

Episode 80: Let's Get Reel: How to Have Fun, Ditch Perfectionism, and Grow Your Business with Instagram Reels with Laura Bitoiu

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00:00:00 The social media landscape has changed dramatically over the last few years. I mean, do you all remember when Instagram was solely a photo app? I still remember the days of stock photography being enough to grow huge followings. This is before all the filters, IG stories, reels, I G T V, changing algorithms, censorship drama. And before we knew what clubhouse and TikTok even were,

00:00:25 as much as a part of me yearns for those days. In some ways, and as much as I've been in denial, the truth is that the change is here and it's time for us. Yes, even me to adapt. This is me coming to the realization that reels are here to stay and I'm finally ready to jump in. Today we're talking about how to use Instagram reels in your business to launch your next product or service.

00:00:47 If you're feeling overwhelmed by the ever-changing landscape of reels or you're intimidated by the feeling need to sing dance or light things on fire in order to go viral, you're not alone. So many people and businesses are struggling with reels and there's a lot of reasons for this. Reels keep changing how you do them, the features, the exposure, the reach, it can feel unpredictable and ever changing.

00:01:09 And as a business owner, that's super frustrating and annoying. Reels also feel time consuming to create, especially in my head, compared to a simple picture and a caption that I can do so quickly. There's also a lot of pressure to do reels and while Instagram recently announced they are going to balance out with photos, the truth is that over the last several months and maybe even year and a bit,

00:01:31 the platform itself has been prioritizing video over photos. And no one knows what the future's gonna look like. And when Instagram may decide to change this, reels are also time sensitive. If you miss a trend, you miss out. You have to be ready to create in some ways on the fly, and that makes bashing content and scheduling months or even weeks in advance,

00:01:50 more complicated. There's also the reality that success with reels just takes time. Like anything else, it takes time to get results. And most of us don't always have that time or feel like we wanna dedicate ourselves in there. And let's just call this out. There is a performance pressure on here, the desire or the the seeming need that we need to make things bigger and better and do all these wild and crazy things to get attention that exists and that pressure.

00:02:15 I know I feel it and I know you probably do too. On top of that, forget about the technicalities. We just all have our own limitations, our fear of visibility, perfectionism, my hand is way up over here. The fears of will this be worth it and is the time and energy I'm me putting myself out there, what's it gonna end up with?

00:02:32 So with all that said, it's clear that me and maybe so many of you entrepreneurs too, we need help. In this episode, we've brought in the expert Laura Bitoiu a social media strategist with over eight years of experience and an organic reach of over 1 million people each month on Instagram. Super impressive. Laura is gonna share with us her accidental journey into becoming a reels expert and how her life changed.

00:02:57 After discovering the power of reels, you're gonna learn a lot of great tips and strategies for making reels that's gonna allow you to get in front of your target audience, to grow your followers organically, and most of all, grow your business. In this episode, you're gonna learn what a reels recipe is and how you can use this formula to help create more content in less time.

00:03:16 I'm here for that. You're also gonna hear the key ingredients to include in a reel to help you get results for you and your business. You're gonna learn about B-roll, how to shoot it, and how to use it in your reels to make content creation easier. But it's not all work and no play. Here. Laura's gonna teach us how to have more fun with reels,

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00:03:33 how to drop the perfectionism, how to handle those pesky online social media trolls, and to take the pressure off and make reels more approachable and less overwhelming. By the end of this episode, our promise to you is that you're gonna spend less time creating more reels. You're gonna stop taking them so dang seriously and just have a lot of fun with it.

00:03:51 We also have a special invitation and free challenge with you with an exciting giveaway that we're sharing at the end of this episode. So be sure to listen to the end so you can join in. So are you ready to join us in this reels revolution? This is an episode you don't wanna miss. Grab a notebook, a pen, get ready to take the notes because Laura is about to empower you and me to take our social media and businesses to the next level.

00:04:14 And remember, this isn't one of those episodes, especially where I don't just want you to listen. Get ready to take action. Let's get started. Welcome to the Goalden Girls Podcast, where we believe you can have it all. I'm your host, Lisa Michaud, and I'm spilling tangible tips, goal getting strategies and real life stories to inspire you to tackle your biggest dreams.

00:04:38 You're a woman who knows you're made for more. Get ready to leave the excuses and self-doubt behind by being vulnerable, sharing your truth, and having honest conversations so you can succeed on your terms. Together we'll set goals you'll actually achieve by staying motivated, having fun, and building a community of women, empowering women. It's time to tap into your best self,

00:05:01 get confident and truly have it all. Goalden girl. Let's dive in. Hello Goalden girls, and welcome to this episode of Goalden Girls Podcast. Today we're tackling a hot topic reels. If you are feeling overwhelmed by the ever changing landscape of reels or maybe you're intimidated by the need to sing or dance or perform theatrical feeds online, you're not alone In this episode,

00:05:27 I'm super excited and honored to be joined by Laura Beto, a social media strategist with eight years of experience and a reach of over 1 million people organically each and every month on Instagram. Laura is a social media expert who teaches entrepreneurs specifically how to use Instagram reels to grow their business. She lives in Ottawa with her husband, and we can't forget Henry, they're Italian Greyhound.

00:05:50 Laura, this is an episode of years in the making. Thank you for being here. Thank you so much for having me. I'm so excited. It has, yeah, been years in the making. Okay, so we've known each other for several years. I kind of know a bit of your story and I know that you became a reels expert kind of by accident.

00:06:10 Can you share the story and tell us, you know, how do you accidentally fall into becoming a expert on reels? Yeah, great question. So at the time, I was working as a social media manager and one of my clients had said to me, there's this new feature that Instagram is going to be getting. I need you to figure it out and figure out how we're gonna make reels.

00:06:31 And I was like so annoyed because Instagram was always, they still are, they're always updating, adding new features, changing things. And I was like, okay, I have to learn another feature. And I was annoyed about it and I honestly didn't think reels were gonna be a big deal. I thought that they were gonna be another feature that we kind of forget about.

00:06:49 So this client was like pestering me to make reels for her. So the days reel, the day reels got ruled out. I was like, okay, I'm gonna make a reel and then it's gonna flop and then I never have to make another one just to prove my point that they're not gonna be great. So I make my first reel and at the time I had about,

00:07:05 I think I had 4,000 followers and I post my reel and it got 6,000 views and that was like everyone in my audience plus another 50% have seen a piece of my content. And that was like unheard of for me at the time. Like, I mean, even now with static content, you're lucky if you know 20, 30% of your audience sees it.

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00:07:24 So I was like, okay, this is crazy. Maybe there is something to this. So I decided I was gonna replace all of my regular static content with reels and I posted three reels a week for a month. And my account grew very quickly and because I was one of the first people experimenting and like kind of having fun with them, people would book one-on-one calls with me to learn about how to use reels because I was a social media manager and educator at the time.

00:07:51 And that's just kind of how it started. So very unexpectedly, like if you scroll back on my feed, I have like no video content. I hardly ever showed my face on stories. Video was like not my thing, but because of this like accident basically I came to love reels. I love that. So amazing. You know what's really funny,

00:08:11 right before we hit record on this podcast, we pulled the truth bomb card and it said it's often best to do the opposite of what your fear is telling you to do. Yes. And isn't that just so true that you were like, I don't wanna do this, this is stupid. Why is this person making me do this? This is gonna flop.

00:08:29 And it ended up being such a huge like eye-opener and I, I think it completely changed your path, your future, your purpose, all those things. Absolutely. I completely agree. And you're right, it was like the opposite of what I wanted to do and it, it really worked out. So I love it. I love it. So anybody else who's also feeling like,

00:08:47 I wanna just hit stop on this right away and not never do a reel again. Keep listening cuz there's some good stuff here. Yes. So what changed in your life after discovering reels and what other successes have you seen? And I mean obviously the social media growth is one of them that's incredible and congratulations. But what else has, what else has been there for you?

00:09:07 Yeah, so you know, leveraging reels, I've met a ton of new people, which is always like fun. I've made a lot of connections in my industry and other business owners who are going through the same thing that we go through as business owners. So that's been a really cool opportunity to connect with people. My business grew like significantly because you're reaching way more people but you're also connecting with them on a much deeper level much quicker.

