10 SCRIPTS · 1 SHOT LIST

10 FILL-IN REEL SCRIPTS

30 SEC EACH SCRIPT

Plus the shot list. Reels you can make without talking to the camera.

START HERE

How to use these scripts

Every script has the same shape: hook, problem, three beats, payoff, one call to action. Fill the blanks with your topic, read it out loud, and cut until it fits about 30 seconds (around 75 words).

1. Pick a script and a topic from your question jar.
2. Fill the blanks. Read it out loud. If you run out of breath, cut words.
3. Film the shots in the right-hand column. Most need only your hands or your clinic, no face.
4. Edit: captions on, every pause cut, a new shot every 2 to 3 seconds.
5. Post, then check watch time and sends after 48 hours.

Privacy: no patient faces, voices, charts or screens in frame without written consent. Check every background before you post.

01 · The patient's question

TEXT OVER B-ROLL · 25-30 S

HOOK 0-2 S	"Is it normal to ___ after ___?"	Close-up: your hands at the desk
PROBLEM	"I hear this every week, and most people worry for nothing. Or wait too long."	Walking into clinic
BEAT 1	"It's usually normal if ___."	Text card on B-roll
BEAT 2	"It's worth a visit if ___."	Pointing at a model or chart
BEAT 3	"Don't wait if ___."	Door to exam room
PAYOFF	"So: ___ is common. ___ is not."	You at the desk, smiling
CTA	"Save this for later."	Hold last frame 1.5 s

02 · The myth bust

MYTH REACTION · 20-30 S

HOOK 0-2 S	"No, ___ doesn't ___."	Green screen: the viral claim
PROBLEM	"This is everywhere this month, and it's half true."	Scroll through the claim
BEAT 1	"The true part: ___."	Tick on screen
BEAT 2	"The part they left out: ___."	Cross on screen
BEAT 3	"What the research shows: ___ (source on screen)."	Abstract screenshot
PAYOFF	"So: ___, not ___."	Text card
CTA	"Send this to the friend who sent you that video."	Hold last frame

03 · The mistake I see every week

TEXT OVER B-ROLL · 25 S

HOOK 0-2 S	"The mistake I see in clinic every week."	Hands closing a chart
PROBLEM	"People ___, and it makes ___ worse."	Walking the hallway
BEAT 1	"Instead of ___, try ___."	Hands demo
BEAT 2	"Do it ___ times a ___."	Close-up of product or tool
BEAT 3	"Give it ___ weeks before you judge it."	Calendar on desk
PAYOFF	"Small change, big difference."	You at the window
CTA	"Follow for the next one."	Hold

04 · 3 signs

VOICE OVER SLIDES · 25 S

HOOK 0-2 S	"3 signs your ___ needs a check."	Slide 1, big number 3
PROBLEM	"Most of the time, ___ is nothing. These three are the exceptions."	Slide 2
BEAT 1	"One: ___."	Slide 3
BEAT 2	"Two: ___."	Slide 4
BEAT 3	"Three: ___."	Slide 5
PAYOFF	"Any of these, book a visit. None of them, keep an eye on it."	Slide 6
CTA	"Save it so you have it."	Slide 7

05 · Before your appointment

HANDS AND SCREEN · 20 S

HOOK 0-2 S	"Bring these 3 things to your ___ appointment."	Hands placing items on desk
PROBLEM	"It means we get more done in the time we have."	Clock on wall
BEAT 1	"Your list of ___."	Phone notes app
BEAT 2	"Photos of ___ if it comes and goes."	Phone camera roll (no faces)
BEAT 3	"Your questions, written down."	Pen and paper
PAYOFF	"You'll leave with answers, not more questions."	Door opening
CTA	"Send this to someone with an appointment coming up."	Hold

