

[The camera is zoomed in on a person's face, eyes wide with a comical expression of surprise and relief.]

Hook: "You ever feel like your back's got more cracks than a sidewalk? "

[Cut to a quick, exaggerated reenactment of trying to twist and turn to crack their back, with exaggerated sound effects. They pause and look at the camera.]

Story: "Okay, so there I was after my Friday gym session twisting and folding my back like a broken glow stick, but I still couldn't frickin get that sweet sweet crack."

[They hold up the back cracker with a dramatic flair.]

"Then I found THIS bad boy." [clip of them getting a very satisfying click with loud cracking noise] "Ughh, yeah. Now THAT hit the spot. Who needs Chiropractors anyways?" [Quick montage of using the back cracker with satisfying popping sounds, ending with a blissful sigh.]

"If you wanna go from 'ooo' to 'ahhh' in like, 30 seconds flat, you gotta try this out." [Loud cracking noise] "You gotta try this out, trust me. Click the link in bio to get cracking."

[End with a funny dance move, showing off their now limber back, and point down to the product link in the caption.]