00:09:32 So I think video content is really great for that in general. I also have basically restructured my entire business to fit my life instead of the other way around. Before I felt like my business was my main priority and I had to like do everything like sacrificing my personal life to make my business work. And you know, using reels and leveraging that I've been able to restructure my business to support my life instead of the other way around.

00:09:57 So that's been really great. And then of course having fun. It's been a really fun journey and like, because it's a new area or a new opportunity I guess it's a lot of like uncharted territory. So having fun with that and experimenting and just discovering things has been really cool. And anyone that's seen your reels, I mean you do look like you're having fun with it,

00:10:18 you know, like you, I feel like you don't take yourself too seriously. I feel like you play on trends and you char you do do a lot of things that are really unique and there, I don't know, it's just very playful and I can see why people are attracted to that, why people are like, oh this, you know, Laura is fun,

00:10:33 Laura is, it's also educational. Like she gets it. Yeah. And I think that really, really shines through and, and all the reels that you do, it is, it does look fun. It does look like, oh she's got this figured out. Whereas I'm, I feel like Laura, this might be like a personal coaching conversation. I feel like I'm still like,

00:10:51 this is so much I suck when nobody sees it. So yeah, I think the even believe that really shines through. Yeah. So one of the things, you know, I posted on my social media that I was gonna be having this interview with you and we're gonna be talking about reels. So many people came back and said like, I feel overwhelmed.

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00:11:09 I feel like the time, you know, even just full disclosure and my business this week we've been trying to figure out on my team what does it look like for us to do more reels. Cuz I feel like I, you know, if I'm fucking, I'm gonna talk to you Laura, I have to actually do reels. So, but it's just overwhelming.

00:11:23 So what is a reels recipe and how do you break it down? Because for me, I just feel like I need to figure out like what's the, what's, what's trending right now? What is my audience need to hear, what kind of like, what are we gonna show? What am I gonna say? What's it gonna sound like? Just I,

00:11:37 it feels very overwhelming to yeah, take all that on and come and then I have to make it super creative, super funny, make it go viral, all the pressure. So how do you break this down and what, what is the recipe? Please tell me. Absolutely. So I love that you asked this because I think a lot of people feel the same way.

00:11:53 So how I break down all my reels or the formula for reels or the recipe for reels is the combination is an audio, so a sound, the text or the onscreen copy and a video. That's it. If you break it down into those three components, it becomes really easy to see how you can take your existing content and repurpose it into the formula or into the,

00:12:14 the, the format of a reel. So I'm always looking at like, how can I repurpose existing video? Because if video is just one component of it, I can take one video, pair it with a different text in a different audio and it becomes a new reel. So that's something I've been experimenting with lately is like using those different pieces and like just tweaking one or two so that I can reuse the same message,

00:12:36 I can even reuse the same audio, I can reuse the same video, but I'm breaking it down into those three components. It sounds so easy when you say this, it's like I'm like, oh okay I can actually do this. Which is one of the things that I appreciate about you. Are there either key ingredients to this recipe? Cause I feel like you still kinda have to get these things right.

00:12:56 Right. And there's like so many different, you know, theories and, and like what, what, what do you see out there? What, what do you find makes for a successful meal here? Yeah, absolutely. So I have recently started cooking so, or I dunno the last six months. So I get my hello fresh ingredients and reels remind me a lot of like cooking because you get a meal and it's like a protein vegetable and then like a carbo starts,

00:13:19 right? And I kind of see reels the same way. So like even with like, I don't know, chicken veggie and like potatoes, like if you put different spices, different seasoning, you are changing that whole dish and you're not getting tired of it, right? So reels are kind of the same way. So those three components are the main pieces,

00:13:35 but the other key ingredients could be like your spices, the herbs, the sauces. So if we're thinking about reels that way, we have those three main components. And then the other key ingredients would be like a hook or a call to action. Those would fall under, you know, the category of the text or the on-screen copy. But those are key ingredients.

00:13:52 You wanna start every single reel with a really strong hook. You wanna end every reel with a call to action, even if it's something small. Like drop an emoji, double tap, follow for more. Those are the things you're gonna be looking at. And then when it comes to video, there's so many options with the video itself. I'm a big fan of using B-roll,

00:14:10 this is something I talk about a lot on my profile, but B-roll is like video that on its own wouldn't necessarily be valuable. It's like video of you maybe walking across the screen or working at your desk or doing your morning routine and that video on its own is kinda like, why would you post that? But if you're pairing that with like a sound that makes sense or that's interesting and then adding some really juicy copy on top,

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00:14:31 suddenly that becomes a real, instead of like a boring video of you brushing your hair. Right. So I think just learning how to reuse those same ingredients and how to like tweak them a little bit can make a whole bunch of different reels from you know, those, those three, those three key ingredients we talked about or the three recipes Genius. So I always heard about B-roll I think in like the video industry.

00:14:56 Yeah, it's so cr so what is B-roll and how do you, you know, how do you shoot it? Like for somebody that's like I've, I've heard that but I actually don't know what it means. Yeah, absolutely. So you're right. B-roll is like a term from video. It's like whenever they show before they cut to the scene of the characters,

00:15:13 maybe they'll do like an aerial shot of like the city or you'll see like someone at the checkout, Oh like New York City and Sex and the City Exactly like closeup of the shoes, things like that. So that type of content feels very low pressure. So I like to just set up my tripod with my phone while I'm working at my desk and use that.

00:15:31 I will do a, like a content creation day with a friend where they'll be, we'll be swapping each other's phones and recording each other doing things. I also like to record video that I can reuse where it's like, maybe it is me just looking at the screen but I'm like pointing at different spots. Pairing that with like a fun sound and a juicy hook gives you another reel as well.

00:15:51 Such great ideas. And I love that there too because for me my head is like, oh my husband's not an Instagram husband, I can't get him to take video notes. Yes. So I love that you said the tripod and also finding a friend because most of us have somebody else and I guarantee you if, if you're thinking I don't like post it on your social and ask if anybody else is also struggling this or also love to do a trade cuz I'm sure there's so many people that are now needing this kind of content.

00:16:14 And I love the idea of pairing up, doing it together. I mean I'm such a believer in community and and better together. So that's genius. Love it. Yeah, it's super fun. I'm curious. It's a great way for you. Sorry, go ahead. Oh no, no, go ahead. Go ahead. It's super fun. It's super fun and it's a great way to like make friends and make connections because you're both benefiting,

00:16:32 you're both getting content out of it, but you're also connecting with people in person, which feels really good after a very long shutdown. So I'm a big fan of it. Yes, I love that. Okay. I'm curious to how many like real making dates are gonna come out of this for the business besties? Yeah. Hopefully a lot. Yes.

00:16:49 This is just a curiosity question. Like when you create a reel and you hit right before you hit publish, do you know and do you feel like you can predict how popular it's gonna be? Or does that surprise you? Sometimes Yes and no. Like some reels I know they're gonna do well. Like every time I share like a trending sound or how to use a trend,

00:17:11 those ones always do really well. If I'm sharing something that's super salesy, like I'm sharing a testimonial or a review, I know that one's not gonna get a lot of views and I'm going into that, going into it with that mindset. But I've had reels that totally blow up that I wasn't expecting. So I think because I've been doing it for so long,

00:17:29 I have a better gauge of like what's gonna happen. But when you're first starting out, like I had no idea what to expect. Like my first reel that hit a million views was like something that I was like playing around with. I was like eh, I dunno if I'll post it. Sure I'll do it. Like I was kind of like,

00:17:43 eh, why not? And it got a million views. So that was super unexpected. But I think once you're doing it more consistently, you can kind of predict, but not always there's always gonna be the wild card that throws you. Thanks for sharing that. I think what you said there is really important to hear because I think, I know I feel like the pressure to like get it right,

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00:18:04 right out of the gate, right? That yeah this has gotta be the one. And I'm sure I'm, I would imagine that for anybody in social media, they feel that pressure that everyone needs to go viral early. You need something to go viral. And I love what you said there because you don't know until you start trying things. Yeah. And so you really like do have to start practicing and getting in there and you know that's how you're gonna figure it out.

