// FREE GUIDE BY @AVIGRONDIN

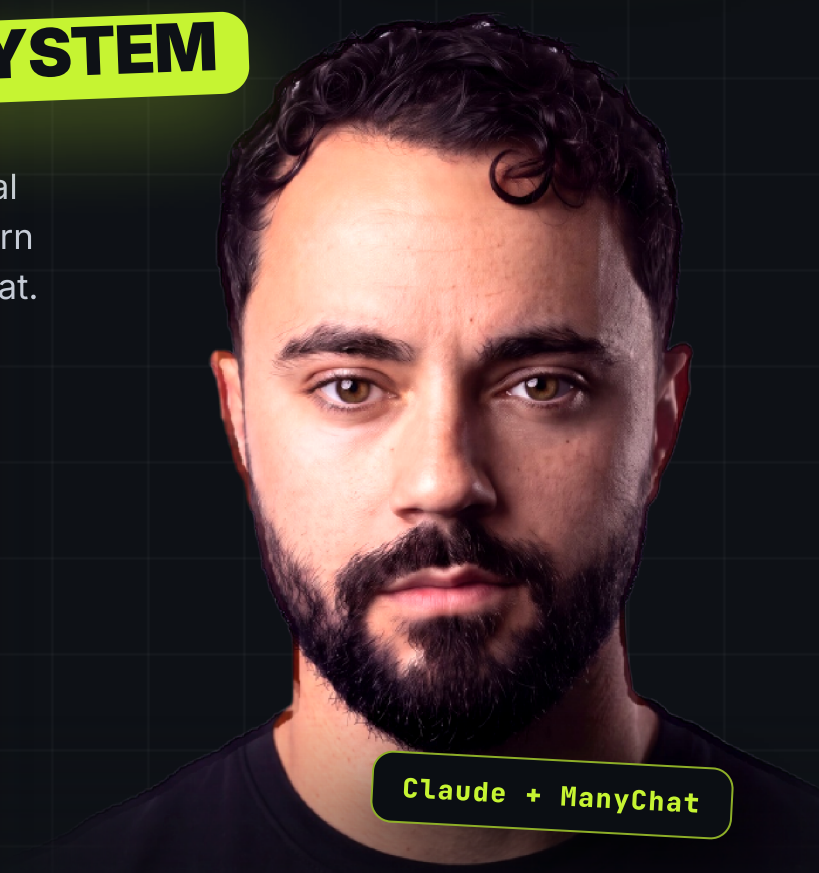
Instagram's Free Ads

Trial reels

THE TRIAL REELS SYSTEM

Remake what already wins, post 5 to 10 trial reels a day, let Claude upload them, and turn every comment into an email with ManyChat.

01 REMAKE | 02 POST | 03 CAPTURE



You commented TRIAL. This is the exact system from my reel: the one I used to reach 50,000 followers and 27,000 emails in 30 days. Six steps, the prompts I use, and what to check before you post.

// 02 · HOW IT WORKS

Free reach to people who don't follow you.

A trial reel is a normal reel with one switch turned on. Instagram shows it to people who do not follow you first. Your followers don't see it and it stays off your profile unless you share it with everyone.

01
Remake
your best videos and your competitors' winning formats.

→

02
Post
5 to 10 of them a day as trial reels.

→

03
Claude
writes the captions and uploads each one.

→

04
ManyChat
sends the freebie and collects the email.

WHY IT WORKS LIKE FREE ADS

- **New people only.** Each trial goes to non-followers first, the same people an ad would reach.
- **No risk to your page.** Instagram ranks trials apart from your standard reels, so a flop doesn't hurt them.
- **Your grid stays clean.** Ten tests a day never show up on your profile.
- **Winners can graduate.** Share a good one with everyone, by hand or automatically.

WHAT IT IS NOT

- **Not a guarantee.** Most trials do little. You are buying shots at a winner with volume.
- **Not for brand-new accounts.** Instagram sets a follower minimum (page 3).
- **Not a growth plan alone.** Views are worth nothing until the comment becomes a lead (page 8).

