week 1 (AKA your bonus week!): Find Your Accountability Buddy

Connect with other product-based businesses and establish a community from the get-go.

##### Week 2: Strategy and Goal-Setting

Figure out what you want to achieve after these 12 weeks, then get ready to crush. those. goals.

##### Week 3: Optimizing Your IG for \$\$\$

IG is about way more than followers. Learn how to create content that converts for your biz.

#### Week 4: Strategize Your Content

Strategy is everything, but you don't have to dread it. I'll show you how to plan strategic content with ease.

#### Week 5: Build An Engaged Community

Ready for raving brand fans? Learn how people get emotionally attached to brands, then create your super-engaged community.

#### Week 6: Plan + Create Your Reels

Reels are the secret to IG growth. I'll show you how to plan your reels, so they capture attention and not too much of your time.

#### Week 7: Edit Your Reels

If you want those dreamy transitions and 'wait, howwww? moments, you'll need to come behind the scenes to see how the magic happens.

#### Week 8: Create Jaw-Dropping Reels Transitions

You see them, you love them, you can do them. Learn how to make transitions tight and captivating.

#### Week 9: Master Influencer Marketing

I used to be a blogger, so I know a lot about the influencer space. Seeing how much money product-based businesses WASTE on influencers makes me so sad. If you learn how to do this right, just this week is worth the investment for this course.

#### Week 10: Selling On IG Stories

Selling doesn't have to feel 'icky' and weird. Learn how to 'share' not 'sell' so you never get those sweaty pre-record palms ever again.

#### Week 11: Collaborating Through the 'Gram

IG is an abundant playground for collabs made in heaven. Learn how to slide into DMs and make big things happen for your brand.

#### Week 12: Pull It All Together

You have all the tools, now you just need the direction. We'll strategize for the future so you can keep growing your product-based biz by using the power of IG.

### **Section**

#### TESTIMONIALS

### **Section**

Once you sign up, you'll get:

(Structure this as an icon + some wording)

#### Weekly 1-Hour Zoom Calls

Plus, an extra one for the intro week just to make sure you're able to connect with the other students. And, because I LOVE international students, I'll make sure the live calls work for your timezone (even if it means I host multiple calls).

#### Access to the FB Community

As you're growing, it's important to connect with product-based business owners who know exactly what you're going through. Plus, you never know if you could meet a BBFL (Biz bestie for life)

#### Weekly Accountability

You are supported through this entire process. By using FB as the community platform, I'll post prompts throughout the week that ensure you're getting questions answered and staying connected to each week's topic.

#### Bonus #1: Become The Face of Your Brand E-Book

Everyone loves presents. This e-book is a must-have if you're wondering how to show your face and connect with your audience. Even if you're an introvert, some of these topics will help you connect with your audience without doing daily 'show your face' IG stories.

#### Bonus #2: Guest Experts

I am committed to your success, so you'll be hearing from guest experts throughout the program. Learn how to make your products 'pop' with advice from a product-based photographer and tap into your beliefs with a mindset coach...to name a few.

### **Section**

#### RESULTS/TESTIMONIALS

#### Investment

Ready to dive in?

By signing up, you'll get:

- My proven week-by-week group coaching curriculum for growing your product-based business on Instagram
- Weekly 1-Hour Group Coaching Zoom Calls
- Access to the Private FB Community
- Weekly Accountability Posts
- Bonus: Become The Face of Your Brand E-Book

- Bonus: Guest Experts

Option 1

3 Monthly Payment of \$699

Option 2

\$1500

(Save ~\$300 by investing upfront)

## **FAQ Section**

# SPEAKING/PR PAGE

Headline: What's the quickest way to liven up a party?

Bring Mon and Alisha and have them chat with your guests about what it takes to crush it on IG by using the power of Instagram Reels.

## **Section**

By collaborating with Mon and Alisha, you can bring the power of reels and Instagram to your next event because these two social media superstars love sharing their knowledge.

## **Section**

When you bring us together...

It won't be your boring, college lecture about social media. Nope. Far from it. We literally bounce off of each other's energy and create a dynamic presentation that keeps everyone engaged the entire time. Because pep makes everything more fun.

## **Section**

We Speak At:

Events

Summits

Workshops

Masterminds

Coaching Groups

And More (Just Ask :))

## **Section**

We specialize in chatting about all things social, but here are some of our favorite topics.

- Reels
- Instagram Strategy
- Content Marketing
- Becoming the Face of Your Brand
- Creating an Engaged IG Community
- Networking Through Instagram
- Launching with Reels
- Selling in Disguise (Aka Sharing Your Biz)

CTA → Yes, I Need You!

### **Section**

And we know what we're talking about. Check out some of these results from our past students.  
(Show a few results)

CTA → Show Me More  
(Make sure this opens in a separate window)

### **Section**

Past Events

(Show photos and maybe little blurbs)

### **Contact**

Ready to collab and create something awesome?

Fill out this form, and let's get this party started!

(Insert contact form)

## **MEDIA KIT (EDIT)**

### **Page 1**

Rise With Reels

(Large photo)

Your one-stop-shop for creating scroll-stopping video content on IG

(insert website + contact email for easy access)

## **Page 2**

### Our Mission

To help as many business owners, creatives, and personal brands as possible grow their accounts and businesses by using the power of Instagram Reels.

### Who We Are

We're Mon and Alisha, two social media-obsessed female entrepreneurs with a background in video production. When we joined forces to create Rise With Reels, it was the first reels-focused course on the market. Now, after three rounds, we've taught over 400 students and brought in about \$250K in total.

### Who We Serve

We primarily work with female entrepreneurs who are creators, product-based businesses, lifestyle brands, and service providers to help them discover the power of reels and grow their businesses.

## **Page 3**

### Notable Collaborations

(Maybe put three brands you've collabed with + a small blurb about how it went)

## **Page 4**

### Metrics

(Put all of your metrics)

### Contact Information

(Put email, FB, IG, website, etc.)

## **Page 5**

### About Mon and Alisha

#### **Alisha**

I'm your algorithm-nerd, 'Reels Queen,' Instagram maestro, shameless dog lover, and keen content creator.

I'm here to show business owners the ropes to create content that conveys their ideas to the world.

Because when they spread their magic, everyone benefits!

### **Mon**

I'm your fudge brownie-loving IG cheerleader. With my communication and video production background, I live for bite-sized content that shows off unfiltered personalities.

Because if business owners are having fun with their content, the whole world will feel it, AND they'll definitely want to be a part of what they're creating.

CTA → Send An Email

### **Page 6 (optional)**

Rate Card

## **CONTACT PAGE**

You look "reely" fun!

Send us a message and get the convo started. We can't wait to hear from you!

(Insert contact form)