00:18:26 Yeah, Totally. So Along those, along those lines, I'm curious, what are your thoughts on like the 30 day post challenges? Like make a reel every day for 30 days? Cause I've seen that before and I've been like, should I do it? Ah yeah. Tell me what, what are your thoughts? I have mixed feelings. So I like the idea of like batch creating 30 reels and then dripping them out over 30 days.

00:18:50 Because when you immerse yourself in something like that, you are forcing yourself to get better at it. You're gonna be learning so much from the reels, you're putting out the data, you're getting back in real time and no pun intended. And you're gonna be Real time. Yeah. And you're gonna be spending that time to get really good at something and forcing yourself to get creative.

00:19:08 So from that perspective, I really like it. With that being said, I don't like the pressure to create daily because I think it interrupts with your flow and like especially if you have, you know, we're all business owners, we have other responsibilities, we have other priorities. So I don't want everyone to abandon their business to become a content creator.

00:19:24 But I do like the idea of like committing yourself to something and following through and getting really good at something. Hmm. I have never even thought about the idea of batching a 30 day challenge instead of trying to do it once a day. And I think that's game changer. That's genius. I love that. Yeah. Super cool. Okay, so one of the things you and I have talked about is this idea that people take it so seriously and I'm sure that's cuz of all the pressure and the fears and and all and and social media comparison.

00:19:53 Let's be real. It's anata. Yeah. Not exactly the the happiest place on earth. So I know one of your missions is to help people have more fun with reels, have more ease. What happened for you when you started to have more fun with your reels? Yeah, so the first thing that happened is I like stopped caring as much about the views because I was creating them for myself.

00:20:15 I wasn't creating them for for views, I was creating them because I thought it was a cool message or I was just like having a fun day and I wanted to share. So obviously that changed my whole perspective to creating reels and it took the pressure off of the expectation of like every reel going viral or being amazing. And I think when you shift your focus from like getting views to having fun,

00:20:37 creating your content, that takes that pressure off. Because if I don't get a million views on a reel, it's like well I didn't make it to get a million views. I made it because I had a message to share. So that has helped me, me to make more reels and it also really made my account grow even more, which was crazy cause I wasn't expecting that.

00:20:53 But I was able to put up more content and have more fun doing it and feel less pressure. So all good things. And now you're like, let's get more of that for everybody. Let's get on that. Yes, Yes. Yeah. Is there a reel in your mind that sticks out as particularly fun to make? Or one that you really enjoyed?

00:21:10 There's this song from the Silence of the Lambs. I dunno if you've heard it, but I, yeah, this is, it's not going there. But basically it's the song and my husband hates it because if I play it in the house he says, it reminds me of the Silence of the Lambs. So I love this song, it's like goodbye horses.

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00:21:29 Like I can't sing but it's like a really fun like synth pop eighties song. I love it. Anyway, I saw it was trending one day and I was like, this song is trending. It's from the Silence of the Lambs, like what is going on? So I just, I had like a video of me dancing in my kitchen. We just finished a redo and I was like,

00:21:45 oh this will be fun. I'm gonna like take this video of me dancing in the kitchen, pair it with this video and like write a funny caption about how one of my favorite songs from Silence of the Lamb is trending. And it didn't get a ton of views but I got so many comments from people being like, oh my god, I love this song too.

00:22:01 Like how cool is it that it's trending? So like I think that was kind of the beginning of me like letting go with my reels because before that I was like every single reel has to have a purpose and has to do well. And then for that reel I was like, I don't really have a purpose with this. I was just kind of like in a funny mood like that's it.

00:22:19 Right. So yeah, that, that one sticks out for me. Oh things are okay. I'm totally gonna go back and have to go find that. I'll link to it in the show notes too cause I feel like now everyone's gonna wanna see that. Yeah, so good. And I'm in my pajamas like it was ridiculous. Yeah, super Cute.

00:22:37 Also having fun. Super cute. I love that. So there you go, you can, you can do reels even in your pajamas with funny songs. Yeah. Or creepy songs. Or songs that you presentate you can do it. Yes. So Do, do you find that like I find somebody's success can almost be its own, I don't know,

00:22:55 I'm sure there's like a great quote around this, but sometimes like the more success you get it can actually become harder because you feel the pressure to have more success and more success. Did you feel that in your business and do you continue to feel that And any, is there anything that you've done that to kind of move through that? Definitely. I feel like,

00:23:15 I feel that now even like I've been feeling it for a while and I think I'll probably always feel it. I think it means that I like take my business seriously and I like respect all the hard work I've put into it. So I try not to see it as a bad thing, but there's definitely that pressure of like, okay, I've done this much this year,

00:23:32 like what's gonna happen next year? Like am I gonna get more views? This reel has to be better than the last one. I think that's super normal. I think a lot of people feel that way. Yeah, I mean I, I don't have an answer, like a good answer to how to, to work through it. I like meditate every day I'm in therapy.

00:23:49 I think like trying to, I dunno if the word is compartmentalized, but I am trying to like see my business as a separate entity to me because for so long it was like I am the business and so now I'm trying to see it like I am a person who has a business and I try to compartmentalize them so that the pressure isn't on me.

00:24:07 It's like more on the business if that makes sense. But I think, yeah, I think it's normal. I hope it's normal. I think it's very normal and thank you for helping to normalize that. And I think the advice you shared there, that's so helpful. You know, I think the meditation, I think the reminder that like this can also,

00:24:29 the reframe of it in terms of like being a good sign that I, that I care that I wanna do great things. Yeah. And then I think also like the putting it into perspective of like the business I or social media or views or whatever, whatever that pressure is, it's part of the totality of who I am. And so if you think,

00:24:48 if you can kind of keep that into perspective, if you can reframe it as a potential positive and also kind of separate yourself from it. That's, that's such great advice. Thanks for sharing that. So good. Oh no one is like watching us as closely as we watch ourselves. Like no one is gonna go through your reels and be like, oh,

00:25:07 like she was doing so great now they're bombing. Or like, oh, like she was really good and now she sucks. Like I don't think anyone else is watching us that closely. I hope they're not, I mean if they are, that probably says more about them than it does about us. So that also helps me to feel like kind of liberated.

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00:25:21 Like no one else cares about it as much as I do. Yes. So true. Such a gift when you realize that everyone is just worried about themselves and like obviously hopefully I hope that we can move to a place where we're not always so self-conscious and always overanalyzing ourselves, but it's just, yeah, it's, it's an interesting reality that everyone else is also wrapped up in their own stuff and they're not,

00:25:41 they're not trying to take you down. And if they are then I love that perspective that it's, it says way more about them than it does about you. Yeah, yeah, absolutely. Okay. I find reels and when I ask people like what stops you from making reels, the number one answer was time. It feels like it takes so long and I especially compared to,

00:26:03 I, I still remember the days, this makes me feel really old, but I remember the days where you could literally take a stock photo, post it on Instagram with a great caption and it would be so successful. Like those are some of my most successful posts that and my daughter and Cause people love the kids. Yeah. And now it's like, 00:26:22 okay now I feel like it would, it would take me longer to cook like a, a shorter time to cook like a six course meal than would it be to use a real's recipe. So why does it take so long and how do you, I know that you can do it faster. Tell me how fast you can do it and what tips you have please.

00:26:40 So it's faster for me to make a reel than a static post. Like by far, I don't know if it's because I've been doing it for so long or if it's because I only think of it as like three ingredients, but it's way quicker for me to make a reel. I mean I can, like right now if I had to record a reel I could get it up within five minutes.

00:26:58 It's super fast for me. But it also depends on like the reel obviously like some reels are just more time consuming. Especially if you're doing like transitions or like elaborate editing. But they don't have to be that long Pyrotechnics. Absolutely not. You know, all the things. Yeah, pyrotechnics casually. Yeah. Yeah. Dolphins in the background you have to coordinate.

00:27:16 Yeah. Like obviously that would be bad. Sorry, what was the second part of the question? It was repurposing or something, right? Mm. Yeah, I guess I'm curious about that too. Yeah. Do you, do you repurpose to save time because like yes, feels like it would be exhausting to always come up with new stuff. Yeah,

00:27:37 so what I was gonna say to you is like those posts of yours, the what? The, with like the stock images and the captions that got a ton of engagement. I would go back and look at your insights and see which ones got the most comments because comments are a good indication that people are reading the caption and responding to that caption, especially the stock photo that's like maybe a little bit more forgettable but the caption is what really stood out.

