

**Laylee:** Hey friends. Welcome back to the Laylee Emadi podcast today. I am so excited because I have connected with our guest Shannon McKinstrie on Instagram.

I wanna say it was like a year ago.

**Shannon:** That sounds right.

**Laylee:** That sounds right. It's been a while that I've been like following along and I feel like I already know her. And we just met today, like we've been in dms and stuff, but this is like our first face-to-face meeting, so you guys are getting like full unfiltered chat, which as.

My longtime listeners know that's like how I started this podcast was I was like, I wanna record my conversations, uh, so that everybody hears all the tea. So I'm gonna ask Shannon a million questions about Instagram growth, about marketing strategy. This is something I think everybody is very, very, I.

Obviously interested in and also has like a love hate relationship with. So, um, Shannon is a social media strategist and marketer. I'd love for you to like, introduce yourself. I know you've had like similarly to myself, you've had like quite a journey. I know you've had like, worked like different industries and done different things, like how did you get into this?

Tell us all about you.

**Shannon:** Yeah. So. Well, thanks for having me. I'm so excited. Um. It's a long journey. A long road. But basically I was that kid in the nineties with like the family camcorder. Like I was just documenting everything. I was the friend in college, he took all the photos, like everyone was like, you know, I just loved, back then it was just analog, right?

So I went on to study TV production, went to CNN, blah, blah, blah. Like I was

**Laylee:** I love that you just like glazed her. Went to CNN.

**Shannon:** No biggie. Well, it really wasn't Biggie. I was like, you know, the girl that like, the anchors were just like, um, you know, I, like, I sat in the, you know, I, I like ran the fonts and graphics in the control room and it was nothing, it was nothing glamorous, but it was glamorous to me. I loved it. I loved it. I was like, I wanna work in the newsroom, I wanna do that.

But then I was working overnights and it was just horrible. I was there doing Katrina tsunami like early two thousands, so it was just. Early or mid 2000. It was just rough. And then I was like, and you know, not making any money. And then that was in Atlanta. I'm from DC so I moved back home to DC and I was like really lost.

Yeah. And I was just like, I don't know. Wait, you're from

**Laylee:** Yeah. Well, Northern Virginia Nova. Oh my gosh. I, I grew up in center.

**Shannon:** Shut

**Laylee:** No, I.

**Shannon:** That's so Well, that's why we connect. That's we're Nova Girls. Oh my God. I love that. Um, I swear it's six degrees of Nova. Everyone I meet, it's, um, but yeah, so I grew up there and then when I moved back I was trying to find like what I wanna do.

So I was like applying every marketing role. Couldn't get one. 'cause they were like, you're, that's not your background. And again, this is before, this is like, MySpace was the only social media existing at the time. And then Facebook started coming on the scene and then, but you know, that was just for fun.

So I took like sales jobs that I could, like nine to five sales jobs. And then one day, once LinkedIn, Facebook, you know, started becoming like business ish, the sales marketing job I was at, they were like, does anyone wanna just run our LinkedIn and Facebook pages? And I was like, me, like, I wanna do it.

Because I was always the friend that people were like, Shannon, what should my caption be? Blah, blah, blah. And I was just like, this is just naturally what I love. I've loved documenting, I love writing, I love all of it. So they let me do that and I was having a lot of fun with it. And that's kind of, I just kind of fell into it, but it morphed my love of like documenting, um, storytelling, writing.

Right? And so. Once social media started becoming like, oh my gosh, this is actually becoming a field. And actually when I started it wasn't, but once it was, I was like, oh my gosh. I think this night, you know, I know it's not a fad, but people are now discovering it's not a fad. And that's when I started my business.

I just started working with local people in DC actually, realtors, hair salons, clothing, boutiques. And I was charging like \$50 for Facebook, like a hundred dollars for Instagram. It was so fun. And then that's what started, so that was like 2015,

**Laylee:** Okay.

**Shannon:** And that was, that's how my business started. And then I started teaching local like workshops and it just exploded from there.

