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| **Scripts & Captions Key:**  **Behind the Scenes** - We often talk about “doubling down on content.” This is a strategy we use to make sure your best content works harder and smarter across platforms. Learn more about this process and why it is SO important [HERE](https://drive.google.com/file/d/1QvqdcIBC7cCDzXYxXoBOAZe8JFhxSYpU/view?usp=drive_link)  Red Text - Fill in the blank sections of scripts (or occasionally important notes for filming).  Green Text - Editing instructions for the editor (clients can ignore these)  **A-Roll:** This will be videos or clips where you will be talking to the camera and doing some action or task.  **B-Roll:** This will be videos or clips where you will be doing some action or task which will be relevant to the voiceover or portions of the script playing over it.  **Visual Hook** - the visual/action you perform when saying the hook  **Written Hook** - hook written on the screen in text (you do not need to say/do anything with this)  **Verbal Hook** - the hook you say  **Notes** - Breakdown of script, video type (ie. could be a voice over, talking back and forth, whiteboard, etc), video example of video type, any filming instructions you need to know, etc.  **Script** - What you say in the video, or the text on the screen if it is an audio + broll video. (SCRIPT NOTE: This is not set in stone please adjust to fit you and your business, you are the only you at the end of the day we will never be able to perfectly replicate your words. So please adjust it to feel authentic).  **Caption** - Description that will be used when posting. \***note**: please make sure to fill in any red text in the captions\*  **Video Tutorials:**   * [How to Review Scripts](https://drive.google.com/file/d/1500R3OO3taQ8XZf9d987GkaS9mF8vbHM/view?usp=drive_link) * [How to Film](https://drive.google.com/file/d/1R1MSjM_q2oKhEt94kMVTaH340pIf7jT-/view?usp=drive_link) |
| --- |

# **Short #1 (Education):**

**Notes:**

* **Video Format:** Audio + Broll + Text
* **Format Example:** [HERE](https://www.instagram.com/reel/CyIv8ApudTz/?igsh=cnNnN2M4NWpidTk4)
* **Instructions:** 
  + Film broll in “Background Video” sections below
  + Audio - [HERE](https://www.instagram.com/reels/audio/599071056120944?igsh=MTQ1bmFwemIyNW12dw%3D%3D)
* **Subtopic:** Liquid Lipo

**Script:**

* **Text on Screen:** The 7 Lies You’ve Been Told About Liquid Lipo
* **Background Video:** 
  + **B-ROLL:** Film a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting in your office and looking straight at the screen, pursing your lips and moving your head side to side.
  + Insert [THIS](https://drive.google.com/file/d/1Nu9JFZ4r4wf0blTiLU_rj7iMN6PsZVbq/view?usp=drive_link) PNG at the bottom of the screen.
* **Text on Screen:** (add the following text from the top to the bottom of the screen as the client moves her hand):
  + Liquid Lipo is toxic for your body
  + It will melt your organs
  + It will permanently damage your muscles
  + You will be disfigured for life
  + It just migrates fat to other areas
  + It cannot be used on your face
  + It’s not really legal
* **Background Video:** 
  + **B-ROLL:** Film a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting in your office and looking straight at the screen, moving your right hand from the top to the bottom of the screen
* **Text on Screen:** Here's the truth 👇
* **Background Video:**
  + **B-ROLL:** Film a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting in your office and looking straight at the screen and pointing your fingers downwards

**Caption:**

**CTA #1:**

Fact checks 👇

▶️ Fat dissolvers like DC and PCDC are FDA approved and safe to use when done by a licensed medical professional

▶️ Liquid lipo only targets the fat cells in the superficial layer and not your organs

▶️ It destroys the fat cells which are then drained through the lymphatic system. The fat doesn’t migrate to a different location.

▶️ Swelling in the first few days is common and temporary.

▶️ Liquid lipo is safe to use on the jawline and chin.

Curious to learn more about liquid lipo? Comment “GLOW” to book an appointment with us!

#nonsurgicalbeauty #mythbusting #liquidlipo

**CTA #2:**

Fact checks 👇

▶️ Fat dissolvers like DC and PCDC are FDA approved and safe to use when done by a licensed medical professional

▶️ Liquid lipo only targets the fat cells in the superficial layer and not your organs

▶️ It destroys the fat cells which are then drained through the lymphatic system. The fat doesn’t migrate to a different location.

▶️ Swelling in the first few days is common and temporary.

▶️ Liquid lipo is safe to use on the jawline and chin.

Follow us to learn more about liquid lipo!

#nonsurgicalbeauty #mythbusting #liquidlipo

# **Short #2 (Education):**

**Notes:**

* **Video Format:** Q&A (1 Person)
* **Format Example:** [HERE](https://www.tiktok.com/@iamandrewrussell/video/7279866586079579435?_t=8l0OxYmHQmh&_r=1)
* **Instructions:** 
  + 2 people needed:
    - 1) The interviewer who says all the interviewer’s lines
    - 2) The interviewee who says all the interviewee lines
* **Subtopic:** Liquid lipo
* **Client Note:** 
  + Each answer should be filmed in the same spot (medium shot: [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link), standing, facing camera).
  + Have someone off-camera say the name of the fat dissolving procedure (they’ll be labeled as “Interviewer” in the script).
  + You say whether that procedure falls under “Leave it” or “Love it” based on your expertise (your response will be labeled as “Interviewee”).

**Script:**

* **Written Hook:** Love It Or Leave It Fat Removal Procedure Edition
* **Interviewer:**
  + **Verbal Hook:** CoolSculpting
* **Interviewee:** 
  + [Respond with “Love it” or “Leave it”, then explain your answer in one simple sentence. Example: “Leave it. In some cases, it can cause paradoxical fat growth. So you end up with more fat than you had before.”]
  + **A-ROLL:** Film a clip of yourself standing comfortably, wait for the off camera question, then say the script.
    - Insert [THIS](https://images.app.goo.gl/XGXJrpjLnDA25yuR6) image at the bottom of the screen.
    - Insert this text above the PNG: CoolSculpting
* **Interviewer:** PCDC
* **Interviewee:** 
  + [Respond with “Love it” or “Leave it”, then explain your answer in one simple sentence.]
  + **A-ROLL:** Film a clip of yourself standing comfortably, wait for the off camera question, then say the script.
    - Insert [THIS](https://images.app.goo.gl/ub2c6zdXXVtNXnPf7) image at the bottom of the screen.
    - Insert this text above the PNG: PCDC
* **Interviewer:** SculpSure
* **Interviewee:** 
  + [Respond with “Love it” or “Leave it”, then explain your answer in one simple sentence.]
  + **A-ROLL:** Film a clip of yourself standing comfortably, wait for the off camera question, then say the script.
    - Insert [THIS](https://images.app.goo.gl/n1z2u7eD2kr5wVJt6) image at the bottom of the screen.
    - Insert this text above the PNG: SculpSure
* **Interviewer:** Ultrasound Cavitation
* **Interviewee:** 
  + [Respond with “Love it” or “Leave it”, then explain your answer in one simple sentence.]
  + **A-ROLL:** Film a clip of yourself standing comfortably, wait for the off camera question, then say the script.
    - Insert [THIS](https://images.app.goo.gl/QVUZVrzSjfSPqrkK7) image at the bottom of the screen.
    - Insert this text above the PNG: Ultrasound Cavitation
* **Interviewer:** Vanquish ME
* **Interviewee:** 
  + [Respond with “Love it” or “Leave it”, then explain your answer in one simple sentence.]
  + **A-ROLL:** Film a clip of yourself standing comfortably, wait for the off camera question, then say the script.
    - Insert [THIS](https://images.app.goo.gl/KzkgmaHLNSEi7yXE9) image at the bottom of the screen.
    - Insert this text above the PNG: Vanquish ME
* **Interviewer:** Mesotherapy
* **Interviewee:** 
  + [Respond with “Love it” or “Leave it”, then explain your answer in one simple sentence.]
  + **A-ROLL:** Film a clip of yourself standing comfortably, wait for the off camera question, then say the script.
    - Insert [THIS](https://images.app.goo.gl/jGxJMY5C6nw5j8y26) image at the bottom of the screen.
    - Insert this text above the PNG: Mesotherapy

