

# Script writing for FZK Media

Start Time: 21:15 PM, 5th Jan 2025

End time : 21:53 PM, 5th Jan 2025

## Script idea-

“What if I told you there's a secret way to make your money work harder than you do?  
Spoiler alert: It's not a get-rich-quick scheme, it's way cooler! But first.....Let's eat some pizza”

*This will be said with a lot of facial expressions, the spoiler alert would be said in a whispering way with one hand on the mouth.*

*Right after when this is said, show someone standing behind the door with a cunning-questionable look and BGM ....(think of how they used to show komolika type characters in serials) The idea behind this particular setup is to make it dramatic as if this person hiding is thinking ...UHUN WHAT IS SHE TALKING ABOUT????*

Go back to the first person in the reel. They say -

Picture this: You're at a party, and every hour, your slice of pizza doubles in size.

*[You may need to invest in a small and medium size pizza for this...but tbh, if you wanna make this funnier, I saw you draw pizza on paper...bet it will get you comments.]*

That's basically what compound interest does to your money!

Let's break it down:

You start with Rs. 100 in your savings account. *[Show Rs.100 bill]*

Year 1: It grows to Rs. 110 (Yay, free Rs.10!) *[Show growth- the green upward going graph]*

Year 2: Now you're earning interest on Rs. 110, not just Rs. 100

Year 3: Your money's making even more money *[Show snowball effect but like a cartoon- where a cartoon is pushing a snowball and it keeps increasing in size]*

*The execution of this part really depends on how creatively your team can handle it.*

It's like your money is having its own little party, inviting more and more friends each year. And the best part?

You as the host...don't even have to be there! *(say this part just in the same tone as you say - I told you....more precisely - MAINE TO KAHHA THA)*

Now, I know what you're thinking: "But I barely have any money to save!" [Make this 🤔 face]

Here's the secret sauce: Time is your BFF when it comes to compound interest.

Starting early with small amounts > Starting late with big amounts

So, whether it's \$5 or \$500, start now! Your future self will thank you for being the coolest money wizard ever. *[Wink, finger guns, tongue clicks, you know the side smirk one]*

Remember: Compound interest is like a snowball rolling down a hill. The earlier you start and the longer it rolls, the bigger it gets!

[Call to Action]

"If you need some help as a beginner, drop a 💰 in the comments & our team will send you a detailed guide on how to ..... (freebie name that helps them as a beginner) that you can download for absolutely FREE."

*This CTA will help you not only get more views and engagement bcz you would be giving a freebie but also help you acquire more emails for your mail-list.*

Note - I would LOVE to send across a video for the same. I make UGC videos for brands as well as create videos for ad agencies too. You can access it here - <https://ugcwitharya-portfolio.my.canva.site/ugcwitharya>  
Skip to service-based business section.

Additionally this is my marketing portfolio- <https://fueler.io/aryakapoor/>

Would love to explore further work opportunities.

## Hook Ideas -

1. Hey there, money mavens! Today we're talking about compound interest, AKA the closest thing to magic in the finance world.
2. That moneyplant your mummy brought is not giving you money (cuz same) but what if it starts giving you more moneyplants? That's basically what compound interest does to your money.

## I have some hinglish ones too....

I am Gen-Z, so I KNOW what my generation doesn't Know. And at the same time, I know what kind of content my gen consumes so the references/examples are pretty solid in the Gen-Z cult.

1. "Money works just like pain. The longer you hold, the heavier it becomes."

OR "Agar main bolu ki pain ke tarah paisa bhi compounding pe badhta hai to? Nahi samjhe? Main samjhati hoon..."

OR "Kya aapne kabhi socha hai ki dard aur paisa ek jaise hote hain? Nahi na? Main batati hoon..."

*If you use this one, you can even use some funny gif from bollywood that says - aedi hai kya? Or kya pagal hogya hai....just something funny.*

Vo paani ke glass wala example yaad hai? The one that says-

You hold a water glass for 10 secs (show holding a glass of water), its okay. Feels fine.

You hold it for 20 secs....mhmmm still okay...starting to feel something

You hold it for 30 secs....owwww wellllll now I see what's happening.

Thats exactly what your bank account would feel like when you use compounding in your favor.

Interested in learning more? Check out our page where we spill ALL THE TEA over financial gossips AND LEARNINGS.

I have another idea for a reel where you can do like a questionnaire or a rapid fire interview type of thing where-

One person with mic (use annnnnything but a mic here) goes to just anyone in the office or room or wherever you want to set this up and says - Okay, rapid fire! Explain financial terms for our audience but in non-financial language!

OR You can just use the hook - finance ko fun banayein? And then proceed with the same setup

1. Mutual Funds: Dost ke shaadi mein gift dene jaisa OR college me friend ko milke ek gift dena
2. Stock Market: Gully cricket ke rules jitna unpredictable
3. Budgeting: Mummy ka tupperware management, but for your wallet
4. Credit Score: Exam results se bhi zyada important number
5. Inflation: 1 rupay ki eclairs ab 2 rupay ki ho gyi hai...