So, it's crazy. I've been around for a long, long time and that was, it was confusing then. So like, imagine, you know, how confusing it is now. So I'm always like, people are like, I'm so frustrated. I'm like, people were frustrated in 2013 when all you had to do was post a photo and a caption like. It's okay.

Um, but it's been an amazing journey and I just, I, I love what I do a lot.

**Laylee:** That's amazing. Okay, I love that. So now what? Now you have. You do, you don't do like done for you anymore. Right. So that's like kind of you, how you started, but now you do education for social media.

**Shannon:** Yeah, and I'll do audits con consults. So, and I still have three, one-on-one clients. So while I'm not the one actually physically posting, I'm the one giving them the ideas, writing it all, they're posting it so I can still, I'm still in the thick of it, which is good. 'cause I always wanna be in the trenches.

'cause if I'm not, I, I can't teach this. Like, I need to know what's working, not just for Instagram coaches. I need to know what's working for, you know. The brick and mortars and the coaches. You know, some of my people are coaches, some are in the, some are still in the real estate space, so it's kind of cool I get to still dip my toe and play around.

**Laylee:** Yeah. One thing I really like about your content is, and, and something that I think is easily digestible for somebody who, like me, who I, and my listeners know this, like I have a pretty small following and I always have, and. Who knows if it'll be that that way forever, but it's, it's never been like a deterrent for, for my business.

However, I see the value in growing your, I mean, it's your markets, it's your leads. It's who is aware of what you do, it's awareness of your business. But one thing I really loved about about taking in your content is you talk about how.

Every different niche can kind of learn the strategies that you're putting out there, and you make it feel very approachable.

So I, I'd love to just kind of like kick off the conversation with the things that, and, and also, okay. And also what I love about your content is you're not afraid to call out like the BS from other. Other like social media quote unquote experts who aren't actually experts and who are just kind of using kind of gross tactics.

And I think that has been such a turnoff for me, and it's made me so honestly, like, weirdly like, well, I've never hit 10 K, and I just like, don't even care. And it hasn't

**Shannon:** It's like almost a flex 'cause it's like, ew. Yeah,

**Laylee:** I don't even care. And then I see you and I'm like, oh, wait, no. Like look how, look at all the good that can come from it, and like maybe I should be focusing on this.

And so. Anyway, all that to say.

**Shannon:** I love that. I love hearing that. That's, I've never heard that. That's really interesting.

**Laylee:** Yeah, it's nice. It like, it, I feel like you lowkey are kind of like battling mindset around. The people who are like, well, I don't really wanna center myself. Like I don't really wanna do this gross thing. I don't really wanna like push buttons just to push buttons. Like I don't wanna do a hot take and piss people off for no reason.

Like I don't wanna hurt anybody just for views. That's weird to me. So you've never done that and I love that. So I'd love to hear like, what are some of your, I mean I, I don't even wanna call them hot takes, but what are some of the mistakes that you're seeing or the bad advice that you're seeing put out there right now?

**Shannon:** Yeah, I think, well, a lot of the bad advice is just like, you know, stretching people to their limit. Like you have to post two, three times a day. Hashtags are dead. It's all these absolute. I think just in general, anyone who, and I actually, my podcast. My new episode came out this morning and I literally say that on it.

I'm like, anyone speaking in absolutes to you is full of it. Like full of it. And the only rules there are, or absolutes are, yeah, you can't use more than 30 hashtags. You'll get in trouble. Right? You can't bully, you can't like, you know, like the

**Laylee:** there's like user rules

**Shannon:** user rules. There are no rules. Like everyone is so crazy.

I'm like, there's not. There is no official playbook. It, the only playbook is the playbook that works, you know, for you. Just like, I always like to say like, okay, you're a weight loss coach. Well, one weight loss coach is gonna tell me to do this. Another's gonna tell me to do this. It's the same thing. And everyone, hopefully both of their people lose weight.