**Caption:**

**CTA #1:**

Love It Or Leave It Fat Removal Procedure Edition ✂️

There are safe, gentle and FDA-approved fat dissolving procedures that you can choose to treat your stubborn fat areas.

Comment “GLOW” to know your options!

#fatdissolvingtreatment #aeshetictreatment #skinprocedures

**CTA #2:**

Love It Or Leave It Fat Removal Procedure Edition ✂️

There are safe, gentle and FDA-approved fat dissolving procedures that you can choose to treat your stubborn fat areas.

Follow for more aesthetic procedure education!

#fatdissolvingtreatment #aeshetictreatment #skinprocedures

# **Short #3 (Education):**

**Notes:**

* **Video Format:** Clone (Talking Form)
* **Format Example:** [HERE](https://www.instagram.com/reel/DBJ6eh0y1TR/)
* **Instructions:** 
  + Setup your camera 10ft away (do not move camera from this spot for the entire video)
  + Film 2 Videos
    - Video #1: Stand to the left side of the video, and say “Person #1's” lines
    - Video #2: Stand to the right side of the video, and say “Person #2's” lines
* **Subtopic:** Liquid lipo, How to choose the right treatment for your skin/body goals

**Script:**

| **Written Hook:** 1 Procedure That I Recommend For Each Age Group | | | |
| --- | --- | --- | --- |
| **Person #1 (Left):** | | **Person #2 (Right):** | |
|
| * **Verbal Hook:** 20’s | | * Film a clip sitting at your desk while not speaking so we can use this clip while the other clone says their line | |
| * Film a clip sitting at your desk while not speaking so we can use this clip while the other clone says their line | | * Do microneedling to visibly reduce pores and get smoother skin. * Insert [THIS](https://images.app.goo.gl/9Lnz7RbsemgtdBAa9) image at the bottom left of the screen when the client says “microneedling” * Insert [THIS](https://images.app.goo.gl/RSAUZHQpm1oRMQkk7) image at the bottom right of the screen when the client says “reduced pores and smoother skin” | |
| * 30’s | | * Film a clip sitting at your desk while not speaking so we can use this clip while the other clone says their line | |
| * Film a clip sitting at your desk while not speaking so we can use this clip while the other clone says their line | | * Do Botox to reduce wrinkles and lift the face. * Insert [THIS](https://images.app.goo.gl/9iZGzhGcknNWazhF8) PNG at the bottom left of the screen when the client says “botox” * Insert [THIS](https://images.app.goo.gl/kSEWVG4zKUC9atpE9) image at the bottom right of the screen when the client says “reduced wrinkles and a lifted face” | |
| * 40’s | | * Film a clip sitting at your desk while not speaking so we can use this clip while the other clone says their line | |
| * Film a clip sitting at your desk while not speaking so we can use this clip while the other clone says their line | | * Do liquid lipo to shrink jowls and reduce the double chin. * Insert [THIS](https://images.app.goo.gl/URzm58o9qr3FZK2P7) PNG at the bottom left of the screen when the client says “liquid lipo” * Insert [THIS](https://images.app.goo.gl/qaH5DJio6LgKcbrJ6) image at the bottom right of the screen when the client says “shrink jowls and reduce the double chin” | |
| * 50’s | | * Film a clip sitting at your desk while not speaking so we can use this clip while the other clone says their line | |
| * Film a clip sitting at your desk while not speaking so we can use this clip while the other clone says their line | | * Do CO2 laser for tighter skin and liquid lipo to contour the lower face and neck area. * Insert [THIS](https://images.app.goo.gl/Qjn9qfNeDJjLtrYG9) image at the bottom left of the screen when the client says “CO2 laser” * Insert [THIS](https://images.app.goo.gl/58oXQ23EXkuYAHHC6) image at the bottom right of the screen when the client says “tighter skin” * Insert [THIS](https://images.app.goo.gl/URzm58o9qr3FZK2P7) image at the bottom left of the screen when the client says “liquid lipo” * Insert [THIS](https://images.app.goo.gl/YTJ17V84BLqpvKBG9) image at the bottom right of the screen when the client says “contour the lower face and neck area.” | |
| * Not sure which procedure is right for you? | | * Film a clip sitting at your desk while not speaking so we can use this clip while the other clone says their line | |
| * Film a clip sitting at your desk while not speaking so we can use this clip while the other clone says their line | | * **CTA #1:** Comment “GLOW” for a personal consultation! * **CTA #2:** Follow me because I simplify skincare for you! | |

**Caption:**

**CTA #1:**

Procedure That I Recommend For Each Age Group 💉

Comment “GLOW” for a personally curated plan based on your skin type and goals!

#skinprocedure #aestheticprocedure #liquidlipo

**CTA #2:**

Procedure That I Recommend For Each Age Group 💉

Follow me to make skincare simpler for you!