00:27:59 So I would go back and look at those captions and like take that copy that text and like repurpose it for a reel. That would be super easy to do. And it's like a proven performer, it's a proven topic people are interested in. So let's say you have a caption on your dba strategy, the delegate batch like that, right? So what if we took that and your caption or your video is like you at your desk?

00:28:23 The hook is like the five things I do to save time as a busy, I don't know what you identify as now, but like a, are you a real estate coach now or I Don't, I'm all the things. All the things. All The things like, I mean it's hard because the copy, you want it to be short and snappy but it also doesn't really encompass you.

00:28:43 But all of that to say like you wanna give five tips on that and then you could have that text like written out on top of those five things and they come down in sequence in time with the music. That would take you like 10 minutes to make. If I had to think about it, you could copy and paste that exact same caption for the reel that you took from that static post.

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00:29:02 I love doing that. I like, I always will record a transition if I'm like on vacation or somewhere with an interesting background. If you go look at one of my most recent reels, it starts with me on the beach and then it ends with me in like a pile of snow. And those were like two separate videos that I recorded. Like one of them is over a year old,

00:29:19 the other one I recorded in Mexico four months ago. And I like just record these videos. I'm like, I dunno if I'm gonna use them, but I'd rather have them. And I took those two videos, stitched them together and added copy on top, used a trending audio and I mean I'll go look at how many views it has, but like it did well I got good comments,

00:29:37 people were DMing me about it. So I was happy with that. And that reel took me maybe 10 minutes. Like the hardest part was like finding the videos I wanted to use because I had so many. So it was like, ooh, which one should I pick? That was the most time consuming part. That is genius. So do you keep a separate folder on your phone?

00:29:54 This is very tactical, but I'm curious like do you keep a separate folder? Yeah. And then just put all your B-roll stuff in there. Ah, genius. Okay. I usually Put them, sorry, I was gonna say I usually put them on drive and I have them organized by like location. So like I have a New York folder, I have like a Mexico,

00:30:10 like I put those in there and that's a quicker way to do it, especially if you're worried about your phone getting full. But you can absolutely just have a folder in your phone that's like me at desk or like batch working or like whatever you wanna call those folders and have them there. But that reel that I made that took me 10 minutes has 19,000 views.

00:30:28 So I'm like happy with that. Wow, that is amazing. I feel like probably most people listening in 10 minutes to get 19,000 views would be pumped. And that's why at the beginning of the episode I told everyone to make sure you have your notebook out and your pen and paper and you're ready to take notes cuz Laura is dropping gold here. So good.

00:30:47 And Laura, thank you so much for that real idea. I feel like I'm so grateful. Thank you. That's a great idea. I'm course totally gonna do that Gold. Look at all of your insights and look at your most saved and your most commented and then those like those top 12 for each one should be your real strategy for the next like month or whatever Genius.

00:31:06 Oh my gosh, this is, this is why you're so good. This is why people trust you. People work with you, people love working with you. So good. Okay, let's talk about one of the other, hmm, not so nice parts about the internet and perhaps the world today. And also I think one of the biggest fears, which is trolls.

00:31:27 I recently saw, and I love this, that you started to pin some of these troll comments, the top of your post. And I immediately was like, why is she doing this? Why are you, why are you pinning the mean people at the very top of your post? So can you tell me what is your strategy? What are you doing with that?

00:31:46 Why do you want to see the trolls? Yeah, so my friend Ali Panucci, she's from from Vancouver, she is a like a lifestyle creator photographer and she was the one who suggested this to me and I was like, you know what, I'm gonna do it and see what happens. So I have like two trains of thoughts. Sometimes I'm like,

00:32:03 do I wanna give these people extra attention? But the other, the other train of thought is like, these people should be accountable for their comments online and a good way to like, you know, ensure that accountability is to have people see what they're writing. So often as soon as I pin their comment, they get the notification that it's pinned, they'll go and delete it.

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00:32:20 Especially if it's a business account or like someone who is using Instagram for a professional reason and they see that people are looking at their comment, they'll go and delete it. So that's why I started doing it for the accountability and some people could see like the type of flack that we get as content creators. Wow. Wow. How you weren't always like this were you?

00:32:42 Like you, when you started out you weren't like, bring on the trolls, this is gonna be great content. No, how did it start for you and what's that transition pin like? You know, I used to get really, really upset if I got a troll comment, like I would like wanna delete my content, I would be like devastated.

00:32:57 I would like think about it for days, like be really, really upset. I would like go and check out the person's profile and like Google them and be like, who are they? Like very like overly invested in it. I don't know what changed or how it changed I should say. Rather, I think maybe it's just like the passage of time and like getting so many of them that I had to like get thicker skin.

00:33:21 But I also think like as I get older, I care less about what other people think. So it's like what I said earlier, it's like it says more about them than it does about me. And I think once you realize that people who are online leaving comments like that, there's obviously a reason they feel like they need to do that. And like it,

00:33:37 I'm, it's not up to me to figure out why my job is to protect me and make me feel good. So like that's on them. If they wanna be like grumpy, angry, rude online, my job is to protect me. So I, I just let them do it. I pin their comments and yeah, it doesn't bother me anymore.

00:33:54 So good. It makes me think too that bene, I guess it's not actually Bene Brown's quote, I can't remember who the original code, but the whole idea of like the man in the arena, right? I think it might actually be like Peter or Roosevelt or something, but you know, like really being able to look at like who is this person leaving the comment and are they somebody who is also doing big things and who's also putting themselves out there and creating content and trying to help and serve and pushing themselves outside of their comfort zone and and facing their fears.

00:34:18 Because if they are them, maybe it's worth paying attention to those, those comments or feedback, right? Yeah. But if they're not, then that that tells you something and those are probably not comments you need to take on. Yeah. Laura, also, for what it's worth, it really sounds like meditation and therapy is working for you. Thank you.

00:34:33 Yeah, I hope so. I mean, it's been a long journey, so thank you. Always A long journey, but yeah, truly I love, I love how grounded and centered you are on this because it can be hard to find that in like our crazy world and especially online and it's so refreshing to have you share, you know, so,

00:34:53 so authentically with us that you, you know, your transition too, that you didn't just wait, you know, you didn't just start out being like, this is easy, like bring it on, you know's that's been a journey. Yeah, no, it's, it's still a journey. I'm still on the journey. Yeah, Amazing. One of the things you and I talked about,

00:35:12 we actually talked about one of our favorite bars in Vancouver. Oh my gosh, now I'm okay, it's called Lak, it's a speakeasy in Chinatown. And you and I were chatting about it and I told you that one of the things that they did, it's super cute. Yes. Everybody listening, go check them out. It's amazing. It is a speakeasy.

00:35:30 So Google the instructions on how to get in. You need those. I think you have to order the number seven. Don't quote me Number six or number seven. Yeah, yeah. There's like a number dumpling, there's a dumping shop in the front and you, you have to order the number seven to the eight or whatever, whatever number or the six.

00:35:43 Yeah. And then you get into the speakeasy laua. Anyways, super cute. Yeah. Also has terrible reviews online. It's really interesting. Both you and I were like, why is so bad? But one of the things that I loved about the

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place is that they have a drink called the One Star Review and they literally print out terrible reviews and attach them to this delicious drink.

00:36:02 And I just thought that was such a cool way of, you know, owning, owning the bad. And like I think also recognizing, you know, it's one thing to, to know in your head, oh, I'm not gonna be for everybody. I can't make everybody happy. All these things that we, we know common sense, but all those things are so real big gut punches in reality.

00:36:22 And so it was cool to see this business, you know, owning that. And I feel like you do that with your troll comments and with the negativity, you know, you really like stand in it and I know you have other ways that you also, I don't know if you, maybe you have a one star review drink or a troll drink that you have at home,

00:36:38 but what do you do with your content? Like I know there's other things you do too to kind of own the, those perhaps the negativity or stand stand in your power and recognize I'm not for everybody and that's okay. Yeah. So I always screenshot these comments in case like, I don't know, in case I have to report them to Instagram later,

00:36:53 but I always screenshot them and then I'll use them for content. I'll use them in a reel. So I got a comment the other day on a reel that was like telling people how to use a specific trending sound. And I was like giving out people ideas on how to use it and like people love that content from me. Like it's one of my best performing.

