Raegan Lynchh Content Analysis

Day-1

https://www.instagram.com/reel/DEc3jW6p1Ws/?utm_source=ig_web_copy_link&igsh=MzRlOD BiNWFlZA==

Script*:*

Day one of starting over my whole entire life. Hi, I'm Reagan. And a year ago my happy, healthy, five year long relationship ended badly. Like really badly. And when I lost him, I also lost my city, my apartment, all my friends, and any belief I still had that my relationship actually was happy or healthy.

Fun, right? And so over the last year, I've honestly spent way too much time crying in my shower or rotting in my bed trying to remember who I was before and trying to figure out how I'm gonna rebuild my life now that I'm in the after plus therapy, like so much therapy, and somehow I ended up here. 27 and back at home, absolutely terrified and completely unsure of everything except this.

It's time to move on now. Time to let go. Time to build a life that's even bigger and better than the one I had to leave behind. So here's the new beginnings. Let's start over, shall we?

Storytelling structure analysis:

- Fresh start- "Day one of starting over my whole life." This tells us it's a new beginning and makes us want to see Day2.
- Meet the person + what happened- "Hi, I'm Reagan… my 5-year relationship ended." Now we know who is talking and the main problem.
- Big losses- She also lost her city, apartment, friends, and trust in her old story. This shows how hard it was.
- Tiny joke to breathe- "Fun, right?" A small joke gives a quick break from the sad part.
- Hard days- Crying in the shower, staying in bed, lots of therapy, back at home at 27. Real details make the story feel true.
- One sure thing- She says she's scared and unsure, except for one thing. We lean in to hear what it is.
- The choice to change- "Time to move on. Time to let go. Time to build…" Repeating "Time to…" sounds strong and hopeful.
- Invite the viewer- "Here's to new beginnings. Let's start over?" A friendly ask to join and follow the journey.

Plug-and-play Template:

Day one of starting over my [life area/niche].

Hi, I'm [Name]. [Timeframe] my [project/role/relationship/health/etc.] [ended/failed/changed] [briefly: how].

When that happened, I also lost [specific thing], [specific thing], [specific thing], and any belief that [old story you no longer buy].

Over [time period], I spent too much time [raw struggle], [raw struggle], trying to [what you were grasping for]. Plus [support you tried- therapy/mentors/systems].

Somehow I ended up [your current status- age/place/situation], [two honest feelings], and completely unsure of everything except this:

It's time for [first action]. Time to [second action]. Time to build [bigger vision/outcome] than what I left behind.

Here's to [theme: new beginnings/fresh starts/redemption arcs]. Let's start over, shall we?

Day-9

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Script:

Day nine of starting over my whole entire life. Hi, I'm Reagan. And a year ago, my five year relationship ended badly, and when I lost him, I also lost my city, my apartment, and all my friends. But today I have to go back. Nope. No. I've thought about this moment a lot. What I would do if I ever returned to my old city, what I would say if I ever ran into my ex.

In my head, I've seen this play out so many ways. I've cursed him out. I've wished him, well, I've pretended he never existed in the first place, but in reality, I was really hoping this day would never come. I'm for sure gonna cry 'cause that place was my whole world that I spent the last year letting go of.

And now I feel like I'm bracing for the impact of all the memories I work so hard to forget 'cause I've been taking so many steps forward. But what if this is a giant leap?