WHAT YOU NEED

01
A public Instagram account
With trial reels available (page 3).

02
Claude
To pick, rewrite and caption. On a Mac it can also post.

03
ManyChat
To answer the comment and collect the email.

// 03 · STEP 1 · TURN IT ON

Find the Trial switch. Flip it before you share.

You make the reel the usual way. The only new move is one switch on the last screen.

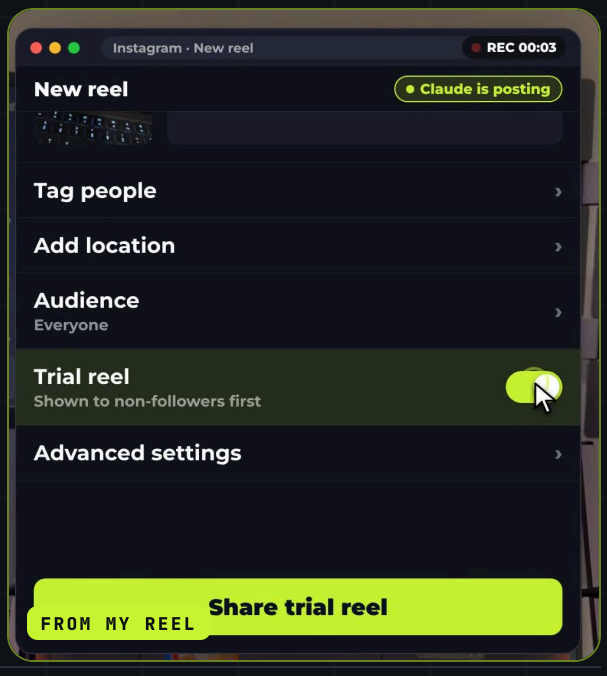
01	**Check you have it**	Instagram's rule: a public account, with at least 200 followers on a professional account or 1,000 on a personal one.
02	**Make the reel as usual**	Record or upload, add the cover and the caption.
03	**Tap Trial**	On the share screen, before you share. No Trial option? Your account isn't eligible yet.
04	**Pick how winners graduate**	Share to everyone yourself, or let Instagram do it when a trial performs well.
05	**Share**	It goes to non-followers. Your followers don't see it in Feed or Reels.
06	**Read it the next day**	Open the reel, View insights: views, likes, comments, shares, and how it compares with your other trials.

MY SETTING

I leave automatic sharing off while I'm testing and share the winners myself. I decide what my followers see.

GOOD TO KNOW

A trial can still be seen by a follower if someone sends it to them or finds it under the same audio.



// 04 · STEP 2 · PICK WHAT TO REMAKE

Don't invent. Remake what already won.

A trial reel is a cheap test, so test things with proof behind them. Two places to look.

YOUR OWN WINNERS

Open your reels and sort by views. Take the top 5 to 10. Each one already proved the topic and the format work for you.

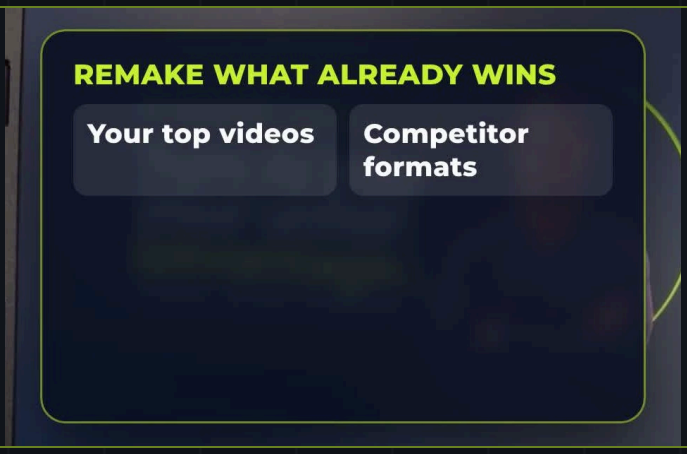
- **Safest pick.** Your face, your offer, your audience.
- **Look at shares and saves,** not only views.

