

## CONCLUSION :

Either delete the whole email and rewrite a new one where you go straight to the point and tell him what he needs or, delete highlighted parts and use better words to describe to him how you're going to help him

And also a small tip, never give the **Editing** access to anyone (only suggesting).

Good luck!

Afternoon Heather,

I watched your IG reel highlighting the importance of practicing speeches privately.

I must say your adept approach of providing valuable insights not only resonated well with me but also showcases your astute marketing strategy.

Prompted by my enjoyment of what I saw on your IG, I wanted to make you aware of a current well performing reel format being used.

More specifically by one of your counterparts, AskVinh, who is currently utilizing a format known as an 'attention span optimiser' in his recent IG reels.

This is driving him some significant views and engagement and has formed his ladder up to a roof of new opportunities with the modern audience.

There is simply no reason why you shouldn't be sharing the same roof?

If you take a look at the bottom of the email there is an example of an IG Reel script written in this format, along with a few other tricks I know disguised in there for your benefit.

If you are open to hearing about some more tailored ideas I have for you and your business, perhaps we could have a deeper discussion?

Best regards,

Ben James.

## Deliver Your Best - IG Reel Script

**Intro** - "You find yourself in that deep sea of nerves every time you stand in front of a crowd don't you? [*Pause*] Now, envision a world where your electrifying confidence takes center stage, propelling you to unparalleled success?"

*Scene Cut*

**Point 1** - ‘From a young age, many of us are ingrained with the notion that a unique ‘something’ is what distinguishes those who effortlessly command the stage from the us ordinary speakers”

**Point 1** – “The belief that this exclusive “something” is much beyond our grasp is then rooted in us”

**Point 1** – “Which is why we let ourselves suffer from the sleepless nights leading up to the presentation, and haunted by the sensation of missed opportunities and a hundred ways it could have gone smoother once all is said and done.”

*Scene Cut*

**Point 2** – “I was once right there, trapped in the same thought pattern. *[Pause]* Yet I stand here today to tell you that those captivating speakers we admire, have all ridden the same emotional roller coaster you ride.”

**Point 2** - ‘What sets them apart however, is they have mastered the art of controlling and steering their nervous energies, *[Pause]* before, entering the spotlight, allowing them to deliver presentations that exude confidence and influence”

**Point 2** - “This is what opened the doors to success for them and what can pave your way into a world of countless promotions”

*End*

## **Caption**

Ready to seize the stage? Immerse yourself in a world of confidence and success. Click the link below and set forth on a journey where you become inspiring and completely unrecognizable to your colleagues.