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CONTENT CREATION · BOOK 3

Instagram Reels & Content Creator Playbook

30 days of reel ideas, hooks, scripts, captions and hashtags with AI, for creators, coaches and small brands

24 ready-to-use prompts

Real Indian examples

Works on free AI plans

ChatGPT · Gemini · Claude · Copilot · Meta AI · Perplexity

Small books. Big shortcuts.

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24 prompts inside. Tap any line to jump to it. Every chapter ends with a **↑ Back to contents** link.

START HERE

3 Quick Wins in 2 Minutes

Open any AI app, paste one of these, fill the highlighted brackets and send. You will have something useful in two minutes. Do the setup chapter later.

P01 7 reel ideas for this week

Use when: You don't know what to post

You are an Instagram growth strategist for Indian creators and small businesses.

My page: [niche] for [audience] in [city/India]. What I can film easily: [home, shop, face/faceless, products].

Task: give me 7 reel ideas for the next 7 days.

Format: a table with Day, Idea, Hook (first 3 seconds, on-screen text), Shot list (3 shots) and CTA.

Constraints: each reel under 30 seconds, shootable on a phone in under 20 minutes, a mix of educational, behind-the-scenes and trending formats.

- ✓ For anything official, ask for English and then *"explain it to me in Hindi"* so you know what you are sending.
- ! Never paste Aadhaar, PAN, bank, card, OTP or password details. Use placeholders like [my PAN].
- ! AI can sound confident and still be wrong. Verify important facts with an official source.
- ! Download apps only from the official publisher. Ignore "free premium" APK links.

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CHAPTER 2

Find Your Niche & Content Pillars

Growth comes from being known for something. Start here if your page feels random.

P04 Find my niche

Use when: You don't know what to post about

Act as an Instagram growth strategist for India. Ask me 8 questions about my interests, skills, personality and goals, one at a time. Then suggest 5 niche options with: target audience, content style, monetisation ideas, competition level, and why it suits me.