

THE REACH SHEET

5 steps that get your reels in front of people who do not follow you, with the settings paths and hashtag sets by trade.

A reel that only reaches your followers is a newsletter. These five steps give the app reasons to show it to strangers. Settings paths move around with updates: if one is not where this sheet says, search your settings for the word in bold.

THE 5 STEPS WITH THE PATHS

- [] 1. Professional account + share to feed. Settings > Account type and tools > Switch to professional. When posting a reel, leave Also share to feed ON.
- [] 2. Recommend on Facebook. Settings > Account privacy (or Sharing to other apps) > Recommend on Facebook: ON. Same video, a second audience.
- [] 3. Text on screen in the first second + the topic in the caption. The app reads both. Example: text "Kitchen remodel, start to finish", caption first line the same.
- [] 4. Three to five hashtags that describe the JOB, not the vibe. See the sets below. Skip #blessed, #grind, #motivation.
- [] 5. Watch insights: open the reel > View insights > look for the share of views from non-followers (or Accounts reached, followers vs non-followers). Past half: make three more like it.

HASHTAG SETS BY TRADE (PICK 3-5)

Trade	Hashtags
Roofing	#roofrepair #roofreplacement #[town]roofing #stormdamage #roofinspection
HVAC	#acrepair #hvac #[town]ac #airconditioning #hvactech
Plumbing	#plumber #plumbingrepair #[town]plumber #waterheater #leakrepair
Cleaning	#housecleaning #cleaningservice #[town]cleaning #deepclean #movingout
Landscaping	#lawncare #landscaping #[town]lawn #yardwork #curbappeal
Dentist	#dentist #familydentist #[town]dentist #teethwhitening #dentalcare
Real estate	#[town]realestate #justlisted #homebuyers #[town]homes #realtor
Any trade	#localbusiness #[town] #smallbusiness #[trade] #[trade][town]

WHAT TO WATCH EACH WEEK

Metric	Where	Good sign
Non-follower share of views	Reel > View insights	Over 50%
Shares	Reel > View insights	1 share per 100 views
Saves	Reel > View insights	1 save per 100 views
Follows from the reel	Reel > View insights	Any. Remake that format.

Educational only. App features and menu names change with updates. No views, followers or sales results promised.

Reaching strangers. Now reach the right ones.

- I sell ready-made business lists to reach customers by email. Message me LIST.
- Free community, more plays like this: skool.com/unlimitedleads
- Find and verify the emails free: EmailClik.com