Like it's not, there's no one way to do it and to succeed. so that's probably the worst. Just anything that's like you have to, is. Garbage advice. Um, even like when the only post one story a day stuff came out, I was like, yeah, that's great advice if you want more views, but if you want more sales, that's really bad advice.

Like everything is a depends moment, right? Um, or it depends. Not like the diapers. Um, we all have, it depends moment. If you're in your forties, hello? It depends. Moments that should be trademarked by them. Um,

**Laylee:** Put that somewhere.

**Shannon:** that should be the snippet you put on reels. They're gonna be like, what the hell?

**Laylee:** Just two girls from our, from two eighties babies just.

**Shannon:** You too. Oh, that was good. Um, sorry, what was I saying? Oh yeah, so like, it just depends. So like. Again, anyone that says only do this or you have to, is just a walking red flag. And I'll say, you should only if right. There's, there's a reason. There's a nuance there. So that's just the only bad advice.

Anything that's absolute and it's just like not that deep.

**Laylee:** Yeah. Yeah. Oh my gosh. I love when you say that too, because I think it's so comforting to hear as somebody who overthinks every piece of content I put onto it. I, I was having this conversation with my husband Tim, and I was telling him like. You know, we have our, um, like elderly family member,

they're not elderly, but they're like our parents', ages of family members who are now on Facebook and they love reposting, like

**Shannon:** Oh

**Laylee:** just things that are not real.

And I'm like, they're out here doing the most and they have no, there's no fact checking. There's nothing, they don't give a, they do not give a crap. They just

**Shannon:** And then we're hovering over a post button and

**Laylee:** Meanwhile, I'm like, oh my gosh, how does this represent me? My face and my name is on it? What is every single thing that I could possibly think of to like post before it?

And other people are out here anyway. So, um, what, when you have an overthinker. any of your programs or as a one-on-one client, what do you tell them? Like if they're like me and they're just like, I am paralyzed, so nobody's gonna care about, okay, here are my problems. Nobody's gonna care about this. I have no idea what to post.

Like, I don't want it to be about me. I am, I have a really hard time feeling attention seeking, even though. I really, I'm just trying to get people to see what I'm doing and to like, come join me, you know what I mean? Um, this content has nothing to do. Like the things I wanna share about I'm excited about has nothing to do with my offer.

Um, and I'm just overthinking everything. What do you do with those people?

**Shannon:** I honestly, it's like, and it's something I've actually said since I started doing this in like 24, 13, 14. I was like, what would you post today if you weren't selling anything?

**Laylee:** Hmm.

**Shannon:** Like go back to you circa whatever, before you had a business. Like what would you share? You'd probably be like, here was a, I was, here's what I was up to today.

Here's what I worked on today. Another thing I say is just to post some stories, like for people that are really struggling, I'm like, lean on stories because for a

while I barely ever posted. That's, you know, I didn't really start consistently posting to Instagram until 2018. And like, you know, I would, I had my account I think since 2016, but like, I didn't post, but I used, once stories came out, I utilized stories.

And I just documented my day. And so that would keep me top of mind with people and that would still, and it made me more comfortable to talk about things to post. Because if I got a DM going, oh my gosh, that's a really good idea. Oh my gosh, I never thought of it that way. Or Oh my gosh, that's hysterical.

I'm like, oh, okay, then I'll make it a post. And that makes you less like. Does this matter? Do people care? You already know it. Care. I call, I used to call it the story test. I'm like, test it on stories. If it's crickets. I mean, obviously if you have 500 followers and who's not that aren't engaged, like don't judge the crickets off that.

But even yesterday I was on the call with my mentor and I said something about how carousels these days almost mimic children's books. Like they're very like. Title slide and then just little bits of text on each slide. Like they're not heavy. They're like literally like the books my three-year-old has.

And she was like, oh my God, that is so brilliant. And I was like, oh, okay. So I'm making a reel today about that. So have conversations outside of social media, like what made someone go, oh my gosh, I wish more people knew that. Or, oh my gosh, like you have so much intel in your brain and ideas and perspectives and thoughts.