00:37:09 I get so many nice messages about like, I did it, thank you. Like that was great. But this one person commented, I won't be doing this because I have a real job. And I was like, oh, like I'm sorry that you're on the internet and grumpy, but this is a good piece of content for me. So screenshot it.

00:37:26 And I had a video of like me driving in my car and I wrote like me driving my imaginary car to my imaginary house paid for by my imaginary job because I mean, we could have a whole talk about like the patriarchy and like how influencers and content creators who are predominantly women are not taken seriously and this isn't a real job. And yes, all of that,

00:37:46 we could talk about that for hours, but I wanted to like make a statement because to say that someone's job is imaginary because it's like, it is new obviously. Like we didn't go to school to learn how to be content creators, but I wanted to just kind of like show people what that attitude is and like almost like confronting it, like being like,

00:38:05 oh it's so imaginary that I am, I'm living a whole life that's paid for by this imaginary job. So I wanted to have fun with it and like, I don't wanna be like a bully online, so I never tag them, I don't have their names on there, but I definitely want to like challenge those beliefs in a way that feels good That literally brought shivers up my spine into my arms.

00:38:29 I love that because you know, it doesn't matter what, what topic you're talking about or yeah, what, you know, what industry you're in. There's always, if you're gonna be a leader, if you're gonna be serving people, there's gonna be limiting beliefs and there's gonna be mindsets that need to be changed. Yeah. And you know, I really love that you are confronting some of those things,

00:38:51 bringing them to the forefront because at the end of the day, you know, two things, number one, you know that person, they're obviously stuck in a job that they hate. And clearly lemme say this, they, if they, if even if they love their job, there is no chance that they would ever change or could ever see a possibility of anything different.

00:39:07 And maybe if they saw that content, maybe you'd help change their mind. And number two, there's probably a lot of people in your community that are worried about getting that comment, whether it's from their

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partner, their friends, yeah. Their neighbor, their, their aunt or uncle, their par like they're yeah, they're afraid of getting that kind of a comment.

00:39:23 And so you actually bringing it to the forefront and being, you know, first of all normalizing that like, yeah, this is gonna, it's gonna happen. People are gonna say things to you, they're gonna, they're gonna think it's not a real job is so genius. And then I also love that you're just like, hey, I, I not only did have I faced the fear,

00:39:40 but I have created an amazing life because of it in spite of it. And I think that's super, super inspiring.

Yeah. So many of the comments I got were from people being like, oh my God, everyone asks me how my little business is going or how my like imaginary job is going or when am I getting a real job? So it was like really,

00:39:59 it was like sad. It's bittersweet because it's nice to connect with people over that, but at the same time it's like, it's unfortunate that, you know, we're still being told that our jobs aren't real or that it's a little side gig or you know, diminish diminishing the, the work that we're doing. Yeah. Well I love how you're taking back your power on that.

00:40:17 It's super inspiring and you're changing the world, you know, not just for yourself but for all those people out there too that are feeling minimized. And I hope that they can own it too. And I know that you do that help people with that. Yeah, thank you. I got such a nice message the other day from a dermatologist and she said like,

00:40:37 I'm like older, I didn't really understand Instagram, but we're using your tips and your ideas to educate people about skin cancer. And I was like, wow, like that's amazing. Like a very traditional field like medicine, like I one of the oldest professions in the world and even they are seeing like, you know, you can use Instagram tree tour people,

00:40:55 you can use reels to educate people. That's kind of a side note. But yeah, so I thought that was really cool to see that like even these really traditional jobs can like benefit from using reels. Hmm. That must be so satisfying and yeah, that, that's cool and that's a great, you know, for anybody listening that's thinking, okay,

00:41:11 that's, you know, that's really cool for like, for Laura who can talk about Instagram that's changing and fresh and whatever, or it's really cool for, I dunno Jillian Harris cuz she's got recipes and cute clothes and cute kids or whatever. But it it, I love that you just said like it really can transcend so many different, so many different things and I think,

00:41:28 you know, sometimes those industries that are really like traditional or old school or standardized actually have the most opportunity for, for fresh ideas and the most opportunity Yeah. To really like mix it up. So yeah, it's a great point. Yeah, great point. Laura. We're gonna talk about something a little spicy because when, you know, and, and I do this with all my guests,

00:41:50 it was just, it's not just Laura. Yeah. But I always Ask, tell Me Yeah. People Yeah, no, not pick well kind of picking on you, but in a good way I hope. But I always ask people I wanna, I wanna know, you know, if there's anything that's off topic with that I, that you don't want me to talk about or you don't wanna talk about.

00:42:05 Or sometimes there are also like regulations in people's industries that they can't talk about things. Yeah. And you specifically said when I, what is off topic, you said revenue and I found that really surprising because I know that you're a multi six figure entrepreneur and so, you know, on our podcast prep call we dug a little deeper because I'm a coach and that's,

00:42:25 that's what I do. You have to, and you said you don't wanna talk about it. And I was like, well like why? And you gave me one of the best answers ever and here we are talking about it. So I'm sorry, but would you No, I'm glad. Would you be willing to share, you know, why you didn't wanna talk about that and yeah,

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00:42:42 like why, why not? Yeah, so there's a few reasons why. The biggest one I think is like, the amount of money I've made doesn't reflect the results I get from my clients or for my members or for people who learn from me. It just means that I'm good at selling and that's like a different thing, right? So that perspective.

00:43:00 And I also don't want to have my authority based on making money. Like that's not what I'm here for. That's not what I'm trying to teach. But I also think that, I don't wanna say I was sold a, a dream because I bought into it, but I definitely thought that like once I hit a certain revenue or a certain income or a certain milestone that I would,

00:43:21 you know, feel really good and really happy and my life would be re butterflies and rainbows and I would never have problems ever again. And you know what, money is great because it solves a lot of problems that, problems that money can solve, you can solve with money obviously, but there's also a lot of things that it can't do. So I didn't want to feed into this narrative that you have to like make a certain amount of money to be happy or to be considered successful.

00:43:43 Especially as small business owners who are usually, you know, we're starting our businesses because we want more freedom or flexibility or, you know, there's something that we're not feeling fulfilled by in a regular, in air quotes job. So I didn't want to feed into that misconception and be part of it. So, you know, making more money didn't make me happier and I don't want to lead anyone else on that pathway either of thinking like,

00:44:06 I just need to hit this amount and then I'm gonna be happy forever. Oh, thank you for sharing that. Thank you for being willing for me to like poke you on it in our call and then also for you to legitimately talk about it on the, on the podcast. Like I, I really appreciate that and I think that's, we, we need to talk about that more.

00:44:25 You know, number one so important like about that the fulfillment doesn't come from money and also kind of call out how weird and messed up it is if you actually stand back and look at it. That so much of our kind of authority is based on how much money somebody makes and you know, it's so interesting. It's crazy cause I feel like that's actually,

00:44:42 it's actually why a lot of us like left the corporate world is because we realized that what, that wasn't it. Right? And that hello just cuz somebody in the company made more than you, maybe you a leader, maybe your manager didn't mean that they had all the answers. Yeah. Yeah. So I love that you ship that to the results for your clients.

00:44:58 Yeah. I also think that a lot of people, I don't wanna say lie, but it's like misleading. So you'll see someone that's like a seven figure entrepreneur or eight figure entrepreneur, whatever, but you don't know that they're spending like 80% in operating expenses. Like you really have no idea. So unless we're gonna like sit here, grab my account and pull out all the books,

00:45:16 like, I don't wanna like lead with those numbers and be like, this is what I've done. So obviously like it's a huge privilege to even like be in that position. But I also, yeah, I don't wanna, I don't wanna mislead people. Mm. Integrity. I feel that. Yeah. Yeah. That's so important. And I, I,

00:45:35 I feel the same way. Like whenever I see those kinds of things, I always wanna know more. But then I'm also like, I can't really just like post and be like, okay, well what are your operating expenses or what did you, what did you keep? And like how many hours Are you working? Are you happy? Like, do you see your family?

