4 LESSONS · 4 WORKSHEETS

REELS FOR DOCTORS WHO HATE BEING ON CAMERA

One page per lesson. Print it or fill it in on screen.

LESSON 1 WORKSHEET

Four reel formats with no talking to camera

Action step: Pick one format. Film three B-roll clips or record one voice note this week.

THE FORMAT I'LL START WITH, AND WHY IT SUITS ME

5 B-ROLL SHOTS I CAN FILM IN MY CLINIC WITHOUT PATIENTS IN VIEW

3 VIRAL CLAIMS IN MY FIELD I COULD REACT TO

WHEN I'LL FILM (DAY + 15 MINUTES)

LESSON 2 WORKSHEET

The 30-second reel script

Action step: Fill in one script from the 10 scripts in your email, out loud, under 80 words.

HOOK (UNDER 10 WORDS)

PROBLEM (ONE SENTENCE)

BEAT 1 / BEAT 2 / BEAT 3 (ONE SENTENCE + ONE VISUAL EACH)

PAYOFF

CALL TO ACTION (ONE)

WORD COUNT (AIM 60-80)

LESSON 3 WORKSHEET

Filming and editing on your phone

Action step: Film one reel from your script. Edit it in CapCut or Instagram's editor with captions and cuts under 3 seconds.

MY FILMING SPOT (WINDOW, QUIET ROOM)

GEAR CHECK: LENS CLEANED / PHONE REST / MIC

SHOT LIST FOR MY SCRIPT (ONE SHOT PER BEAT)

PRIVACY CHECK: ANYTHING IDENTIFIABLE IN THE BACKGROUND?

EDIT CHECK: CAPTIONS FIXED / PAUSES CUT / UNDER 35 S

LESSON 4 WORKSHEET

What Instagram rewards in 2026 (and how to keep going)

Action step: Post your first reel this week. Note watch time and sends after 48 hours in Insights.

MY FIRST REEL: POSTED ON (DATE)

AFTER 48 H: AVERAGE WATCH TIME / SENDS / SAVES

ONE REEL PEOPLE WOULD SEND TO A FRIEND: IDEA

MY TWO REEL SLOTS PER WEEK (DAY + TIME)

NEXT STEP

WANT US TO DO IT FOR YOU?

Haelyx makes your posts and reels from your own words and the research. Nothing goes live without your OK.

Your first post is free

DM **POST** to **@shembosis** on Instagram (ig.me/m/shembosis), or reply to any course email.