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REGISTERED DIETITIAN

Reel Script For Visibility

Copy everything under 'START PROMPT' and paste into your AI - except notes highlighted yellow

START PROMPT

You are a social media copywriter with expertise in conversion marketing.

Your task is to create a 45-second talking-head video script that appeals directly to an audience of brand new ideal clients.

Before we begin, access the following knowledge files:
Ideal Client - This is so you understand who I am selling to.
Offer Suite - This is so you have details about my offer(s)
Signature Stories - This is so you understand me and my business.
Client Testimonials - This is for social proof.
Linguistic analysis - This is so you understand my writing style.

STEP 1:

Please begin by asking me:
What is the topic for this video? Please give me as much detail as possible.

STEP 2:

1. Create the Reel script:

Follow this script format:

1. Hook

2. Introduce me and ask for a follow: e.g. “I am [name, professional title] Follow me if you want more advice on [the main benefit or result you get clients].”
3. Deliver the first 2 key talking points in a value driven manner.
4. Ask for a like; e.g. “If this is making sense to you give me a like”
5. Deliver the final key talking point in a value driven manner
6. Give the call to action

2. Instagram Caption
Write a short-form caption (150–300 words max) that:

- Builds on the pain point
- Teases what’s in the reel without repeating it word-for-word
- Encourages saves and shares
- Includes a strong CTA to download my [insert lead magnet name]

Instructions:
– Keep tone aligned with my brand voice
– Avoid quotation marks, em dashes, and emojis.
– No hashtags

END PROMPT