#skinprocedure #aestheticprocedure #liquidlipo

# **Short #4 (Storytelling):**

**Notes:**

* **Video Format:** Audio + Broll + Text
* **Format Example:** [HERE](https://www.instagram.com/reel/CyIv8ApudTz/?igsh=cnNnN2M4NWpidTk4)
* **Instructions:** 
  + Film broll in “Background Video” sections below
  + Audio - [HERE](https://www.instagram.com/reels/audio/1147620037121258?igsh=MnRkYWY4a2ZpdG1u)
* **Subtopic:** Liquid lipo

**Script:**

* **Text on Screen:** Before
* **Background Video:** 
  + Play [THIS](https://drive.google.com/file/d/1fe_4p7x8WEHNhOrzSpzeRr2SGtjCZi2Z/view?usp=drive_link) image on the screen for 2 seconds
* **Text on Screen:** After
* **Background Video:** 
  + Play [THIS](https://drive.google.com/file/d/1l03f385iP8YUn_Zn8MEOuOI8rL4jKg10/view?usp=drive_link) image on the screen for 2 seconds
* **Text on Screen:** How did we do it? Read below ⤵️
* **Background Video:** 
  + Play [THIS](https://drive.google.com/file/d/1Kulu97PnIPXdQxGfwOVpN07FoSDQZTrA/view?usp=drive_link) image on the screen for 2 seconds

**Caption:**

**CTA #1:**

Before and After 😳

[Client Name] had spent years avoiding mirrors and photos. Every time she caught her reflection, all she could focus on was her double chin. She ate clean, exercised, lost weight, but it just wouldn’t go away.

After a thorough consultation, we created a custom treatment plan that included:  
 ➡️Liquid Lipo to target stubborn fat under the chin  
 ➡️PCDC injections to contour her jawline  
 ➡️Skin tightening to restore definition and firmness

Now look at her! The change isn’t just physical. She finally feels like herself!

Want to get the same results as my clients? Comment “GLOW” for a one on one consultation!

#liquidlipo #beforeafter #facialcontour

**CTA #2:**

Before and After 😳

[Client Name] had spent years avoiding mirrors and photos. Every time she caught her reflection, all she could focus on was her double chin. She ate clean, exercised, lost weight, but it just wouldn’t go away.

After a thorough consultation, we created a custom treatment plan that included:  
 ➡️Liquid Lipo to target stubborn fat under the chin  
 ➡️PCDC injections to contour her jawline  
 ➡️Skin tightening to restore definition and firmness

Now look at her! The change isn’t just physical. She finally feels like herself!

Follow me for more non-surgical fat dissolving treatment education!

#liquidlipo #beforeafter #facialcontour

# **Short #5 (Education):**

**Notes:**

* **Video Format:** Audio + Broll + Text
* **Format Example:** [HERE](https://www.instagram.com/reel/CyIv8ApudTz/?igsh=cnNnN2M4NWpidTk4)
* **Instructions:** 
  + Film broll in “Background Video” sections below
  + Audio - [HERE](https://www.instagram.com/reels/audio/599071056120944?igsh=MTQ1bmFwemIyNW12dw%3D%3D)
* **Subtopic:** Liquid lipo, Pre- and post-treatment care for best results

**Script:**

* **Text on Screen:** [Name], I haven’t noticed any visible changes after the liquid lipo we’ve done
* **Background Video:**
  + **B-ROLL:** Film a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Looking straight at the camera as if you are astonished at what the client is talking about. For best effects, hold the gaze for 1 second with a bit of an attitude to appear sassy.
* **Text on Screen:** You 2 days after your session:
* **Background Video:** (Play each of the images one after the other for 1 second each)
  + [HERE](https://images.app.goo.gl/GehksM3AE8aSNM3q8)
  + [HERE](https://images.app.goo.gl/BEVEiEYDzJ5JgG3b7)
  + [HERE](https://images.app.goo.gl/uMw6V4pNSaeHuSMt9)
  + [HERE](https://images.app.goo.gl/ApSMgr2dPJ3UqJfG9)
  + [HERE](https://images.app.goo.gl/q9hpNP2XiHgzE9yh8)

**Caption:**

**CTA #1:**

Never Do These Things After Your Liquid Lipo Session 👇

▶️Avoid alcohol for at least 72 hrs after your liquid lipo injection. Alcohol increases swelling and can slow down your healing process.

▶️Ultra-processed foods are high in sodium, which can cause water retention in the body. It slows down the flushing mechanism and can even cause inflammation.

▶️We recommend that you do not lift heavy for at least 3 days. It gives your body time for the treatment to settle in.

▶️Saunas or hot showers or any other thing involving high heat can interfere with the fat breakdown process. It’s best to avoid them for a few days.

▶️Increased caffeine can cause dehydration in the body and slow down the lymphatic drainage mechanism.

Here’s what you should do:

✅Drink at least 3 litres of water every day

✅Increase your fiber intake: more fruits and leafy vegetables

✅Go on light walks

✅If recommended by your provider, you can gently massage the area for better lymphatic drainage.

Want a more detailed breakdown of the do’s and don’ts? Comment “GLOW” for a consultation!

#posttreatmenttips #posttreatmentcare #liquidlipocare

**CTA #2:**

Never Do These Things After Your Liquid Lipo Session 👇

▶️Avoid alcohol for at least 72 hrs after your liquid lipo injection. Alcohol increases swelling and can slow down your healing process.

▶️Toss out ultra-processed foods. They are high in sodium, which can cause water retention in the body. It slows down the flushing mechanism and can even cause inflammation.

▶️We recommend that you do not lift heavy for at least 3 days. It gives your body time for the treatment to settle in.

▶️Saunas or hot showers or any other thing involving high heat can interfere with the fat breakdown process. It’s best to avoid them for a few days.

▶️Increased caffeine can cause dehydration in the body and slow down the lymphatic drainage mechanism.

Here’s what you should do:

✅Drink at least 3 litres of water every day

✅Increase your fiber intake: more fruits and leafy vegetables

✅Go on light walks

✅If recommended by your provider, you can gently massage the area for better lymphatic drainage.

Follow for more liquid lipo post-treatment tips!

#posttreatmenttips #posttreatmentcare #liquidlipocare

# **Short #6 (Education):**

**Notes:**

* **Video Format:** Visual (saying the script, while using visuals to represent what you are talking about)
* **Format Example:** [HERE](https://www.instagram.com/reel/C4gFzSSMzdk/)
* **Instructions:** 
  + Film yourself saying the script under “Script” at the same time you are performing the correlating action under “Action”
* **Props/Visuals Needed:** 
  + Washable Marker
* **Subtopic:** Liquid Lipo
* There are 2 CTA’s total, film both:
  + **CTA #1:** Will be posted on Instagram with the Manychat automation
  + **CTA #2:** Will be posted on all other platforms
* **Client Note:** You can show the areas on your own face/body or you can use a model.