00:45:48 Like Yes. Yeah. What is your definition of success? How does that compare to mine? And what do even, what do your expenses look like? Like everyone needs, needs are different. Everyone's wants are different. Like money. Yeah. You could be making a hundred thousand dollars a month and still not feel like that you're not having enough or making 10,000 feel like you have more than enough.

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00:46:06 And, and it's so much more about like how it's gonna make you feel than just the money. And plus, like you said, I I also love the distinction that you made. The, the number of figures that I make has more to do with my ability to sell than it does with my ability to get results. Yeah. And yeah, that's,

00:46:22 I feel like that's a good truth bomb there. Yeah. Thank you. Thank you, thank you. And thanks for, you know, being a, a beacon of integrity and and fun on the internet cuz it's a wild place. Yeah. I think we need more fun in our lives. So Hopefully I can continue to do that. You do,

00:46:42 you do. I also wanna know, you know, the online world is pretty wild. You know, we were talking about it before we hopped on that it feels like things are shifting and especially after the last few years, like, I don't know about you, I'm so zoomed out. Like I'm, I, we should've actually just flown out to Ottawa to do this with you.

00:47:01 But I feel like, yeah, you know, I'm so sick of being online feels like there's a lot of negativity. There's just like, I, it's just a, it's a whole, it's a diff it can be a difficult place to be energetically and I'm wondering how you balance it. Cause it's different from me. Like honestly I don't, I don't feel the pressure to be on there that much.

00:47:20 But you like your whole business is around social media, so how do you balance, yeah, I guess the question is how do you balance being productive on social media and using it as a tool without it using you? And how do you balance your energy in that? How do you balance social media and your sanity? I love that you asked that because I did not have Instagram for probably four years when I started my business.

00:47:43 Like I, before I started my business, I didn't have Instagram. I deleted it because I felt like it was toxic on a personal level. And when I got it back to start promoting my business, because I'd been working behind the scenes for a couple of clients, I had a totally different approach because I, my brain was like, this is a business tool.

00:47:58 So it was like, it'd be like for you opening Excel, you're not gonna be like, Ooh, Excel. Like what am I gonna see here? Like, it's like a business tool, right? That's just how my brain sought for so long. Oh, you have not seen my travel spreadsheets. Laura, you should see my New York spreadsheet and my Iceland spreadsheet.

00:48:13 Oh yeah. I love the Excel that you didn't know about. Okay, so maybe, okay, so maybe you are an Excel person, but like for me, I like Open Excel. I'm like, let's get in, let's get out, get the number, whatever. Right? And that's kind of how I feel on Instagram. So I do love it for connections.

00:48:28 I love it for making friends. I love it for engaging like community, all of that. I love it. But I do see it as a tool. So I think that differentiation helps as well. And like knowing that it's, it is like a part of my business, but it's not my whole business. It's not me. So that's helped me to kind of like keep it separate.

00:48:46 I am really intentional with my screen time. I try to limit my screen time on Instagram to know more than two hours a day, which is still a lot, like even if I'm saying that out loud, I'm like two hours a day is, that's gross. That's like 10 hours a week. Like that's a lot, right? I mean if we're only including working days on that.

00:49:02 So that seems like a lot to me. I would love to get a lower, my goal this year is an hour and a half every day. So we'll see if we can do that. But to get to that point, you have to be really intentional with your time on Instagram. So every time I'm opening Instagram, I'm like, why am I doing this?

00:49:15 What am I doing? And like I have moved the Instagram app so that it's like on the last screen of my phone. So I have to scroll four times to get to it. And that's like the check in. It's like I'm opening Instagram to do this and you're not mindlessly opening it. So I think that's really important. I think like using specific tools that help me to like be intentional with my time online.

00:49:36 I'm a big fan of like batching, which I've talked about. I'm a big fan of using templates for my content. I'm a big fan of repurposing my content so that when I get onto Instagram I know like I'm here for a reason, I'm gonna

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do that thing and then I'm done. I also will use it on my computer whenever I can. So if I'm responding to dms or comments,

00:49:53 I'm on my desktop. And then it's like your brain's in work mode because you're not just gonna go on your, well I'm, again, maybe I'm wrong, but I don't go on my computer for like, for fun for hours. Right. Whereas your phone is so easy to get stuck in that scroll hole. I've also started sleeping with my phone outside of my room.

00:50:08 Like the charger is not in my bedroom, it's somewhere else. And that's been really good because I used to wake up, roll over, check Instagram and like I saw that the screen time stats on my phone. I think this was like maybe two years ago and it was like most used after pickup Instagram. And I was like, that's gross. Like I just woke up,

00:50:26 it's the most used app on my phone all day. And then it's also the first thing I'm checking in with like that, that was like a wake up call for me. It was like I should be like checking on my dog or my husband or like anything else meditating like before I pick up Instagram. So that's been really helpful as well, like having that physical separation of my phone from myself when I'm like half asleep and vulnerable.

00:50:48 Such great tips. Okay. Those are awesome. Thank you. Thank you, thank you. I am guilty of a lot of that so I, oh I feel like most of this call, I'm like most of this entire recording, I'm like, I'm calling you out. Yeah. Yes. It's great. I love it. I'm here for it.

00:51:02 That's what I yeah, that's what I want. You've g that. Yeah, I definitely need to do the outside the bedroom thing too. And I love the time limit. I had it for a while and then I fell off the wagon when I got a new phone. So now I need to need to do that again. Cuz I, I agree that it is a balance and I love what you said too about like doing it on your desktop.

00:51:20 Such great little distinctions. Yeah, you know what I love is that all these things are very simple. It's a matter of, you know, it's so simple just doing it. It's like annoyingly simple because you like want the answer to be like, do five back flips and then do a seance and like you want it to be all these really complicated steps to get balanced,

00:51:37 but it's like, oh, just do these like little things and it's like, it, it's crazy how these little, little things make a difference. I have a friend who's a, she's doing her PhD in neuroscience, so she's gonna be a neuroscientist and she's, I should maybe connect you with her. She's amazing. But she is all about like burnout and workplace balance.

00:51:54 That's literally what she's going to school for to be a brain doctor in. And she has like all these little tips and tricks and hacks on like how to create that distinction from work and home. And especially if you're working from home, I think this is so important. But she talks about like having work clothes and like changing outta those clothes because I think we've all been in sweatpants for like three years.

00:52:12 So like maybe it's time. We have like work sweatpants and home sweatpants or chill sweatpants. She talks about like using scent as a distinction. So when you're done your workday, you light a candle and I think it's become too easy because our phones are these little tools that we carry around all day and it's so easy to slip into online mode or work mode.

00:52:29 So those, I have like a little ritual at the end of the day that like winds me down and then it's easier for me to stay off my phone because it's like my brain associates the, this wind down ritual with like relaxing time and not work time. So I mean it's been three years of like torture to get to this point. I remember when I was in the Goalden Girls,

00:52:47 I was constantly talking about being burnt out and exhausted and like having no balance. And I'm starting to feel like in the last, maybe not quite a year, but maybe six to nine months that I've been feeling more

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balanced. And it's like because of these really simple things that are like annoyingly easy to do, that actually helped. Sorry, I totally went on a rant there.

00:53:07 I love it. That was so good. Such great advice. I would love to be connected with this with your friend as well. Cause it sounds like a genius advice. And I, you know, you touched on a lot of really great things there too because so much of what we do is habit, right? Yeah. And habits can be connected to from what we're wearing to who we're around,

00:53:26 to what we're smelling, what we're listening to, what we see, the time of day, the location we're in. And when all of those things are exactly the same as they've been for the last three years. You know, I'm still at home, still smells like I need to do laundry, still, still seeing like the dusty is in my house,

00:53:44 like they're still seeing my laptop or still, you know, like when there is no disruption. It is really interesting. So yeah, that's genius that to create those pattern breaks, especially work from home and to make Yeah, I love the ritual too. That just sounds really pleasurable too. Cause I think sometimes we, sometimes it's like, oh you know,

00:54:02 we, we work from home or we try to create a simpler life because we don't wanna do more, right? We wanna make it easier. Yeah. And simpler. But when you have these beautiful things like I light a candle or I, maybe I have an essential oil or maybe I get to put my favorite sweatpants on or whatever that is. Yeah.

