Say the Thing (Trial Reel Scripter)

Build your script in the next 10 minutes. Film your first one today.
(save your own copy to edit the scripter!)

FIRST, WATCH THESE

Before you read anything, watch these. Pay attention to how they make you feel. Not what they're saying, but what they're doing to you as a viewer.

→ "It's okay for you to be..."
→ "My Soul is Craving"
→ "Stop trying to be great."

That feeling of 'wait, she just said the thing I've been thinking' is not an accident. There's a structure underneath it. And you're about to learn it.

WHY THIS WORKS

Most trial reels don't perform because they're just trying to say something interesting. The ones that pull in followers *aren't* doing that.

They're making her feel seen. And there's a specific way to do that in under 20 seconds. It's not the format. It's the structure underneath the format.

THE FOUR ELEMENTS

1. **Open with a promise**
   You're not saying the thing yet. You're promising that you're about to. This is what stops the scroll before you've said anything real.
2. **Call her in**
   One casual line that makes her feel like this was made for her specifically. Not a general audience. Her.
3. **The mic drop**

This is where you deliver. The thing she already feels but hasn't heard out loud yet. The best ones hold two truths at once — she can feel X and also know Y. You don't resolve it. You just say it.

4. **Leave it open**

   No lesson. No pitch. No tidy wrap-up. The tension staying open is what makes her follow. This is the part most people break.

NOW BUILD YOURS

Work through each step below. Write the first thing that comes to mind. By the end you'll have a script ready to film.

01 Who are you talking to?

Get specific. Not 'women who like beauty' — more like 'women who spend more on fragrance than they probably should and justify it every single time.'

Write one sentence describing her:

She is...

02 What does she feel but never say out loud?

The quiet thing. The thought she has but wouldn't post about. It usually sounds like 'I love X but I also know Y' or 'I'm grateful for X but I know it can't be the whole thing.'

Truth 1 — what she loves or is grateful for:

She loves / she's grateful for...

Truth 2 — what she also knows:

But she also knows...

Hey! Stuck on this one? That's completely normal. Scroll to the bottom before you keep going.

03 Your opening promise

You're not saying the thing yet. You're promising it's coming. Use one of these as a starting point:

"Someone needs to hear this…"

"Something occurred to me and nobody's actually talking about it..."

"I'm going to say the quiet part out loud about..."

"Listen, there is no shame in..."

Write your opening line:

I'm just going to say...

04 Your identity call-in

One quick line that makes her feel named. Who is she? What do you call her?

Examples: "Especially my girls who..." / "Nine-to-fivers, you'll get this..." / "My [niche] girlies..."

Write your call-in line:

Especially my...

05 Your mic drop

Now you actually deliver. Take what you wrote in Step 2 and turn it into the thing. Hold both truths. Don't resolve it.

> *It usually lands best as: "You can [truth 1] and also know [truth 2]. Both are true."*

Write your mic drop:

You can... and also know... Both are true.

YOUR SCRIPT

Assemble everything you just wrote here. Read it out loud, make sure the tone sounds like you. It should feel under 20 seconds at natural pace. If it runs long, cut a line but don't force yourself to speed up your delivery.

[Your opening promise — Step 3]

[Your identity call-in — Step 4]

[Your mic drop — Step 5]

Both are true.

That's your script. Screenshot it, open your camera, press record.

DOING THE B-ROLL VERSION INSTEAD?

Same framework, different format.

Text on screen: your mic drop (Step 5)
Caption: your opening promise + identity call-in, leave the tension open at the end

The structure is identical. The mic drop just lives in a different place.

IF YOU GOT STUCK ON STEP 2, DO NOT SPIRAL!!!

This is the **most common** place people get tripped up and it has nothing to do with you.

Before you can fill in the specific feelings your dream follower is carrying around, you need to get a little closer to her first.

That's the work most people skip — and it's exactly why I made the **Dream Follower Challenge**.

It's free. And once you do it, coming back to Step 2 is a completely different experience.

DM me on Instagram and just send me your email — I'll add you to the list manually.

→ **https://instagram.com/thegirlieplaybook/**