**Script:**

| **Action:** | **Script:** |
| --- | --- |
| * **Visual Hook: A-ROLL:** When you say this line/section, film with a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Standing in your office. | * **Written Hook:** Which Injection Site Is Best For Liquid Lipo? * **Verbal Hook:** Which injection site is best for liquid lipo? |
| * **A-ROLL:** When you say this line/section, film with a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Standing in your office. | * For a contoured jawline |
| * **A-ROLL:** When you say this line/section, film with a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Standing in your office and marking the submental area (on yourself/model) with the washable marker. | * Inject here |
| * **A-ROLL:** When you say this line/section, film with a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Standing in your office. | * For defined arms |
| * **A-ROLL:** When you say this line/section, film with a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Standing in your office and marking the bat wings/upper arms (on yourself/model) with the washable marker. | * Inject here |
| * **A-ROLL:** When you say this line/section, film with a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Standing in your office. | * For a toned belly |
| * **A-ROLL:** When you say this line/section, film with a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Standing in your office and marking the stomach injection site (on yourself/model) with the washable marker. | * Inject here |
| * **A-ROLL:** When you say this line/section, film with a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Standing in your office. | * For a sculpted waistline |
| * **A-ROLL:** When you say this line/section, film with a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Standing in your office and marking the love handles (on yourself/model) with the washable marker. | * Inject here |
| * **A-ROLL:** When you say this line/section, film with a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Standing in your office. | * For leaner legs |
| * **A-ROLL:** When you say this line/section, film with a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Standing in your office and marking the inner thighs (on yourself/model) with the washable marker. | * Inject here |
| * **A-ROLL:** When you say this line/section, film with a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Standing in your office. | * **CTA #1:** Comment “GLOW” for a personalized aesthetic care plan tailored to your fat loss goals. * **CTA #2:** Follow for more non-invasive aesthetic care education. |

**Caption:**

**CTA #1:**

Which Injection Site Is Best For Liquid Lipo? 💉

Comment “GLOW” for a personalized aesthetic care plan tailored to your fat loss goals!

#liquidlipo #liquidlipotips #contouredjawline

**CTA #2:**

Which Injection Site Is Best For Liquid Lipo? 💉

Follow for more non-invasive aesthetic care education!

#liquidlipo #liquidlipotips #contouredjawline

# **Short #7 (Education):**

**Notes:**

* **Video Format:** Q&A (1 Person)
* **Format Example:** [HERE](https://www.tiktok.com/@iamandrewrussell/video/7279866586079579435?_t=8l0OxYmHQmh&_r=1)
* **Instructions:** 
  + 2 people needed:
    - 1) The interviewer who says all the interviewer’s lines
    - 2) The interviewee who says all the interviewee lines
* **Subtopic:** Liquid lipo, How to choose the right treatment for your skin/body goals
* **Client Note:** 
  + Each answer should be filmed in the same spot (medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link), standing, facing camera). Have someone off-camera say the name of a procedure (they’ll be labeled as “Interviewer” in the script). You rate that procedure from 1 to 10 based on your expertise (your response will be labeled as “Interviewee”).
  + Please try to make the procedures you offer seem like a less painful procedure to position your solutions as better.
  + Please change the occupation in red according to the person filming this video.

**Script:**

* **Written Hook:** Aesthetician Rates Most Painful Fat Dissolving Procedures on a Scale of 1-10
* **Interviewer:**
  + **Verbal Hook:** EMSculpt
* **Interviewee:** 
  + [Rate the procedure 1-10, eg. “Seven out of ten”][Ex: “4 - It almost feels like a very intense workout.”]
* **A-ROLL:** Film a clip of yourself standing comfortably, wait for the off camera question, then say the script.
  + Insert [THIS](https://images.app.goo.gl/yjoiYjJsmCkbQwXB6) image at the bottom of the screen.
  + Insert this text above the PNG: EMSculpt
* **Interviewer:** SculpSure
* **Interviewee:** 
  + [Rate the procedure 1-10, eg. “Seven out of ten”]
* **A-ROLL:** Film a clip of yourself standing comfortably, wait for the off camera question, then say the script.
  + Insert [THIS](https://images.app.goo.gl/eEg4J2paj21TBsNG6) image at the bottom of the screen.
  + Insert this text above the PNG: SculpSure
* **Interviewer:** Ultrasound Cavitation
* **Interviewee:** 
  + [Rate the procedure 1-10, eg. “Seven out of ten”]
* **A-ROLL:** Film a clip of yourself standing comfortably, wait for the off camera question, then say the script.
  + Insert [THIS](https://images.app.goo.gl/kcR2vW3zu2Cb85b36) image at the bottom of the screen.
  + Insert this text above the PNG: Ultrasound Cavitation
* **Interviewer:** Tumescent Liposuction
* **Interviewee:** 
  + [Rate the procedure 1-10, eg. “Seven out of ten”]
* **A-ROLL:** Film a clip of yourself standing comfortably, wait for the off camera question, then say the script.
  + Insert [THIS](https://images.app.goo.gl/6rsmWgmnY9n9nqgW7) image at the bottom of the screen.
  + Insert this text above the PNG: Tumescent Liposuction
* **Interviewer:** Liquid Lipo
* **Interviewee:** 
  + [Rate the procedure 1-10, eg. “Seven out of ten”]
* **A-ROLL:** Film a clip of yourself standing comfortably, wait for the off camera question, then say the script.
  + Insert [THIS](https://images.app.goo.gl/PMhYckbUvCzZLAoAA) image at the bottom of the screen.
  + Insert this text above the PNG: Liquid Lipo
* **Interviewer:** CoolSculpting
* **Interviewee:** 
  + [Rate the procedure 1-10, eg. “Seven out of ten”]
* **A-ROLL:** Film a clip of yourself standing comfortably, wait for the off camera question, then say the script.
  + Insert [THIS](https://images.app.goo.gl/6d6y53Ug2PqRApNo8) image at the bottom of the screen.
  + Insert this text above the PNG: CoolSculpting
* **Interviewer:** Traditional Liposuction
* **Interviewee:** 
  + [Rate the procedure 1-10, eg. “Seven out of ten”]
* **A-ROLL:** Film a clip of yourself standing comfortably, wait for the off camera question, then say the script.
  + Insert [THIS](https://images.app.goo.gl/stUg4SLHFRAXnXmEA) image at the bottom of the screen.
  + Insert this text above the PNG: Traditional Liposuction

**Caption:**

Aesthetician Rates Most Painful Fat Dissolving Procedures on a Scale of 1-10 🥇

Follow me for more aesthetic procedure education!

#skincareprocedure #aestheticprocedure #aestheticmedicine

# **Short #8 (Storytelling):**

**Notes:**

* **Video Format:** Q&A (1 Person)
* **Format Example:** [HERE](https://www.tiktok.com/@iamandrewrussell/video/7279866586079579435?_t=8l0OxYmHQmh&_r=1)
* **Instructions:** 
  + 2 people needed:
    - 1) The interviewer who says all the interviewer’s lines
    - 2) The interviewee who says all the interviewee lines
* **Subtopic:** Neurotoxins

**Script:**

* **Written Hook:** How Many Units Of Botox To Get At What Age?
* **Interviewer:** (*walk up to interviewee when you ask the question below)* 
  + **Verbal Hook:** Hey [Name], how many units of botox do you recommend for someone in their 20’s?
* **Interviewee:** 
  + X units of Botox, [mention 1 to 2 pain points for the age group. For example: just enough to soften early expression lines and prevent forehead wrinkles from setting in.]
* **Interviewer:**
  + 30’s?
* **Interviewee:** 
  + X units of Botox, [mention 1 to 2 pain points for the age group]
* **Interviewer:**
  + 40’s?
* **Interviewee:** 
  + X units of Botox, [mention 1 to 2 pain points for the age group]
* **Interviewer:**
  + 50’s?
* **Interviewee:** 
  + X units of Botox, [mention 1 to 2 pain points for the age group]

**Caption:**

**CTA #1:**

How Many Units Of Botox To Get At What Age? 💉

Wondering how much botox you need for the perfect lifted face? Comment “GLOW” and we’ll take you through your options.