And so if someone reacts positively, then you should probably post it and like.

**Laylee:** love that. What if the things that people are reacting positively to have nothing to do with

**Shannon:** Mm,

**Laylee:** your offers?

**Shannon:** that's a good one. So, so let's say, okay, for instance, I get that a lot, right? 'cause I'll be like, oh, here, like the show I was



**Laylee:** use your story. So people are like, okay, I'm using my stories. I'm sharing like my favorite products, but I'm not an influencer. I'm just, that's all I have to tell, talk about today.

**Shannon:** right. And so like, we just finished that show, like. All her fault, right? So I put it on stories and everyone's like, oh my God, I will sometimes just find a way. I mean, that wasn't like, didn't blow up, but like my love of Real housewives, my love of whatever, I will infuse that into my content. So let's say while you're in stories, people are loving the fact that you like maybe every mug you have, or you have a really cute mug, and it's like, everyone's like, where did you get that?

Oh my God. And then when you do a tox camera reel, be holding that mug. I mean that's, that's like a, obviously that's not topic, but like what is something that in stories got people's attention and how can you infuse that into the real or the carousel or whatever. But I do that a lot, right? Like when I'm talking, I'll sometimes be holding a mug or a lipstick or whatever, and it's not intentional, it's just 'cause I always have lip gloss or coffee with me.

Um, but it's just a way to, while you're maybe in stories they know you about, as the person who loves cats or has this, then your cat should be in the, in the video. So when they're seeing stories. They also see you on your feed and while you're talking nutrition or talking to something else, they're like, oh yeah.

Like it's still that, if that makes sense. Like it's almost like a little crossover episode on Disney where like the person comes in for like a quick thing. It's like, oh yeah, I recognize that. Um, but really like, take the things that, you know, people don't know or curious about, or again, speaking from your own perspective is everything.

So, you know, just get on there and talk. And if, if you're worried about. You know, recognition and people, staying around, like add those little visual cues and hooks that you already know. Grab people in stories.

**Laylee:** I love that.

**Laylee:** Okay, so what are like the top three things that you're seeing working really well right now?

**Shannon:** Hmm.



**Laylee:** On social. I be, I feel like everybody, and, and you, you might say this and that's fine, but I feel like everyone's like, video, video, video, video, video. But I, I feel like I've seen in your content that you've put out as somebody who follows you, like, I feel like I've seen you share some variety and some other things.

So, are there like two or three things that you can share that are just like, taking off and that somebody could kind of implement today and, and moving forward? Mm-hmm.

**Shannon:** Well, one is the carousels, right? They're, they used to be like full masterclasses and like. And sure those will still work. Again, there's no absolutes. Right. But what I see working really well, really simple hooks, of a carousel, but the hook of that carousel is personal. It's like, here's things I'm doing too, or here's what I.

You know, here are things I'd buy again and again as a blah, blah, blah. Here's the books I would read if, whatever you make it personal to you as a recommendation. So whether it's a recommendation, an idea, or a story, that first slide, you want to be really grabby, sticky hook, right? That's like, oh wow, I, I wanna know, it's curious.

And then the rest of those slides, like one or two sentences max. Um, I do more on mine, but if I. You know, sometimes I don't, but like what I see doing, well, I don't always practice what I preach. Um, 'cause I wanna get so much out to them. But I've tried, I've tried to cut back on my carousels, like, Shannon, take a sentence out.

Like it's not, again, it's not that deep. Just

**Laylee:** I love what you said about Children's. I mean, just even in passing the children's book analogy, like I love that.

**Shannon:** I, I was like it, I hope it clicks for people. 'cause I'm like, that should, like, look at a children's book. And that should be about, that should what your carousel looks like. It's a picture with some text on top and not a lot of texts that's heavy and takes us, you know, a PhD to understand. So, I always love the analogy, like there's this doctor's viral reel and literally the first thing she says is, I break bones, or sorry I fix bones for a living.