COMPETITOR FORMATS

Find 3 to 5 accounts in your niche and note the formats that keep landing for them: the layout, the pacing, the kind of hook.

- **Copy the format,** never the words, the footage or the person.
- **Use your own topic** inside their structure.

FROM MY REEL



ASK CLAUDE TO PICK

@avigrondin

```
Here are my last 30 reels with views, likes, comments and shares: [paste them].
Pick the 5 worth remaking as trial reels. For each one tell me why it worked in
one line and what I should keep the same.
```

A SIMPLE RULE

If a video beat your average by 3 times or more, it goes on the remake list.

// 05 · STEP 3 · REMAKE IT

New hook. New caption. New edit.

Same idea, three things changed. That is enough for Instagram to treat it as a new video and enough for you to learn which part did the work.

NEW HOOK	Rewrite only the first line. Lead with a result one time, a mistake the next, a number after that.
NEW CAPTION	New first line and a new keyword ask. Keep it short (page 9).
NEW EDIT	Change what the eye sees: different cover, different captions style, different music, a tighter cut.
SAME BODY	Keep the middle that already worked. You are testing the wrapper, not the idea.

ASK CLAUDE FOR HOOKS — @avigrondin

```
Here is the script of a reel that did well for me: "[paste it]". Keep the body. Write 5 new opening lines for it, each under 12 words, each a different angle: a result, a mistake, a number, a question, a bold claim.
```

ONE VIDEO, MANY TRIALS

- **One good video gives you 3 to 5 trials.** Same body, a different hook on each.
- **Change one thing at a time** when you want to know what caused the win.
- **Re-record the first line only.** Five seconds of new footage is a new reel.

DON'T

- **Don't repost the same file.** Change the hook and the edit every time.
- **Don't lift someone's clip.** Borrow the format, film your own.
- **Don't change everything.** Then a win teaches you nothing.

// 06 · STEP 4 · VOLUME

5 to 10 trial reels a day.

One trial a week tells you nothing. Five to ten a day gives you enough shots that one or two a week take off. That is the whole game.

FROM MY REEL



A DAY THAT GETS YOU THERE

- **2 winners,** each with 3 new hooks. That's 6 trials.
- **2 competitor formats,** one take each. That's 8.
- **1 new idea** you want to test. That's 9.
- **Batch it:** film and edit once a week, post every day.

READING THE RESULTS

01	**Next day**	Check views, shares and comments against your other trials, not against your normal reels.
02	**A clear winner**	Share it to everyone so it lands on your profile and reaches your followers.
03	**A near miss**	Keep the body, change the hook, run it again as a new trial.
04	**A flop**	Leave it. It never touched your profile.

IF THE TRIAL OPTION GOES AWAY

Instagram limits how many trials an account can post in a day and doesn't publish the number. If the switch stops showing, you've hit it. Pick up tomorrow.

// 07 · STEP 5 · LET CLAUDE POST

I don't upload them. Claude does.

Ten uploads a day by hand is an hour of tapping. On my Mac, Claude does it: I hand it the videos, it writes the captions, opens Instagram's Edits app and shares every one as a trial reel.

01	**Get the Edits app**	Instagram's own video app, signed in to your account on your Mac.
02	**Use the Claude desktop app**	With computer use turned on, and allow it to control Edits when it asks.
03	**Make a folder for today**	Put the finished videos in it. Next to each, a text file with the same name holding its caption.
04	**Send the message below**	Claude imports each video, exports it, opens Share to Instagram and pastes the caption.
05	**It switches Trial reel on**	Then shares, waits for the upload to finish, and starts the next one.
06	**Check its report**	It tells you which ones went up. Open Instagram and confirm.