#botoxtips #botoxunits #botoxage

**CTA #2:**

How Many Units Of Botox To Get At What Age? 💉

Wondering how much botox you need for the perfect lifted face? Follow us and we’ll break it down for you!

#botoxtips #botoxunits #botoxage

# **Short #9 (Education):**

**Notes:**

* **Video Format:** Green Screen
* **Format Example:** [HERE](https://www.instagram.com/reel/DDWwZtZi4Jt/)
* **Instructions:** 
  + Film yourself sitting down or standing saying the script under “Script” straight to the camera
  + We will edit in the “Green Screen Image/Videos” with the correlating “Script” section during the editing process
* **Subtopic:** How to choose the right treatment for your skin/body goals
* There are 2 CTA’s total, film both:
  + **CTA #1:** Will be posted on Instagram with the Manychat automation
  + **CTA #2:** Will be posted on all other platforms

**Script:**

| **Green Screen Image/Video:** | **Script:** |
| --- | --- |
| * **A-ROLL:** When you say this line/section, film with a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Standing in your office. | * **Written Hook:** Top 5 Skin Care Treatments * **Verbal Hook:** Top 5 skin care treatments from an aesthetician |
| * [Green Screen Image/Video Link](https://images.app.goo.gl/qRViuPCJ47mTvWCK7) | * #1. Chemical peels. Every 4 to 6 weeks. |
| * [Green Screen Image/Video Link](https://images.app.goo.gl/UrDWzQi98ScMaDmr9) | * #2. Fibroblast Skin Tightening. Every 12 weeks. |
| * [Green Screen Image/Video Link](https://images.app.goo.gl/pnQUQYA1qgpxc3Dv9) | * #3. Botox. Every 3 to 4 months. |
| * [Green Screen Image/Video Link](https://images.app.goo.gl/SsfZv2qzYuYbQkvy9) | * #4. RF Microneedling. Once a month. |
| * [Green Screen Image/Video Link](https://images.app.goo.gl/gsbwtmZHsKQzLBLc6) | * #5. Liquid lipo. Every 6 weeks. |
| * **A-ROLL:** When you say this line/section, film with a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Standing in your office. | * **CTA #1:** Ready to glow up with minimal pain and zero downtime? Comment “GLOW” for your personalized treatment plan! * **CTA #2:** Follow for more non-surgical treatments with minimal pain and zero downtime! |

**Caption:**

**CTA #1:**

Top 5 Skin Care Treatments 5️⃣

Ready to glow up with minimal pain and zero downtime? Comment “GLOW” for your personalized treatment plan!

#skincaretreatments #skincareprocedures #skincaretips

**CTA #2:**

Top 5 Skin Care Treatments 5️⃣

Follow for more aesthetic treatments with minimal pain and zero downtime!

#skincaretreatments #skincareprocedures #skincaretips

# **Short #10 (Education):**

**Notes:**

* **Video Format:** Visual (saying the script, while using visuals to represent what you are talking about)
* **Format Example:** [HERE](https://www.instagram.com/reel/C4gFzSSMzdk/)
* **Instructions:** 
  + Film yourself saying the script under “Script” at the same time you are performing the correlating action under “Action”
* **Subtopic:** Liquid Lipo
* There are 2 CTA’s total, film both:
  + **CTA #1:** Will be posted on Instagram with the Manychat automation
  + **CTA #2:** Will be posted on all other platforms

**Script:**

| **Action:** | **Script:** |
| --- | --- |
| * **Visual Hook: A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting at your work desk | * **Written Hook:** 5 Foods To Avoid While On Liquid Lipo * **Verbal Hook:** On liquid lipo? Here are 5 foods to avoid while on your treatment plan. |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting at your work desk * Insert [THIS](https://images.app.goo.gl/X1497TawEwNYHdqq9) PNG at the bottom of the screen. | * #1. Alcohol |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting at your work desk * Insert [THIS](https://images.app.goo.gl/M4UcukmV2UmFqFmC8) and [THIS](https://images.app.goo.gl/oYfnp6FMMF6wehQm6) PNG at the bottom of the screen. | * It slows down the fat dissolution process and can cause bruising and swelling. |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting at your work desk * Insert [THIS](https://images.app.goo.gl/AizymH7hFZkEhoj8A) PNG at the bottom of the screen. | * #2. Sodas and high sugar drinks |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting at your work desk * Insert [THIS](https://images.app.goo.gl/Nx89zMJKpsJ1VSGN7) image at the bottom of the screen. | * They spike up your blood sugar level and cause inflammation. |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting at your work desk * Insert [THIS](https://images.app.goo.gl/YwF3iQEJy9xUxJei6) PNG at the bottom of the screen. | * #3. Ultra Processed foods |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting at your work desk * Insert a screenshot of the headline from [THIS](https://www.ama-assn.org/delivering-care/public-health/what-doctors-wish-patients-knew-about-ultraprocessed-foods) website at the bottom of the screen. | * They are high in sodium, trans fats, preservatives, and grossly slow down your recovery. |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting at your work desk * Insert [THIS](https://images.app.goo.gl/z6HnWXUGRWXJbyFh8) PNG at the bottom of the screen. | * #4. Deep fried foods |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting at your work desk * Insert a screenshot of the chart under “Top nutrition facts for McDonald's french fries” from [THIS](https://foodstruct.com/food/mcdonalds-french-fries) website and highlight the glycemic load. | * They delay your results because the unhealthy fat content interferes with the natural fat metabolism in the body. |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting at your work desk * Insert [THIS](https://images.app.goo.gl/XsAmMP1sQQ7QEJmf6) PNG at the bottom of the screen. | * #5. Refined carbs |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting at your work desk * Insert a screenshot of the headline from [THIS](https://www.healthline.com/nutrition/good-carbs-bad-carbs) website. | * They quickly break down into sugar and promote bloating, which are counterproductive to your fat loss goals. |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting at your work desk | * **CTA #1:** Any skin treatment works best when you follow the aftercare instructions of your provider. Comment “GLOW” for your personalized glow up plan! * **CTA #2:** Follow for more expert aftercare tips to get the best results from your liquid lipo! |

**Caption:**

**CTA #1:**

5 Foods To Avoid While On Liquid Lipo 🍟

Any skin treatment works best when you follow the aftercare instructions of your provider. Comment “GLOW” for your personalized glow up plan!