She didn't say I'm a duh dah, dah. I don't even know what that doctor would be. Right. Speak to us like we're dumb. And it's not that we are dumb, but we're

scrolling on Instagram. We're not locked in. So that's one carousels, minimal text, really good visuals, simple. The second is hooks. And like I, this kind of is a crossover from that one, but like, hooks with identifiers, like for you, you would, you know, oh, here's how to get speaking gigs.

As someone who's spoken on. Stages in front of whatever as someone who, blah, blah, blah, from someone you wanna build. If it's that sort of educational content, you wanna really drive it home while you are the one to trust, not just how to get more speaking gigs, how to start a podcast. It's like, I can go to chat GPT for that.

What can I learn from you that's different? Um. Or so then that's the second one is just make sure your hooks have identifiers. And then the third, just off the cuff, talk to cameras. Like, yes, you can still have the microphone. Yes, but it needs to feel like a FaceTime more than ever. And we've been saying that forever, but now I'm like, no, no, no. Like your reels should almost feel like Instagram stories because we, when we're watching an Instagram story, it's someone we've chosen to follow already.

So when you're watching a reel that feels like a story, you feel like you're already following them and Right, it's like, it's like an instant. So I find that the reels of mine that do really, really well and convert the most followers, definitely my talks to cameras convert the most followers. But if I just feel like I'm just, I just put my phone down on the counter and I just gotta get this off my chest.

People love it. So real connection, human, like that's, that's what's working right now.

**Laylee:** I love that. That is, I feel like super encouraging because as somebody who, it's funny, everybody I know has a very different comfort level with each part of Instagram where I live in stories, like I post stories all day every day. I just don't care because I like, there's that comfort of like, it's going away and nobody cares.

Whereas like I have a really good friend who I actually. I coach her too. I was like, now we're friends. But like, anyway, one of my coaching clients slash friends, she overthinks stories. Like she puts so much time and effort in and I'm like, it's not even gonna stay there. Like, let's, let's, you know. But I love that almost like you just flip that on, on its head for me to, to be able to say like, okay, well if I'm so comfortable with stories, why can't I just take that content and post it to my feed?

And then maybe other people will see it? 'cause no one's seeing my stories except my followers.

**Shannon:** Yep. And you know what's funny? I've taken a few stories of mine that got a lot of dms and I've saved them to my camera roll and then shared as real. So, because I remember some, someone one time I was like, oh my gosh, that should be a reel. And I was like, oh, okay. Actually, yeah, the one I did the other day, I had like, and I had like eye patches on and I was just venting and I turned it into a reel and it's done real, it actually did really well in trials, which was crazy.

I put it on trials first and I was like, oh my God. And then I was like, maybe I should put this in my feed and I did. So, um, it's okay. You know, it just shows that like the content we don't really overthink is always gonna do better anyway,

**Laylee:** Yeah. I want you to share your quick trials tip. 'cause this is like a hot tip that like I've actually implemented, so I want, I want our listeners to hear it too.

**Shannon:** Yeah, so there's a couple things you can do. If you have edits, which I would suggest having edits, which is so cool because I do the same reel every week. So everything's already built in there, like the text is where it needs to be, and I just update the text so it saves as a project and edits.

So if you have edits, you create the real and. You know, put your text, put your text, put your audio, whatever you share it to trial. Trials first. Then you go back to edits, open the project again, export again, and then share it just to your feed just regularly if you don't have edits. You can also do this in your draft, so in your reels, drafts you can tap, there's three little dots, tap the dots, and then tap, duplicate, and then that will have two versions of your reel.

One goes to trial and trials, and then the other goes to your feed. And I let my trials stay as trials. I don't know if that's, apparently that's a really. Hot topic. Everyone's like, why? I am, like, why not? Like, why not have two going one on trials and one on my feed? Like, let's let them both do their, they're both on a different yellow brick road, like let 'em go.

So, and you can also, in trials, you can edit your trial or manage your trial to make sure it doesn't get automatically posted to your feed. So that way there's real, there's one out there in that algorithm and then there's one on the other.