TYPE THIS IN CLAUDE — @avigrondin

```
Post every video in the folder ~/trial-reels/today as an Instagram trial reel using the Edits app. For each one: new project, import the video, add it to the timeline, export, Share to Instagram, paste the caption from the text file with the same name, switch Trial reel on, then Share. Wait for it to say it shared before starting the next. Tell me which ones went up.
```

FIRST TIME

Watch one go up

Run a single video and watch every click before you hand it ten.

COVERS

Set them yourself

Picking a cover image is the step that most often needs your click.

NO MAC?

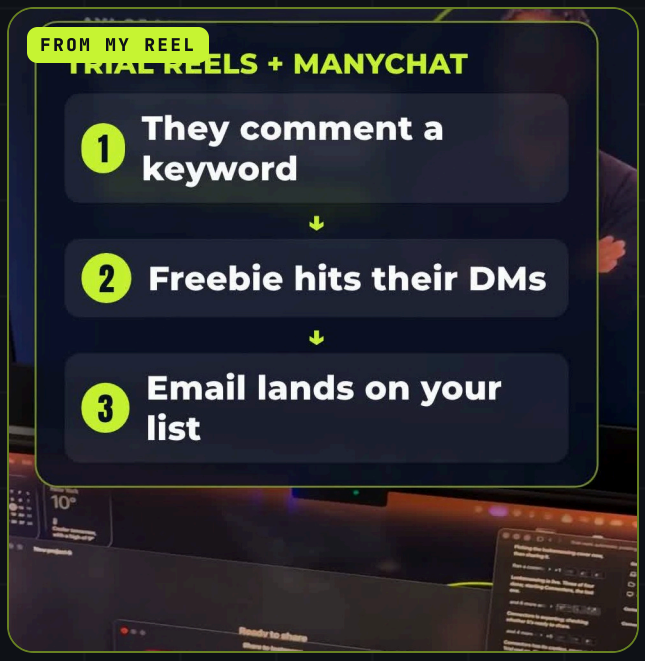
Post by hand

Same switch, same result. Let Claude write the captions and you tap Share.

// 08 · STEP 6 · MANYCHAT

Turn the comment into an email.

A trial reel puts you in front of strangers. ManyChat is what turns a stranger into a lead: they comment one word, the freebie lands in their DMs, and you get their email.



BUILD IT ONCE PER KEYWORD

- **Trigger:** user comments on your post or reel. Set it to any post, so every new trial is covered.
- **Keyword:** one word. Add the misspellings and the two-word version too.
- **Comment reply:** a short public reply so they check their DMs.
- **Opening DM:** one line and a button they tap to get the thing.
- **Ask for the email,** then send the link to the freebie.
- **Follow-up DM** if they don't open the link.

THE FREEBIE

Make it match the reel

A guide, a checklist or a template that finishes what the video started.

THE LINK

Send them to a page you own

Not a shared drive file. A page can make your next offer.

THE EMAIL

This is the asset

Followers can vanish with a reach change. A list is yours.

// 09 · THE CAPTION

One line does the work. Put the keyword first.

Most people never read past the first line of a caption. So the first line is the ask.

LINE 1 OF EVERY CAPTION

Comment the word "TRIAL" and I'll send everything over

Swap in your keyword. Say the same word out loud at the end of the reel.

THE REST OF THE CAPTION

- **Line 2:** what they get, in plain words.
- **Line 3:** who it's for or the result it gets.
- **Keep it under 60 words.** The reel did the selling.
- **One keyword per reel.** Never two asks in one caption.

PICKING THE KEYWORD

- **One short, common word.** Easy to spell on a phone.
- **Tied to the topic,** so the comments also tell Instagram what the reel is about.
- **Say it and show it:** on screen, out loud, and in line 1.
- **New freebie, new keyword.** Reuse a keyword only when the freebie is the same.