06 · A day in the clinic

B-ROLL MONTAGE · 15-20 S

HOOK 0-2 S	"7:45 am. Before the first patient."	Lights coming on
PROBLEM	(no line, music only)	Coffee, desk, door
BEAT 1	"Prep: ___."	Hands setting up
BEAT 2	"First patient: ___ (no faces)."	Exam room, empty
BEAT 3	"Lunch: ___."	Desk lunch
PAYOFF	"And that's why I do this: ___."	Window light on you
CTA	"Questions about what we do? Ask below."	Hold

07 · What I'd do if I had ___

VOICE OVER B-ROLL · 25-30 S

HOOK 0-2 S	"If I had ___, here's what I'd do first."	You walking in
PROBLEM	"There's a lot of advice online. Here's where I'd start."	Scrolling a phone
BEAT 1	"First: ___."	Text card
BEAT 2	"Then: ___."	Hands demo
BEAT 3	"And I'd skip: ___."	Cross on screen
PAYOFF	"Talk to your own doctor about your situation."	You at desk
CTA	"Save this."	Hold

08 · One study, plain words

PAPER-TO-POST REEL · 25-30 S

HOOK 0-2 S	"New research on ___: what it means for you."	Abstract headline on screen
PROBLEM	"You might have seen headlines. Here's what the study actually found."	Scroll the paper
BEAT 1	"They studied ___ people with ___."	Number on screen
BEAT 2	"Out of 100 people, ___ compared with ___."	Simple bar graphic
BEAT 3	"What it doesn't show: ___."	Text card
PAYOFF	"So for now: ___."	You at desk
CTA	"Source in the caption. Send it to someone who'd want to know."	Hold

09 · This or that

TEXT OVER B-ROLL · 15-20 S

HOOK 0-2 S	"___ or ___? Which is better for ___?"	Two products side by side
PROBLEM	"I get asked this all the time."	Hands picking one up
BEAT 1	"___ is better if ___."	Left item highlighted
BEAT 2	"___ is better if ___."	Right item highlighted
BEAT 3	"Neither helps if ___."	Both pushed aside
PAYOFF	"The best one is the one you'll actually use."	Text card
CTA	"Which one do you use? Tell me below."	Hold

10 · Answer a comment

REPLY-TO-COMMENT REEL · 20-30 S

HOOK 0-2 S	"You asked: ___?"	Comment sticker on screen
PROBLEM	"Great question, and a lot of you asked it."	You at desk or B-roll
BEAT 1	"Short answer: ___."	Text card
BEAT 2	"Why: ___."	Hands demo or diagram
BEAT 3	"When to see someone: ___."	Door to clinic
PAYOFF	"Keep the questions coming."	You at window
CTA	"Comment your question for the next one."	Hold

SHOT LIST

30 shots you can film in one clinic hour

Film these once, in good window light, 5 to 8 seconds each, vertical. They cover most scripts above.

ARRIVING

- [ ] Walking up to the clinic door
- [ ] Keys, door opening
- [ ] Lights switching on
- [ ] Coffee on the desk
- [ ] Laptop opening

YOUR HANDS

- [ ] Writing a note
- [ ] Pointing at a model or chart
- [ ] Washing hands
- [ ] Putting on gloves
- [ ] Typing
- [ ] Turning a page

THE CLINIC (EMPTY)

- [ ] Waiting room before opening
- [ ] Exam room, slow pan
- [ ] Equipment close-up
- [ ] Front desk (no screens visible)
- [ ] Hallway walk

DEMO SHOTS

- [ ] Product on desk, two options
- [ ] How much of a product to use
- [ ] Before-visit checklist on paper
- [ ] Phone showing a notes list
- [ ] Calendar page

SCREENS

- [ ] Scrolling a study abstract
- [ ] Highlighting one line
- [ ] A search result page
- [ ] A comment you're answering

YOU, NO TALKING

- [ ] At the window, looking out
- [ ] Walking toward the camera
- [ ] Sitting down at the desk
- [ ] Nodding, smiling at camera
- [ ] Turning off the lights at the end of day

NEXT STEP

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