00:54:19 Maybe it's like a song or you know, or maybe meditation at the end of the day or whatever. Like make it pleasurable to make it something that you're actually gonna do and enjoy. Yeah, I love that. So true. You have a couple of different offerings and we didn't talk about bringing this up, but I feel like we need to, we should bring them up because I know people listening are gonna be like,

00:54:41 I need to learn more from Laura because you have so much wisdom. Can you tell us about your course and your membership? So we have like, understand it a little bit. I'm currently working on a revamp and update of my course called Real Talk. And we are making it super concise and actionable so that you can get through this course and start creating reels within a day or two.

00:55:01 And that will be released in mid-April. So keep your eyes open for that. I also have my Reels Report membership, which is all about taking messy action, staying consistent. We send you four ahead of the trend audios to your inbox every single week so that you can start creating reels with just a single click. And that will be opening February 28th. Love it.

00:55:21 I've gotta tell you, I have taken, well I've actually done both. I'm like a like give all your things Laura. I love them. Yeah, you know, I, I took your Real talk course and it's great and like I still go back to it every time I think about creating a reel, which I, you know what, you're getting me back on the train here.

00:55:39 This is my like yeah, this is my, my awakening of reels again. Yeah. But if you go back on my profile, you don't have to go back that far cause I haven't posted much lately, but I actually did a bunch of reels and they did really well and I took, all of the things were what I learned from your course and that definitely got me started and like taught me what I needed to know.

00:55:58 So it was really, really powerful. So I'm excited that's coming out in April. And then the Reels report, I love it too. I need to, I'm going to use it more often because it's so genius and it literally every week and forgive, like, forgive me if I'm getting some of the like the, the deliverables wrong, but what I see is that every week I get an email that,

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00:56:16 and a PDF that tells me here is four ideas for a reel. And it gives me ideas for like examples of how people are using it. Kind of like a little bit of like this is how it works or like this is like the, there's like a joke behind it, the story behind it. Be serious so you can make it sentimental. Yeah,

00:56:33 yeah, yeah. And then examples of how I could use it if I was a product based business or a service based business. And it is so genius. It's so good because, well obviously cuz it saves so much time cuz like I could go down the trending scroll hole as well. Yeah. But also, okay, this is, this is vulnerable,

00:56:50 but I'm gonna tell you, I don't always get like the, the jokes, the joke behind things or like Yeah or like what I can't always see the theme behind why people are doing things or I'm like, what are they getting at here? Yeah. And so I really love like the purp you, you explicitly are like, this is where people are,

00:57:08 you know, using this to show like a transition or showing like show seeing something new or getting sentimental about it. I'm like, oh, ah-huh I get it. And then I, but I don't always figure that out for myself. My husband will tell you I'm the worst at movies. Cause I'm like, what's happening? What's happening? What's going on?

00:57:21 It's Like One of those things. So I feel like it's, it's Like, yeah you have to be online like a lot to see enough of them to get the joke. And so that's one of the things like why we're doing this membership is like, so people don't have to be chronically online, like looking for ideas and then trying to like understand the joke behind it.

00:57:37 We research all the trends so we can tell you like, this audio is from this TV show, from this episode, this character said it. And these are the words so that you're not like accidentally like doing something that's not aligned with your values. I mean I don't ever include anything, well I try not to include anything that would be offensive, but I do like say like it's from this TV show,

00:57:55 it's from this character so people can like know the backstory behind it. And you're not just blindly hopping on a trend. You know, I a thousand percent no. Yes. Yeah, yeah. My team member actually came to me the other day and she was like, oh I have, this is a trending audio. And I was like, what is it trending with?

00:58:11 Or like what does it mean? Like I, and I was like, yeah, because exactly those were my concerns. I was like, what if this is like, I just don't know like is it on brand? Is it trending with like 14 year olds skateboarders or is it trending with 40, 40 year old moms? Like I need to know the difference.

00:58:26 Right. Like so yeah, I'd love that. Such great, such great context. And yeah, Reel's Report is opening soon, February 28th. Make sure you're following along with Laura. All right, last thing, let's talk about with reels, before we do our wrapped fire questions, we've talked about matching, we talked about Deboss. I love that you remember that.

00:58:45 I use That all the time over there, Laura. Yeah, That's so great. I love that. I love that. So batching you're obviously a big fan of, and batching is doing all the same kind of work at once for anyone that doesn't know. So that means not just doing a reel every single day, but doing them all at once.

00:59:00 And you're a fan of it and you also have a freebie to help people batch the reels. So can you tell us a little bit more about the reels batching freebie? Yeah. So the biggest hurdle we talked about today, and it's the one I hear all the time from people, is they feel like they don't have time to create reels. So batching is this mini lesson is created for that hurdle.

00:59:17 So we are gonna teach you how to batch create your reels. We talk about the steps, steps that go into it, what you need to have to save time, creating reels, the tools, the apps, the templates, everything you need to know about Saving time, creating reels is there, I've got it down to like a 15 minute mini lesson because I've wanted it to be short and actionable.

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00:59:36 So that is a freebie that's available for you in the show notes. Amazing. Yeah. Links in the show notes. Go get your reels patching free me. So good. Okay, now the Rapid Fire Goalden Girls questions. I wanna know what is the best money you've ever spent? This is a ridiculous answer, but I love getting a blowout and like I used to,

00:59:56 like, I've stopped now cuz I have, I have the Dyson air wrap now, but the first blowout I ever got, I feel like it changed something like, it altered my brain chemistry because it was like, I know it's ridiculous because it's like, it feels like a luxury. It's 50 bucks plus a tip, you know? And I would sit there,

01:00:14 get my blowout and like work on my computer and I was like, I have made it in life. Like I'm at the point where I can like outsource parts of my life that don't bring me joy. So it's ridiculous, but I wanna encourage you to like find your little luxury. Yeah. It's always for me to blow out. I leave the salon feeling like a whole new person.

01:00:29 I've saved an hour of my life, I've got work done. It's great. Ah, so good. And I, I think we should, I just wanna like gently and lovingly help you reframe that because I think we've been conditioned. Okay. I'm listening to the book Who Not How right now. And I'm in the season of life of like outsourcing as much as I can.

01:00:48 And I think we've been conditioned that like to see all the things as, especially like when we outsource like tasks, we Yeah. Disproportionately see that only as an expense versus like an investment in ourselves and in our wellbeing. Yeah. And on the flip side of that, the other kind of toxic part of it is that we like put so much emphasis on like self-made.

01:01:08 I do it all. Like yeah, we did it all myself. Like that like grit. And don't get me wrong, grit's important, but like, you know what I mean? Right. Like the the too far Yeah. There's a balance. And so yeah, I think, yeah, I think that's a great flip that I want everyone to make that like it,

01:01:22 it's not actually frivolous if you are, you don't, a you don't have to do everything by yourself. No one can do it by themselves. Anyone who tells you that they do, they're they're lying or miserably failing or not sleeping. Yeah. And b, it's, it's not frivolous if it's investing in yourself and investing in how you feel. So I that's totally genius.

01:01:39 Yeah. Love, I love that we talked, we Always have good hair before Recorded. Thank you. We talked about this before we recorded is one of my favorite books is You're a Badass Asset Making Money. That book like changed my life when it comes to money. So you're right, it's not frivolous. Like it makes me feel good and it's like an investment because it boosts my confidence.

01:01:57 I record more content when my hair is done. So yeah, it's an investment. You're right. Amazing. It is. Write them off. Yeah. I legit. No, you actually should though. I'm, I don't quote me but I heard like I ask, He said no, they said no, He said no. And I was like,

01:02:14 I went on a whole rant about the patriarchy again, but it's fine. I feel like you may wanna wanna get a second opinion on that because Hmm. I should. I think you should. Yeah, I know. Yeah, I bet you you I betcha other people do for sure. Yeah, yeah, yeah. Okay. We'll have to circle back on that one.

