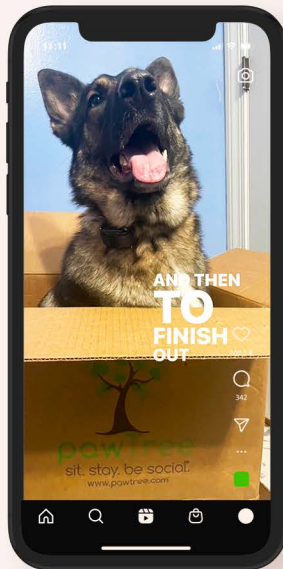




Reel Ideas

Small Business Saturday Edition

Boost your Small Business Saturday with paw-some Reel / TikTok ideas and captions designed to effortlessly capture this amazing entrepreneurial holiday. This guide provides inspiration for creating compelling short videos that connect you with your audience to showcase your holiday cheer. Elevate your content creation skills and reach bigger audiences in time for Small Business Saturday. **Let's get inspired!**



Reel / TikTok #1 — Day In My Life

Suggested Caption:



Step into the world of a pawTree petPro 🌟 Experience a day in the life behind my small business magic. From sunrise to sunset, we're all about bringing smiles to fur babies and their people. 😊🌟

#SmallBusinessLife #BehindTheScenes #ShopLocal
#BusinessJourney #SBS

Tips

- 1. Plan Your Day:** Choose a day that's representative of your business' typical and interesting activities. Whether it's behind the scenes, interactions with customers, or special events, focus on what sets you apart!
- 2. Be Authentic:** Don't be afraid to show the real, unscripted moments that make your business unique.
- 3. Tell Stories:** Start with a brief introduction, show the different tasks and activities throughout the day, and end with a call to action!
- 4. Engage With Your Audience:** Ask questions throughout the video.
- 5. Keep It Short and Snappy:** Aim for a video length of 15 to 60 seconds to maintain viewer interest.
- 6. Use Music:** You can use popular TikTok / Reel songs or select music that fits the mood and pace of your video.



Reel / TikTok #2 — Storytime

Suggested Caption:



📖 Chapter 1: The start of my passion! The ups, downs, and turning points that shaped my small business journey. 🚀💡

#petPro #SmallBusinessSuccess #ShopLocal
#EntrepreneurialSpirit #DreamsToReality #PetBusiness

Tips

- 1. Prepare Your Story:** Before you start filming, outline the key points of your business journey. Think about the challenges you faced, the inspiration behind being a petPro, and the milestones you've achieved.
- 2. Engage Your Audience:** Begin with a hook that grabs viewers' attention. Share a teaser or intriguing question to engage your followers. Authenticity and vulnerability can resonate with viewers.
- 3. Try Visuals:** Show images of your early days, first events, or any significant moments in your journey.
- 4. Stay Concise:** Aim for a duration of 60 seconds or less. Keep the most crucial parts of your story in focus.
- 5. Narrate:** Share it in a conversational and engaging manner, as if you're talking directly to a friend.
- 6. Use Music:** You can use popular TikTok / Reel songs or select music that fits the mood and pace of your video.