#glowuptips #aftercaretips #liquidlipotips

**CTA #2:**

5 Foods To Avoid While On Liquid Lipo 🍟

Follow for more expert aftercare tips to get the best results from your liquid lipo!

#glowuptips #aftercaretips #liquidlipotips

# **Short #11 (Education):**

**Notes:**

* **Video Format:** Q&A (1 Person)
* **Format Example:** [HERE](https://www.tiktok.com/@iamandrewrussell/video/7279866586079579435?_t=8l0OxYmHQmh&_r=1)
* **Instructions:** 
  + 2 people needed:
    - 1) The interviewer who says all the interviewer’s lines
    - 2) The interviewee who says all the interviewee lines
* **Subtopic:** Liquid lipo, Debunking myths
* **Client Note:** Each answer should be filmed in the same spot (medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link), standing, facing camera). Have someone off-camera say the name of a procedure (they’ll be labeled as “Interviewer” in the script). You’ll answer whether the procedure is worth spending money on with just yes or no, based on your expertise (your response will be labeled as “Interviewee”).

**Script:**

* **Written Hook:** 
  + Should I Spend The Money?
  + (under the above line) Fat Removal: Yes Or No
* **Interviewer:**
  + **Verbal Hook:** Detox Teas
* **Interviewee:** 
  + [Answer with “Yes” or “No”]
* **A-ROLL:** Film a clip of yourself standing comfortably, wait for the off camera question, then say the script.
  + Insert [THIS](https://images.app.goo.gl/Ax753g5JCrVvJzpR6) PNG at the bottom of the screen.
  + Insert this text above the PNG: Detox Teas
* **Interviewer:** Laser Lipo
* **Interviewee:** 
  + [Answer with “Yes” or “No”]
* **A-ROLL:** Film a clip of yourself standing comfortably, wait for the off camera question, then say the script.
  + Insert [THIS](https://images.app.goo.gl/Q96f4UcACXzPdZCQ9) image at the bottom of the screen.
  + Insert this text above the PNG: Laser Lipo
* **Interviewer:** CoolSculpting
* **Interviewee:** 
  + [Answer with “Yes” or “No”]
* **A-ROLL:** Film a clip of yourself standing comfortably, wait for the off camera question, then say the script.
  + Insert [THIS](https://images.app.goo.gl/gDboRy6cLjhKbChZ9) image at the bottom of the screen.
  + Insert this text above the PNG: CoolSculpting
* **Interviewer:** Liquid Lipo
* **Interviewee:** 
  + [Answer with “Yes” or “No”]
* **A-ROLL:** Film a clip of yourself standing comfortably, wait for the off camera question, then say the script.
  + Insert [THIS](https://images.app.goo.gl/3e65JjggnwFp4sn8A) image at the bottom of the screen.
  + Insert this text above the PNG: Liquid Lipo
* **Interviewer:** Fat Burning Gummies
* **Interviewee:** 
  + [Answer with “Yes” or “No”]
* **A-ROLL:** Film a clip of yourself standing comfortably, wait for the off camera question, then say the script.
  + Insert [THIS](https://images.app.goo.gl/vbb5ktDaXcC3Piph9) PNG at the bottom of the screen.
  + Insert this text above the PNG: Fat Burning Gummies
* **Interviewer:** Semaglutide Injections
* **Interviewee:** 
  + [Answer with “Yes” or “No”]
* **A-ROLL:** Film a clip of yourself standing comfortably, wait for the off camera question, then say the script.
  + Insert [THIS](https://images.app.goo.gl/Ae2S6hEzep18DTsY7) PNG at the bottom of the screen.
  + Insert this text above the PNG: Semaglutide Injections
* **Interviewer:** Waist Trainers
* **Interviewee:** 
  + [Answer with “Yes” or “No”]
* **A-ROLL:** Film a clip of yourself standing comfortably, wait for the off camera question, then say the script.
  + Insert [THIS](https://images.app.goo.gl/QorUNfpEeb8s1MR3A) PNG at the bottom of the screen.
  + Insert this text above the PNG: Waist Trainers

**Caption:**

Should I Spend The Money? Fat Burning Edition 💸

Follow along as we debunk myths around aesthetic care trends!

#aestheticcare #fatdissolvingtips #liquidlipo

# **Short #12 (Storytelling):**

**Notes:**

* **Video Format:** Visual (saying the script, while using visuals to represent what you are talking about)
* **Format Example:** [HERE](https://www.instagram.com/reel/C4gFzSSMzdk/)
* **Instructions:** 
  + Film yourself saying the script under “Script” at the same time you are performing the correlating action under “Action”
* **Props/Visuals Needed:** 
  + Skincare products you use
* **Subtopic:** Beauty Products
* **Client Note:** Please feel free to change the order/choice of products according to your preference.

**Script:**

| **Action:** | **Script:** |
| --- | --- |
| * **Visual Hook: A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Looking straight at the camera. | * **Written Hook:** The Correct Order To Apply Your Skincare In The Night * **Verbal Hook:** This how to layer your skin care |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). While using the product on your face | * Oil based cleanser |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). While using the product on your face | * Water based cleanser |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). While using the product on your face | * Serum |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). While using the product on your face | * Moisturizer |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). While using the product on your face | * Lip Mask |
| * **A-ROLL:** Say this straight to the camera. | * Follow for more skincare tips! |

**Caption:**

The Correct Order To Apply Your Skincare In The Night 🧴

Follow for more simple skincare tips!

#skincaretips #skincareroutine #skincareproducts

# **Short #13 (Education):**

**Notes:**

* **Video Format:** Visual (saying the script, while using visuals to represent what you are talking about)
* **Format Example:** [HERE](https://www.instagram.com/reel/C4gFzSSMzdk/)
* **Instructions:** 
  + Film yourself saying the script under “Script” at the same time you are performing the correlating action under “Action”
* **Props/Visuals Needed:** 
  + Washable marker
* **Subtopic:** Liquid lipo
* There are 2 CTA’s total, film both:
  + **CTA #1:** Will be posted on Instagram with the Manychat automation
  + **CTA #2:** Will be posted on all other platforms