**Laylee:** Yeah. I love that so much. I feel like that's such a, like a tangible tip that people can kind of like. Put into action. And we got a second tip that I didn't even think of, which is that you do the same reel every week. I, I don't know, I just like never thought to do that. Like I love that. That's systematized.

I love that. That's an easy system. Do you suggest people doing a, like a series in that or is it just random?

**Shannon:** Yeah, it's literally, and it's funny 'cause again, I, I threw it out there like a month ago because yeah, I've done it like four weeks now on a Monday. And I was like, heard you were looking for reels, hooks, or whatever, whatever. Well, you needed something to post and then drops a list of like Monday, this hook Tuesday, this hook Wednesday.

And I goes through five days of hooks. So every Monday I share the same one. I just share different hooks so it's not the same in a different audio. And then the caption, I'm like, this audio is trending. So it's not this, my audience isn't like. Girl, like it's every week, it's five fresh new hooks, a new audio.

And then I, I mix up the caption a little bit and again, 'cause it's in edits, I just go in and like, it takes five minutes and one of them went crazy and got brought in all these new followers. So it's just like, and if it stops working and then I'll find something else

**Laylee:** Yeah. Okay. Can you, this is like putting you so on the spot, but I think it would be fine just knowing like how your content normally goes. Could you take that idea? And share like three different niches and how they could like take that idea and apply it to their niche.

**Shannon:** Yeah, so maybe it's like routines or like. I heard you were looking for five days to five ways to take care of yourself this week that didn't involve blah, blah, blah. Right? Something like that because I love the, it's working, been working really well for people. I heard you were looking for and then ask yourself what is it?

And again, ask chat if you're stuck, but you know, heard you were looking for blank, whatever that is, what it's meals, whether it's. Mindset, whatever it is. And then you just, after three seconds, and if you look at my account, you'll see 'em. I have one every Monday is when I share it. And then you just drop your list.

So what is it your people are looking for? I heard you were looking for. And then what's cool about that is it signals to their brain right away, like, I am looking for that, so I need this account in my life. And then it leads to follows too. So it's not just educational boring, it's like, oh yeah, she's right.

I didn't need that.

**Laylee:** I love that. Oh, that's so helpful. Okay, cool. And then I think the last like, real question I wanna ask you, 'cause I've seen this before, but you kind of approach like content buckets or content pillars or whatever in a very different way. Do you wanna give us like a speed round of that?

**Shannon:** sure. So I don't, I even, I think I used to call 'em Pillars. Buckets, and now I'm like, no, they're not. They're just types of content. Like,

**Laylee:** even a thing. Yeah,

**Shannon:** I'm like, I, I'm so tired of all the jargon. 'cause I'm like, I, everyone calls it, you know, and again, there's no one way to do any of this, but. When you look at any piece of content or whether it's LinkedIn, anywhere, they, they all fall under one type.

It's either something humorous, something helpful, something that makes them feel heard and seen, or it's something behind the scenes. So I was like, let me come up with a really. Easy way to remember this. I was like the four H's. So it's helpful. Heard humor happenings. So if I look at any piece of content, I'm like, either, yeah, that's funny.

It's, it's humorous, it's relatable. Right? Or it's something that makes 'em go, this account is, for me, it makes 'em feel seen and heard. Whether it's like, it could be a quote or it could just be like POV, you're looking to blah, blah, blah, and I'm, you found my account. Something like that. Like just a direct call out to your people.

And then helpful is obviously. Tips, tutorials, demos, how, toss, suggestions, ideas, that sort of thing. And then lastly is happenings. Which again, could be like, oh look, we just went to The Bahamas and here's what we did. Or, I just hosted this thing, or I just spoke on stage at this. my goal is to whatever, whatever, like anything that's personal, but it can be business too.

It just lets us into your world. And that's that last one. So it's, it's those four. And they can all kind of also overlap, right? Like your tip could be funny, right? It's

like it's, it's not, again, I don't ever want people to put themselves in one box, but people are like, all right, I need a conversion piece of content now.