Storytelling structure analysis:

- Series hook: "Day nine of starting over my whole entire life."
Why it works: It tells viewers this is a journey. They want to see Day 10.
- Quick intro: "Hi, I'm Reagan."
Why it works: We meet the person. We care more.
- Big problem + losses: "My five-year relationship ended. I lost him, my city, my apartment, my friends."
Why it works: High stakes in one breath. Viewers feel it.
- Today's hard task: "Today I have to go back. Nope. No."
Why it works: Forced challenge. The "Nope" is a pattern break that grabs attention.
- The "what if" question: "What would I do if I see my ex?"
Why it works: This is an open loop. We want the answer.
- Three paths in her head: "I yell. I wish him well. I act like he's not there."
Why it works: Three quick options feel real and keep rhythm.
- Honest truth: "I hoped this day would never come."
Why it works: Vulnerability makes people lean in.
- Feeling forecast: "I'll probably cry. That place was my whole world. I spent a year letting go."
Why it works: Shows the cost. We root for her.
- Strong picture line: "I'm bracing for the impact of old memories."
Why it works: A picture in your mind = stronger emotion.
- Cliffhanger: "I've taken many steps forward. What if this is a giant leap?"
Why it works: We don't know if the leap is good or bad. We wait for Part 2.

Plug-and-play Template:

[On-screen text: "Day [NUMBER] of [ONGOING JOURNEY]"]: "Day [X] of [starting over/coming back/building from zero]."
[Quick identity beat]: "Hi, I'm [NAME]."

[Compressed backstory + stacked stakes]: "[TIMEFRAME] ago, [INCITING EVENT] happened, and when I lost [A], I also lost [B], [C], and [D]."

[Present trigger + pattern interrupt]: "But today I have to [RETURN/FACE/TRY IT AGAIN]. [Micro-beat: 'Nope. No.' or another honest aside]."

[Anticipation: what-if encounter]: "I've thought about this moment a lot what I'd do if I ever [RETURNED/SAW X], what I'd say if I ran into [PERSON/SYMBOL OF PAST]."

[Imagined reactions (triad)]: "In my head it goes a hundred ways. I've [STRONG REACTION]. I've [GRACIOUS REACTION]. I've [AVOIDANT REACTION]."

[Vulnerable truth]: "But honestly, I was hoping this day would never come."

[Emotional forecast + meaning]: "I'll probably [EMOTION], because [PLACE/THING] was my whole world, and I spent [TIMEFRAME] trying to let it go."

[Bracing metaphor]: "Now it feels like I'm bracing for [TRIGGER/MEMORY] I worked so hard to forget."

[Progress vs. risk + open loop]: "I've taken so many steps forward. But what if this is the [TEST/LEAP/MOMENT] that changes everything?"

[Optional soft CTA keep it diaristic]: "I'll let you know how it goes tomorrow." On-screen text: "Day [X+1] tomorrow • Follow to keep up" or "Have you had to go back? Tell me how you handled it."

Day-22:

Script:

Day 22 of starting over my whole entire life. Hi, I'm Reagan, and right now I'm moving to a city I've never been to, to an apartment I've never seen to live with, girls I've never met. After my relationship ended and I had to leave my old life behind. This might have been a bad idea. I've been on the ground for five whole minutes and I already want to go home.

And maybe I'm just a little jet lag, or maybe this was a crazy thing to do. Yep, for sure. That one. But I think I might be in a little over my head. Okay, we're okay. We can do this. But I wanted to build a new life and as much as I hate myself for that at this particular moment, no one said it was gonna be easy.

Okay. How do I guys, where do I buy ticket? But no matter how hard I thought this would be. There was still a part of me, a much less tired and hungry and gross part of me that believed this would be a good thing. Oh my God, I really hope I was right.

<u>Storytelling structure analysis</u>:

- Series opener: "Day 22…":
What it is: Starts with a day number and a big change.
Why it works: Numbers make people curious. They want to see what came before and what comes next. This boosts follows and binge-watching.
How to use it: Put "Day [X] of [Journey]" as the first on-screen text in the first frame.

- Identity snapshot: "Hi, I'm Reagan…":
What it is: A quick intro to who is speaking.
Why it works: Viewers trust a real person. A name builds connection fast.
How to use it: Say your name in one line. Show your face for 1–2 seconds.

- Three unknowns stacked: "City I've never been… apartment I've never seen… girls I've never met…"
What it is: Three things the creator doesn't know yet.
Why it works: It raises the stakes fast and adds rhythm. People lean in when there's risk.
How to use it: List 3 "I've never…" items back-to-back. Keep each short.