**Script:**

| **Action:** | **Script:** |
| --- | --- |
| * **Visual Hook: A-ROLL:** When you say this line/section, film with a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Standing in your office. * Insert a PNG dotted line to divide the client’s body into two halves. * Insert “Liquid Lipo Danger Zones” on the top of the left half. * Insert “Liquid Lipo Safe Zones” on the top of the right half. | * **Written Hook:** Liquid Lipo Danger Zones Liquid Lipo Safe Zones * **Verbal Hook:** What to do and not to do with liquid lipo |
| * **A-ROLL:** When you say this line/section, film with a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Marking the right area with a washable marker only on your left side. | * Do inject under the chin to target diet resistant stubborn fat |
| * **A-ROLL:** When you say this line/section, film with a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Marking the wrong area with a washable marker only on your right side. | * Don’t inject on your cheeks or under the eyes. It’s too close to the nerves and can cause paralysis. |
| * **A-ROLL:** When you say this line/section, film with a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Marking the right area with a washable marker only on your left side. | * Do inject on your upper arms for a contoured look |
| * **A-ROLL:** When you say this line/section, film with a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Marking the wrong area with a washable marker only on your right side. | * Don’t inject on your elbows. It has a thin fat layer and can cause tendon damage. |
| * **A-ROLL:** When you say this line/section, film with a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Pointing to the right area only on your left side. | * Do inject on the bra bulge for a defined back. |
| * **A-ROLL:** When you say this line/section, film with a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Pointing to the wrong area only on your right side. | * Don’t inject on your breasts. Vascular areas are not meant for fat dissolvers. |
| * **A-ROLL:** When you say this line/section, film with a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Pointing to the right area only on your left side. | * Do inject on your love handles for a contoured waistline. |
| * **A-ROLL:** When you say this line/section, film with a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Pointing to the wrong area only on your right side. | * Don’t inject on your buttocks, it can cause complications if injected into the muscle. |
| * **A-ROLL:** When you say this line/section, film with a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Standing in your office. | * **CTA #1:** Comment “GLOW” to book a one on one with a provider for a personalized care plan. * **CTA #2:** Follow for more non-invasive treatment options to achieve your aesthetic goals! |

**Caption:**

**CTA #1:**

Liquid Lipo Danger Zones VS Liquid Lipo Safe Zones ❌✅

Comment “GLOW” to book a one on one with a provider for a personalized care plan!

#liquidlipo #liquidlipotips #injectionsite

**CTA #2:**

Liquid Lipo Danger Zones VS Liquid Lipo Safe Zones ❌✅

Follow for more non-invasive treatment options to achieve your aesthetic goals!

#liquidlipo #liquidlipotips #injectionsite

# **Short #14 (Education):**

**Notes:**

* **Video Format:** Q&A (1 Person)
* **Format Example:** [HERE](https://www.tiktok.com/@iamandrewrussell/video/7279866586079579435?_t=8l0OxYmHQmh&_r=1)
* **Instructions:** 
  + 2 people needed:
    - 1) The interviewer who says all the interviewer’s lines
    - 2) The interviewee who says all the interviewee lines
* **Subtopic:** Liquid lipo, Debunking myths
* **Client Note:** Each answer should be filmed in the same spot (medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link), standing, facing camera). Have someone off-camera say the aesthetic goal (they’ll be labeled as “Interviewer” in the script). You’ll answer whether they need a surgery or not to achieve that goal, based on your expertise (your response will be labeled as “Interviewee”).

**Script:**

* **Written Hook:** 
  + Do You Need Surgery Or Not?
* **Interviewer:**
  + **Verbal Hook:** Mom pooch
* **Interviewee:** 
  + [Answer with “Yes” or “No”. If yes, state what surgery they need. If no, state what non-invasive procedure they can try. For example: No. Try Liquid Lipo with skin tightening]
* **A-ROLL:** Film a clip of yourself standing comfortably, wait for the off camera question, then say the script.
  + Insert [THIS](https://images.app.goo.gl/kgjLBrM2oPzF5b3X9) PNG at the bottom of the screen.
  + Insert this text above the PNG: Mom Pooch
* **Interviewer:** Jowl shaping
* **Interviewee:** 
  + [Answer with “Yes” or “No”. If yes, state what surgery they need. If no, state what non-invasive procedure they can try.]
* **A-ROLL:** Film a clip of yourself standing comfortably, wait for the off camera question, then say the script.
  + Insert [THIS](https://images.app.goo.gl/GxXJxKBpLkNvdKMTA) image at the bottom of the screen.
  + Insert this text above the PNG: Jowl shaping
* **Interviewer:** Bat wings
* **Interviewee:** 
  + [Answer with “Yes” or “No”. If yes, state what surgery they need. If no, state what non-invasive procedure they can try.]
* **A-ROLL:** Film a clip of yourself standing comfortably, wait for the off camera question, then say the script.
  + Insert [THIS](https://images.app.goo.gl/J3MGUdJQ4GTkspYm9) image at the bottom of the screen.
  + Insert this text above the PNG: Bat Wings
* **Interviewer:** Nose reshaping
* **Interviewee:** 
  + [Answer with “Yes” or “No”. If yes, state what surgery they need. If no, state what non-invasive procedure they can try.]
* **A-ROLL:** Film a clip of yourself standing comfortably, wait for the off camera question, then say the script.
  + Insert [THIS](https://images.app.goo.gl/5FshXnfqixSQmPvz7) image at the bottom of the screen.
  + Insert this text above the PNG: Nose Reshaping
* **Interviewer:** Inner thigh slimming
* **Interviewee:** 
  + [Answer with “Yes” or “No”. If yes, state what surgery they need. If no, state what non-invasive procedure they can try.]
* **A-ROLL:** Film a clip of yourself standing comfortably, wait for the off camera question, then say the script.
  + Insert [THIS](https://images.app.goo.gl/hKeZvonrUdZU5eth6) image at the bottom of the screen.
  + Insert this text above the PNG: Inner Thigh Slimming
* **Interviewer:** Double chin reduction
* **Interviewee:** 
  + [Answer with “Yes” or “No”. If yes, state what surgery they need. If no, state what non-invasive procedure they can try.]
* **A-ROLL:** Film a clip of yourself standing comfortably, wait for the off camera question, then say the script.
  + Insert [THIS](https://images.app.goo.gl/HQRtzJWbqvZaNJGY8) image at the bottom of the screen.
  + Insert this text above the PNG: Double Chin Reduction
* **Interviewer:** Breast lift
* **Interviewee:** 
  + [Answer with “Yes” or “No”. If yes, state what surgery they need. If no, state what non-invasive procedure they can try.]
* **A-ROLL:** Film a clip of yourself standing comfortably, wait for the off camera question, then say the script.
  + Insert [THIS](https://images.app.goo.gl/QBPkPrnrC7LoVUYJA) image at the bottom of the screen.
  + Insert this text above the PNG: Breast Lift

**Caption:**

Do You Need Surgery Or Not? 🔪

You don’t need to go under the knife to achieve your aesthetic goals! Follow us to know more about non-invasive treatment options!