01:02:31 Come back in like a year and be like, so where are we at with tax Writeoffs? Yeah. Okay. What is the goal that you are working on right now? I heard, well I know you said an hour and a half or less a day on Instagram. Any others that you have going on? Yeah, Prioritizing my mental health and wellness is definitely a,

01:02:48 a focus of mine. Yeah. It used To be Particular, you wanna do that? Well the goal used to be make as much money as possible and like support myself enough to get that done basically. But now it's like the priority is me and my mental health and my wellness. So therapy, meditation, acupuncture, cold plunges, like I'm trying all the wellness things I'm drinking like weird mushroom things.

01:03:17 But yeah, my like health and wellness is the number one priority because I'm important not because it makes me a more productive worker. Hmm. So good. I think this is the year of wellness. I feel that. Yeah. Yes, Yes.

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One of the things I really wanna normalize is the idea that we, we change our minds and it's okay to change our mind and,

01:03:37 and I think that's just really what we need in humanity right now. So I would love to know what is something that you've changed your mind about? I feel like these answers should be more deep, but I'm gonna go ahead and be honest and say fashion. Like there's a lot of things that I've been wearing or like looking at them, I'm like,

01:03:55 that's cute. I never thought I'd like it. Dad Sneakers for example, I have a pair of new balanced sneakers that are like the ones that Steve Jobs wears that I used to think were the ugliest shoes ever. And now I love them. I feel like they look cute with every outfit. They're comfy. But you're right, we need to normalize like changing our minds and like being wrong.

01:04:12 I was wrong. They are not ugly. They are actually cute. So yeah. Sorry Steve Jobs. Sorry Dad. I know, I'm sorry. Yeah, you were Right. Can I borrow Them? Can I actually borrow them? Yes. I love it. So good. Okay. If your life was gonna be one of your favorite movies ever,

01:04:32 what would you have your character do next? Oh my goodness. So one of my favorite movies is Fight Club and Not, which is crazy. Okay, Okay. I, well you know what? I watched it when I was like 24 and I was like basically going through a quarter life crisis and I watched this movie and I was like, oh my goodness.

01:04:53 Like this movie is amazing and so profound and I just loved it. So I guess what would my character do next? I mean I don't wanna say like start an underground cult, but I think, you know, at the end he has, I don't wanna give away for the, if someone hasn't seen it, but I would say that evolution of like realizing what's important to you and what really matters.

01:05:16 So I think my character is working on that, is that evolution of like what really matters where we're gonna put our attention, what we're focusing on and like what we're chasing instead of being on that hedonic treadmill. Treadmill. That is so beautiful. Hmm. I Love that. I love that movie. It's so good. I've never seen it, but I am gonna have to check that out now.

01:05:40 I know. Oh my, I'm not, I know nothing trendy. I haven't hardly seen any movies. I know. I'm like, I'm so outta the loop on everything. Cool. You know what, like that Well the reason I didn't watch that movie cuz the name Fight Club, I'm like, I don't wanna watch a movie about people fighting. That's weird.

01:05:54 But it's like, it's incredible. Like, I want you, I need you to watch it and then I want you to tell me like voice message me right after or like even while you're watching it because I wish I could be there with you when you watch it. It's like, it's incredible. It's incredible. Like yeah, I feel like when Watch it hang out and do blowouts and watch Fight Club.

01:06:12 Please, please. Can we like and And Cold Plunges and Cold Plunges Get it all in. Yes. Yes. Get it all in. We Will. Okay. Next time you're in Vancouver, we're gonna make that happen. I love it. Yeah, a hundred percent. Well if you are on this wellness journey then I, this question's kind of perfect because you've probably got lots of good ideas for this.

01:06:31 What is your go-to for stress management or wellness, like a certain habit or technique that at this, in this season that you couldn't live without? Meditation. I have this app called Insight Timer and it's like, it's almost like they've gamified meditation because you get like streaks from meditating certain days in a row. It tells you how many hours it like tracks your months.

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01:06:52 So I'm obsessed with meditation. It's like really, really helped me. I, I honestly don't think I could live without it right now. And the app I use is called Insight Timer and it's great. Ah, okay. I'll link to that below too. That sounds awesome. It's so good. Now I have a very serious question. Putin, you are on the other,

01:07:13 you're close to Quebec, the starting point, the hub of it all. Yes. Yes. So I think I know what answer's gonna be, but is it cheese curds or is it shredded cheese? It's cheese curds. It's like not even up for debate. Yeah, It's, it's not, I yeah, totally. It's not. Do you have a favorite Putin place over there?

01:07:29 You know what, I actually don't, but my issue is that I, so I don't know if this question was like specifically for me, but my friends have like been making fun of me because for the last like five years because I tried Putin or Putin, I, I say it, the, the, I don't know English way cuz I'm not good at French,

01:07:48 but I started or I tried it for the first time maybe five years ago. And I've been obsessed. So my friends like made fun of me for it and I have discovered in my journey that I really like poutine with chicken gravy instead of beef. So that's been like an unpopular opinion to navigate because I feel like beef is the more traditional option. I,

01:08:12 I honestly dunno if this question was specifically for me, did you see my birthday cake? My best friend sent me. No, but was it, tell me about it. Stop right now. Okay. I'm gonna show you a photo and maybe we can like, I don't know why we can share this photo, but just to give you an idea of how like obsessed I am.

01:08:28 Look at this cake my friend had made and sent to me for my birthday. Can you see what that is? It looks like a New York fries or like a patin in a little, yeah. Oh my gosh. A oh, Because I'm obsessed. That so cute. My friends make fun of me. Yeah. That is so cute. I love it.

01:08:44 I love it. Yeah. You know, so good. I also love patin, which is why the question is there. Yeah. Okay. Amazing. I wanna Find my fellow lovers and here we are. Hello. So we're gonna do coal plunges watch, fight clock, get blowouts and go get protein with, with chicken. Chicken gravy. We've got a whole date.

01:09:00 It's Such a well-rounded date. I love it. Yeah, I'm literally obsessed. So good. Like obsessed. Yeah. So my pachin like my friends also make fun of me. Yes. Cause I have organized Putin crawls where like we all go together to different places and try different platoons and I even like had like scorecards and everyone like rated their best.

01:09:21 Like what's the best gravy? What was the best chicken? Or sorry, what was the best fries? What was the best Kurds? What was your favorite? Which restaurant had like the best selection and like Yeah, we had a really fun day with that. So yeah, we should be best Friends. Extra like I think we are Like I, I'm literally like shocked right now.

01:09:41 My best friend sent me, there was like a poutine festival in Vancouver recently. She's like, you should fly back for this. And I was like, maybe I should. I do wanna say that the Costco fries are the best and their cheese curds are amazing. But the bra, the gravy, I don't know. Not your favorite. Not your favorite.

01:09:59 Hmm. Yeah. Okay, well we'll have to like create a mashup, find the good gravy put on the, because you can just get cheese curds and fries at Costco. I do know that. So you can just bring your own gravy. I love that's We need the whole other episode. Okay. Yes. This is like, Yeah. Yeah.

01:10:17 Seriously. I love it. Well thank you for sharing all that. So good. Laura, where can people find you and watch your fun reels and learn more about you? Yeah, I'm on [instagram@bsquare.social](https://www.instagram.com/bsquare.social). Perfect. We'll have links to you in the show notes. Laura, thank you so much for being so real, so genuine. You know, you said that your favorite character or the reason why you loved Fight Club is because the character was really figuring out what is important in life and that's the journey that you're on.

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01:10:48 And I feel like you brought that to this conversation, you know, like you brought the perspective of how do we show up with integrity? How do we show up as our, as our, our authentic selves? How do we navigate parts of the world and the social media world specifically that that aren't important and aren't valuable? And how do we like use social media as a tool to create the life that we do want?

01:11:08 So I feel like it's so cool. I mean, I have to watch Fight Club. I don't get the whole thing, but I feel like you are on that journey and you just took us through that journey too of helping us realize how we can cut through the crap of social media and get to what's really important. So thank you so much. Yeah,

01:11:23 thank you so much. It was so nice to chat with you. Thank you so much for listening. If something spoke to you, send me a message by sharing this episode and tagging me on social media. If you know someone who'd love to hear this episode, please share it with them too because I love surprises. Make sure you subscribe to the Goalden Girls podcast today.

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