I need an entertaining piece. Now. I'm like, now like all of the, I, I convert with every post I, I sell with, every post I get follows with every post. I get comments with every post I, I. Make sure people trust me with every post, so I try not to put my content in one little bucket. It's like, how can I make someone feel taken care of, capable, heard, lighter, like that's, that's how I approach content.

**Laylee:** I love that. Okay. This was so helpful. I feel like I learned so much. I'm feeling fired up to like, work on my social, so that's exciting. Are you down to like, end with a rapid fire? Random, like just the fun random. Okay, cool. all right, here we go. Who is your favorite follow on Instagram?

**Shannon:** Ooh. Who? It's probably I'm the worst. I like the accounts like girls and bitches and stuff

**Laylee:** I

**Shannon:** that, yeah. So that anything millennial humor. Just, yeah, that's what I like.

**Laylee:** a hundred percent. Same. Um, so relatable. Okay. What is your favorite feature?

**Shannon:** Stories.

**Laylee:** Okay, perfect. Um, what's your favorite show to binge watch?

**Shannon:** Ooh, anything real Housewives?

**Laylee:** Okay. What's one thing no one on social knows about you?

**Shannon:** Ooh. That I'm rarely wearing a bra in stories. I'm today. You're welcome.

**Laylee:** You're welcome everyone. I love

**Shannon:** Typically don't have a bra on until noon, so that's why I shoot most of my videos up 'cause I'm just like, I don't want to.

**Laylee:** That's perfect. 'cause it's the worst. Um, okay. And then what is, uh, what's like a hot take on social?

**Shannon:** Uh, um, that literally 80% of the experts out there are full of absolute crap. And I'll, I just, I, I get in so much trouble. I've lost so many followers. I don't care. I'm just like, y'all can take and people write me well, so-and-so said. I'm like, well, so-and-so is wrong. I don't know. I don't know what else to tell you, and I'm very gentle person.

I'm very soft. I'm very tender. I don't like to get loud, but I'm like, that is just, that will trigger me. Like to no end. It's like, you might as well just call my best friend outer name. Like I just get so upset. I'm like, you guys, I do this for a living. And people will get mad. They'll be like, well, I heard.

I'm like, yeah, I'm on here spreading crap. That's what I'm here to do. No, if I was, I'd have a million followers.

**Laylee:** I mean, it is not like you're doing poorly. So I think you're doing great. I, no, I love that. I love that you stand on business and I feel like you've done that a couple times that you've done, you are not, you don't shy away. Like if someone steals content, if somebody's doing something unethical, like I love seeing that side of things and not from like a, ooh, that's some tea, but it's like, okay, this, this girl's got ethics and I love that.

**Shannon:** Yep. Thank you.

**Laylee:** Yeah. Okay. Um, how can people work with you?

**Shannon:** Reels lab is probably the best thing to do right now. Uh, you can get in there right away and I basically hand you your content every week and I just go, here's the five reels to create. Based on your industry. If you wanna do more, I always add bonuses, but I, I do two coaching calls a month too, so you get my eyes on your account too.

It's not just a membership where I go, here's templates. It's very much, I'm very much involved. There's like 20, 30 industries in there, so wherever you fall, there's, you know, there's tons of support for you in there.

**Laylee:** I love that. That's amazing. Okay, well we will link all of Shannon's stuff up in the show notes. Um, make sure you go check that out. And also take a listen to Shannon's podcast 'cause I know you break down a lot of this stuff. It's weekly, right?



**Shannon:** Yes, it's every Tuesday. Yeah.

**Laylee:** That's amazing. So, um, I know what I'm gonna be listening to tomorrow.

Thank you so much. This was so fun. Uh, I'm so, so happy to be able to bring all of your content to everybody and, we're gonna have to have you back on, I think, because I didn't even get through like half my

**Shannon:** Oh, yay. Yes, let's do it. I'm so down. This was so fun.

**Laylee:** Thank you, Shannon. All right, I'll see you guys on next week's episode.