- Quick backstory: "After my relationship ended…"
What it is: One line that explains why this is happening.
Why it works: Gives context without slowing the pace. Viewers understand the reason.
How to use it: Share the "why" in 1 sentence. Then move on.

- Doubt spike: "This might have been a bad idea… I already want to go home."

What it is: Honest fear or worry.

Why it works: Vulnerability feels real. People relate and keep watching.

How to use it: Say the fear in simple words. Show your face reacting.

- Humor reset: "Maybe I'm jet-lagged… Yep. That one."

What it is: A tiny joke after the worry.

Why it works: Light humor releases tension. It keeps the mood balanced.

How to use it: Add a short, funny line. Cut or zoom for a quick punch.

- Name the overwhelm: "I might be in over my head."

What it is: Admitting it's a lot.

Why it works: Saying the hard thing builds trust. Stakes feel real but not dramatic.

How to use it: One clear line. Don't over-explain.

- Self pep-talk: "Okay, we're okay. We can do this."

What it is: A mini comeback.

Why it works: Shows resilience. Viewers root for you.

How to use it: Short, upbeat line. Switch to a moving shot (walk, pack, type).

- Recommit to the goal: "I wanted to build a new life… it wasn't going to be easy."

What it is: Restates the mission.

Why it works: Reminds viewers what the journey is about. Keeps the story focused.

How to use it: Tie back to your core goal in one sentence.

- Micro-obstacle: "Where do I buy ticket?"

What it is: A small, real problem on the way.

Why it works: Concrete moments are visual and shareable. People comment with tips.

How to use it: Show the tiny struggle on camera (kiosk, form, setup). Ask a simple question.

- Hope returns: "There's a part of me that believes this will be good."

What it is: A hopeful line after the struggle.

Why it works: The mood goes up again. This emotional "up-down-up" keeps attention.

How to use it: One gentle line and a softer look or smile.

- Soft cliffhanger: "I really hope I was right."

What it is: An open ending.

Why it works: Viewers want the next update. This drives follows and saves.

How to use it: End with a hopeful worry. Add on-screen text: "Follow for Day [X+1]."

Plug-and-play Template:

On-screen text: Day [DAY] of [SERIES/CHANGE]

Voiceover: Day [DAY] of [BIG CHANGE]. Hi, I'm [NAME], and right now I'm [IMMEDIATE ACTION], to a [PLACE/CONTEXT] I've never [EXPERIENCED], to a [THING/SETUP] I've never [SEEN/TESTED], to [WORK/LIVE/STUDY] with [PEOPLE/TOOLS] I've never [MET/USED].

Voiceover: After [INCITING EVENT/REASON], I [HAD TO/DECIDED TO] [LEAVE/START/REINVENT] [OLD LIFE/CONTEXT].

Voiceover: This might have been a [BAD IDEA/BIG SWING]. I've been here [DURATION] and already [URGE/FEELING]. Maybe I'm just [TEMP STATE- tired/jet-lagged/burnt out]… or maybe this was [CRAZY/A LOT]. Yep. That one.

Voiceover: I think I might be [OVERWHELMED/IN OVER MY HEAD]. Okay. We're okay. We can do this.

Voiceover: I wanted to [CORE GOAL], and as much as I [SELF-CRITIQUE] right now, no one said it was gonna be easy.

Voiceover: Okay—how do I [MICRO-OBSTACLE QUESTION? e.g., "print labels?" "deploy this?" "buy a ticket?"].

Voiceover: Still, there's a part of me—a much less [TIRED/HUNGRY/ANXIOUS] part that believes this will be [GOOD OUTCOME]. Oh my God, I really hope I'm right.

On-screen CTA: Follow for Day [DAY+1] • Comment "[KEYWORD]" if you're doing this too • Save to revisit