

Instagram Reel scripts

EXAMPLE 1:

How often do you think about quitting your job and just ride horses

Example link:

<https://www.instagram.com/p/DSx98DVjLUU/>

Remember to like and save example video

Text to fill in:

How often do you think about (RESULT/DREAM) and just (RESULT/DREAM)

B-ROLL TO FILM:

FILM A 20 SECOND VIDEO of you actually doing the solution, OR 3-4 DIFFERENT CLIPS FROM DIFFERENT ANGLES of you actually showing how

The final video should last 6-10 seconds and the text should stay the whole duration of the video.

Music Sting – Missing you (Every single day part)

EXAMPLE 2:

Before doing (SOLUTION) describe (PROBLEMS/SYMPTOMS) After doing (SOLUTION) describe (RESULTS). If you want results do (CALL TO ACTION) Example link:

<https://www.instagram.com/reel/DSdeCCDjESS/>

Remember to like and save example video

B-ROLL TO FILM:

FILM A 30 SECOND VIDEO of you actually doing the solution, OR 3-4 DIFFERENT CLIPS FROM DIFFERENT ANGLES of you actually showing how, ideally with a noticeable before and after

The final video last about 30 seconds and the text is cut in different parts.

EXAMPLE 3:

3 things about that`s probably going to piss you off...

Example link:

<https://www.instagram.com/reel/DSYeZTyDEgh/>

Remember to like and save example video

Text to fill in:

Write 3 things that`s probably going to piss people off

B-ROLL TO FILM:

FILM A 30 SECOND VIDEO of your surroundings, OR 3-4 DIFFERENT CLIPS FROM DIFFERENT ANGLES

The final video should last about 15 seconds or more and there are 4 text parts

EXAMPLE 4:

It all started with (SOLUTION) now I help others do the same

Example link:

<https://www.instagram.com/reel/DSlVWHTDBNC/>

Remember to like and save example video

B-ROLL TO FILM:

FILM A 20 SECOND VIDEO of your solution, OR 3-4 DIFFERENT CLIPS FROM DIFFERENT ANGLES

The final video should last about 7 seconds and there are 2 text parts, make sure it can be read by someone who hasn't seen the reel before.

EXAMPLE 5:

Original text:

No one told me that these 3 things ruin partnership with horses until it was too late

Example link:

<https://www.instagram.com/reel/DSBNwcWDFIt/>

Remember to like and save example video

Text to fill in:

No one told me that these 3 things ruin (RESULT/DREAM) until it was too late

B-ROLL TO FILM:

FILM A 20 SECOND VIDEO of your solution that can loop

The final video should not last more than 6 seconds and text is the same throughout.

Add viral looping music

EXAMPLE 6:

Don` t ask me for life advice... You` ll end up with (SOMETHING YOUR NICHE WANTS OR YOU HAVE) and (DO SOMETHING REALTED TO YOUR OFFER)

Example link:

<https://www.instagram.com/reel/DR229tkDHtq/>

Remember to like and save example video

B-ROLL TO FILM: FILM A 20 SECOND VIDEO of you doing your thing OR 3-4 DIFFERENT CLIPS FROM DIFFERENT ANGLES

The video should last about 10 seconds and text is divided to 3 parts.

EXAMPLE 7:

While everyone is telling you ... (COMMON PRACTICE) I want you to know that
(SOMETHING THEY DON` T KNOW/YOUR SOLUTION)

Example link:

<https://www.instagram.com/reel/DRsMC71jGwF/>

Remember to like and save example video

B-ROLL TO FILM: FILM A 20 SECOND VIDEO of you doing your thing OR 3-4 DIFFERENT
CLIPS FROM DIFFERENT ANGLES

The video should last about 8 seconds and text is divided to 2 parts.

EXAMPLE 8:

X years ago I was doubting that (RESULT/DREAM) would be a reality, today I have (RESULT) (and (RESULT))

Example: <https://www.instagram.com/reel/DSTEk57DMND/>

Remember to like and save example video

B-ROLL TO FILM: FILM A 20 SECOND VIDEO of your face when doing what you do.

The final video should last about 6 seconds and the text should stay the whole duration of the video. Can loop.

EXAMPLE 9:

Imagine how good it will feel when (RESULT). Here`s how (describe how in caption)

Example: <https://www.instagram.com/reel/DPmkCBCjDOG/>

Remember to like and save example video

B-ROLL TO FILM: FILM A 20 SECOND VIDEO of you actually doing result, OR 3-4
DIFFERENT CLIPS FROM DIFFERENT ANGLES

The video should last 6-10 seconds and the text is split in 2 parts.

EXAMPLE 10:

3 things I`ve stopped doing that gave (RESULT/DREAM) explain the 3 things

Example: <https://www.instagram.com/reel/DRfkJgjDH4H/>

Remember to like and save example video

B-ROLL TO FILM:

FILM A 50 SECOND VIDEO of you actually doing the SOLUTION, OR 3-4 DIFFERENT CLIPS FROM DIFFERENT ANGLES of you actually doing the SOLUTION

Add pictures from Canva of what you have stopped doing.

The video should last about 30 seconds and the text is separated to the different things you mention.

EXAMPLE 11:

“Confident (NICHE) do these 3 things.... explain the 3 things

Example: <https://www.instagram.com/reel/DNq3cwLs9iA/>

Remember to like and save example video

B-ROLL TO FILM:

FILM A 40 SECOND VIDEO of you actually doing the thing confidently, or clips from different angles.

The final video should last about 25 seconds and the text is split into 4.

EXAMPLE 12:

“Let this be your sign to not stress about SOMETHING REALATED TO THE SESON
FILM A 10 SECOND VIDEO of you actually not stressing about it.

Example link: https://www.instagram.com/reel/DSa9_BBDBiC/

Remember to like and save example video

The final video should last about 6 seconds and the text should stay the whole duration
of the video.

Video can loop, pair with looping sound

EXAMPLE 13:

Remix reel, remix a reel showing a dramatic problem followed by your solution

One thing I would never do as an (YOUR NICHE) is to (DESCRIBE PROBLEM IN THE REEL) Instead I do this (SHOW YOUR SOLUTION)

<https://www.instagram.com/reel/DQXeHmDDK4B/>

Remember to like and save example video

FILM A 40 SECOND VIDEO of you actually doing the opposite or clips from different angles.

The final video should last about 30 seconds and the text is divided into as many sections as needed

Be aware that even though it`s legal, remixes can be met with aggression from the original reel owner. Tip is to use content from viral reel accounts that are not personal.

EXAMPLE 14:

“When someone asks if (SOMETHING YOUR NICHE USES) is okay to use....

FILM A VIDEO of you throwing it away.

Example link: <https://www.instagram.com/reel/DQSH69ADBkD/>

Remember to like and save example video

The final video should last about 6 seconds and the text should stay the whole duration of the video.

IMPORTANT USE THE AUDIO!

EXAMPLE 15:

“Just a reminder that if you want (RESULT/DREAM) Don’t do (MISTAKE) like that

FILM A 40 SECOND VIDEO of you actually showing result or clips from different angles, paired with Canva picture of what not to do.

Example link: <https://www.instagram.com/reel/DP1IH8bDJoy/>

Remember to like and save example video

The final video should last about 30 seconds and the text is split into the parts necessary.