ASK CLAUDE FOR THE CAPTION

@avigrondin

```
Write an Instagram caption for this reel: "[paste the script]". Line 1 must be: Comment the word "[KEYWORD]" and I'll send everything over. Then 2 short lines on what they get. No hashtags. Under 60 words.
```

WHY THE COMMENT MATTERS TWICE

Every comment is a lead for you and a signal to Instagram that people care. The keyword gets you both.

// 10 · COPY + PASTE

Four messages. Fill in, send.

A · PICK WHAT TO REMAKE @avigrondin

```
Here are my last 30 reels with views, likes, comments and shares: [paste them]. Pick the 5 worth remaking as trial reels. For each one tell me why it worked in one line and what I should keep the same.
```

B · FIVE NEW HOOKS @avigrondin

```
Here is the script of a reel that did well for me: "[paste it]". Keep the body. Write 5 new opening lines for it, each under 12 words, each a different angle: a result, a mistake, a number, a question, a bold claim.
```

C · THE CAPTION @avigrondin

```
Write an Instagram caption for this reel: "[paste the script]". Line 1 must be: Comment the word "[KEYWORD]" and I'll send everything over. Then 2 short lines on what they get. No hashtags. Under 60 words.
```

D · POST THEM (MAC + EDITS) @avigrondin

```
The full message is on page 7. Put today's videos and their caption files in one folder first.
```

IF SOMETHING'S OFF

I don't see Trial	Public account, 200 followers (professional) or 1,000 (personal), and no recommendation limits on the account.
My trials get almost no views	Normal for most. Change the hook and post more. Judge the week, not the reel.
A trial took off	Share it to everyone, then make three more with the same body and new hooks.
Nobody gets the DM	Check the automation is live, set to any post, and the keyword matches what you say.
Claude stopped mid-upload	It was waiting on a permission prompt. Allow the app, then tell it to continue from the next video.

// 11 · THE SOFTWARE I USE

My stack, in one place.

The tools behind my businesses. Start with the ones that fit what you build.

HighLevel
CRM, funnels, calendars, email and SMS in one place. What I run my funnels on.
gohighlevel.com →

HighLevel SaaS Pro
The HighLevel upgrade that lets you resell it to clients under your own brand.
gohighlevel.com/saasupgrade →

Close
A sales CRM with calling, email and SMS built in.
close.com →

n8n
Workflow automation that connects your apps, with AI steps.
n8n.io →

Higgsfield
AI image and video generation.
higgsfield.ai →

Arcads
AI video ads with AI actors, UGC style.
arcads.ai →

Foreplay
Save and organise winning ads for creative research.
foreplay.co →

Dripify
LinkedIn outreach on autopilot.
dripify.io →

Webflow
A visual website builder with hosting.
webflow.com →

PandaDoc
Proposals, contracts and e-signatures.
pandadoc.com →

monday.com
Projects, tasks and team workflows.
monday.com →

OnlineJobs.ph
Hire full-time remote team members from the Philippines.
onlinejobs.ph →

Coach Financing
Offer your clients financing for coaching and programs.
coachfinancing.com →

Some of these are affiliate links: if you sign up through them I may earn a commission, at no extra cost to you. I only list tools I use or have used in my businesses.

// 12 · WHAT NEXT

Trial reels bring the leads. I build businesses with AI.

I use AI to build and run lead generation businesses. If you want to do the same, there are two ways to work with me.

OPTION 1 · THE COMMUNITY

Join my Skool community

Pay Per Lead Academy

Stop chasing clients. Start building a lead generation business.

- Pick a niche
- Run Meta and Google ads
- Find lead buyers and price your leads
- Automate delivery and tracking

Join on Skool →

skool.com/pay-per-lead-academy-3593

OPTION 2 · DIRECT

Book a call with me

1 on 1 with Avi Grondin · 60 minutes

One hour. Your business. My full attention.

- A deep dive into your specific business
- Your niche, your ads, your lead buyers
- A straight read on your numbers
- Your next best moves

Book your call →

Tap the button or scan the code

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