

<https://www.instagram.com/reel/C7TUS2fsyuG/?igsh=MW9nc3g5aTEwMzB0eQ%3D%3D>

I Found an interesting reel teasing the whole interview and decided to break it down as much as possible.

Type of business - Not really a business, just an interview, but I guess this one counts as a health & wellness niche/product.

Objective - Comment the word "Brain" to receive a DM from him to watch the full YT video.

1. Who am I talking to?
 - a. People interested in improving their brain and overall health.
 - b. People who want to feel better and be healthier.
2. Where are they at?
 - a. Scrolling on IG
 - b. Current state
 - i. Passively wanting to be more healthy. Unaware of the solutions for their low brain function, brain fog, etc.
 - c. Dream outcome
 - i. Healthy, energetic, know how to avoid/reduce the chances of having brain diseases.
 - d. Awareness level 1/2 - problem unaware/aware
 - e. Sophistication stage 2
 - f. Current desire - low - med
 - g. Belief in idea - low
 - h. Trust in person - low
 - i. Cost - very low, up until they go to watch the full video (IG reel 1:23 min, commenting, getting a DM. Then the cost is pretty high, watching 1.5 hour long video, but their curiosity is super high because of the IG reel)
3. What do I want them to do?
 - a. Stop scrolling
 - b. Watch the reel
 - c. Read the captions
 - d. Comment
 - e. Watch the full video on YT
4. What do they need to feel/think/experience to do those things?
 - a. Stop scrolling - Hook

- i. The reel starts with “*In this box is a real preserved human brain named Betty*” - Unboxing, makes people curious to see what’s inside even if she revealed it already. She says what is inside and the video shows it simultaneously.
 - ii. Different fonts - used to highlight certain words to increase curiosity from the beginning. Some words are big and bold, to catch attention.
 - iii. Used pattern interrupt and movement (constant video changes, edits, and cuts). Also, kinda unexplainable (viewers probably think why would she have someone’s real brain and want him to touch it. And why did she name it?).
 - iv. Facial expressions - she is smiling (viewer thinks “This is probably not her first interaction with a real brain - I guess she’s an expert/doctor/scientist” - authority). His face says WTF. Genuine reaction, most likely unstaged and authentic (the viewer relates to this expression and probably feels the same)
- b. Watch the reel
 - i. She gives him to hold the brain
 - ii. He describes it in a way the viewer can relate, feel, and experience this action in his imagination - he says “Oh my God, it’s WET!”
 - iii. Fascinations and curiosity boost - “We’ll go through all the tools and tricks to make your brain as healthy as it can be”
 - iv. Authority and credibility - a short explanation of who she is. A neuroscientist and professor at New York University. Using cool edits and videos from her previous lectures, her books presentations, her speech on the famous TED Talk, and so on. Also, a woman narrating with an engaging voice, to keep the viewer from scrolling away.
 - v. The whole reel follows the formula of her saying something interesting that relates to the viewers, and then it cuts off right before she reveals the answer, moving to the next angle, question, statement, desirable outcome. (For example, she says exercising is important for the brain health, that every drop of sweat counts, and the best exercise to do is... and here it cuts off)
 - vi. She gives very small amounts of information in the reel but very important for the viewer, he believes her because she already provided him with lots of new insights and at the same time she makes him curious about all the other unanswered questions he got from the reel to make him take action.
 - 1. Info in the reel (might be of interest for those reading my message)

- a. The more you exercise, the more change in the brain.
 - b. The effect of foods, drinks, and alcohol we consume - she says "If it's on the Mediterranean diet - go ahead".
 - c. "Less friends - the brain shrinks?" Loneliness damages the brain.
- 2. Spike the curiosity in the reel - find the answer in the full video
 - a. The best kind of exercise to do for the brain.
 - b. How does coffee affect the brain?
 - c. Four things to do to improve your memory.
 - d. How love stimulates the brain, and if you don't experience that, it will shrink?
 - e. Her brain routine.
 - f. The most powerful tool to protect your brain from aging and diseases.
- c. Read the captions
 - i. Starts with a CTA - comment "Brain" to get a DM with the full video.
 - ii. Briefly tells about the doctor he interviewed - to boost the credibility of what she is saying and suggesting.
 - iii. Uses some of the info from the reel and adds additional outcomes from watching the full video.
 - iv. Finishes the captions with a rewrite of the first sentence, in a more exciting/engaging way (because most will skip and won't read the whole text in the captions, if any at all). Plus, ending with a question for the viewers to express their thoughts about the reel - to get more comments and go viral.
- d. Comment
 - i. Receive the automatic DM with the link
 - 1. In the DM he emphasizes the fact that he got to hold a real human brain - A HUGE pattern interrupt, you don't hear that every day. It's a repeated motive, he uses it to grab attention in the reel's first 10 seconds, and mentions it a few times in the captions, and in the short DM.
- e. Watch the full video on YT