#aestheticcare #aesthetictreatment

# **Short #15 (Education):**

**Notes:**

* **Video Format:** Visual (saying the script, while using visuals to represent what you are talking about)
* **Format Example:** [HERE](https://www.instagram.com/reel/C4gFzSSMzdk/)
* **Instructions:** 
  + Film yourself saying the script under “Script” at the same time you are performing the correlating action under “Action”
* **Props/Visuals Needed:** 
  + Washable marker
* **Subtopic:** Neurotoxins, Natural-looking results vs. overdone aesthetics

**Script:**

| **Action:** | **Script:** |
| --- | --- |
| * **Visual Hook: A-ROLL:** When you say this line/section, film with an extreme close up shot - [EXAMPLE](https://drive.google.com/file/d/1riH1U0o8lc2b-irMt0Mf2D1xoXvWFBTv/view?usp=drive_link). Standing in your office, looking straight at the camera. * Insert a PNG dotted line to divide the client’s face into two halves. * Insert “❌” at the top of the left half. * Insert “✅” at the top of the right half. | * **Written Hook:** Good VS Bad Botox * **Verbal Hook:** What to do and not to do with your botox |
| * **A-ROLL:** When you say this line/section, mark the right spot on the left side of your face. | * Do inject higher on your forehead to smooth lines naturally |
| * **A-ROLL:** When you say this line/section, mark the wrong spot on the right side of your face. | * Don’t inject too low, it will give you a frozen look |
| * **A-ROLL:** When you say this line/section, mark the right spot on the left side of your face. | * Do inject around the eyes for a refreshed look |
| * **A-ROLL:** When you say this line/section, mark the wrong spot on the right side of your face. | * Don’t inject too close to the lower lid, it will cause puffy eyes |
| * **A-ROLL:** When you say this line/section, mark the right spot on the left side of your face. | * Do inject on the upper lip border for a natural lift |
| * **A-ROLL:** When you say this line/section, mark the wrong spot on the right side of your face. | * Don’t inject too deep or too much, it will give you a duck lip |
| * **A-ROLL:** When you say this line/section, mark the right spot on the left side of your face. | * Do inject on the masseter muscle for a contoured lower face. |
| * **A-ROLL:** When you say this line/section, mark the wrong spot on the right side of your face. | * Don’t inject too high or on the sides, it might cause a stiff smile. |
| * **A-ROLL:** When you say this line/section, film with an extreme close up shot - [EXAMPLE](https://drive.google.com/file/d/1riH1U0o8lc2b-irMt0Mf2D1xoXvWFBTv/view?usp=drive_link). Standing in your office, looking straight at the camera. | * Get your treatments done by a licensed professional for natural results without risking your health. Follow for more aesthetic care education! |

**Caption:**

Good VS Bad Botox ✅❌

Get your treatments done by a licensed professional for natural results without risking your health.

Follow for more aesthetic care education!

#aestheticcaretips #aestheticskintreatment #botoxtips

# **Short #16 (Storytelling):**

**Notes:**

* **Video Format:** Q&A (Multiple Person)
* **Format Example:** [HERE](https://www.instagram.com/reel/C18IOMetpv9/?igsh=bmQ1d2FuaWZqemRw)
* **Instructions:** 
  + Multiple people needed:
    - The interviewer who says all the interviewer’s lines
    - Multiple interviewee’s who say the interviewee lines
* **Subtopic:** How to choose the right treatment for your skin/body goals

**Script:**

* **Written Hook:** What Treatments Would You Get If You Had All The Money In The World
* **Interviewer:** (*walk up to interviewee when you ask the question below)* 
  + **Verbal Hook:** Hey [Name], what treatments would you get if you had all the money in the world?
* **Interviewee #1:** 
  + Please list out at least 3 procedures/treatments you would get
  + Please insert the PNG/image for each procedure/treatment client mentions at the bottom of the screen as they say the name of the procedure.
* **Interviewer:**
  + Hey [Name], what treatments would you get if you had all the money in the world?
* **Interviewee #2:** 
  + Please list out at least 3 procedures/treatments you would get
  + Please insert the PNG/image for each procedure/treatment client mentions at the bottom of the screen as they say the name of the procedure.
* **Interviewer:**
  + Hey [Name], what treatments would you get if you had all the money in the world?
* **Interviewee #3:** 
  + Please list out at least 3 procedures/treatments you would get
  + Please insert the PNG/image for each procedure/treatment client mentions at the bottom of the screen as they say the name of the procedure.
* **Interviewer:**
  + Hey [Name], what treatments would you get if you had all the money in the world?
* **Interviewee #4:** 
  + Please list out at least 3 procedures/treatments you would get
  + Please insert the PNG/image for each procedure/treatment client mentions at the bottom of the screen as they say the name of the procedure.

**Caption:**

What Treatments Would You Get If You Had All The Money In The World? 💰

Let us know in the comments below!

#cosmeticprocedure #aesthetictreatment #aestheticprocedure #liquidlipo

# **Short #17 (Education):**

**Notes:**

* **Video Format:** Visual (saying the script, while using visuals to represent what you are talking about)
* **Format Example:** [HERE](https://www.instagram.com/reel/C4gFzSSMzdk/)
* **Instructions:** 
  + Film yourself saying the script under “Script” at the same time you are performing the correlating action under “Action”
* **Subtopic:** How to choose the right treatment for your skin/body goals

**Script:**

| **Action:** | **Script:** |
| --- | --- |
| * **Visual Hook: A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting in your office. * Point your right hand upwards when you say this line * Insert [THIS](https://images.app.goo.gl/aKxTMhLZMm2DtHWk9) image where the client points her hand | * **Written Hook:** Aesthetician Explains Different Skin Treatments * **Verbal Hook:** If you have loose and sagging skin |
| * Point your left hand upwards when you say this line * Insert [THIS](https://images.app.goo.gl/f9EPS9oswb36FFD29) image where the client points her hand | * Do Fibroblast skin tightening treatment. |
| * Point your right hand upwards when you say this line * Insert [THIS](https://images.app.goo.gl/Z8C8HbjeuqacJEAHA) image where the client points her hand | * If you have acne scars and enlarged pores |
| * Point your left hand upwards when you say this line * Insert [THIS](https://images.app.goo.gl/oyjf4UW3aaNvKjw86) image where the client points her hand | * Do microneedling |
| * Point your right hand upwards when you say this line * Insert [THIS](https://images.app.goo.gl/wDUbt8dV4TkKKzqD6) image where the client points her hand | * If you have stubborn fat in your chin, arms or abdomen |
| * Point your left hand upwards when you say this line * Insert [THIS](https://images.app.goo.gl/b87avEXQHzMu9nM39) image where the client points her hand | * Get liquid lipo |
| * Point your right hand upwards when you say this line * Insert [THIS](https://images.app.goo.gl/WZ2bTbnvmGczufDM7) image where the client points her hand | * If you have pigmentation and sun spots |
| * Point your left hand upwards when you say this line. * Insert [THIS](https://images.app.goo.gl/rX6WfjUzm3idAdeA9) image where the client points her hand | * Use chemical peels |
| * **A-ROLL:** Say this straight to the camera | * If you want real advice on safe skin care treatments, |
| * **A-ROLL:** Say this straight to the camera | * Follow me and I’ll break it down for you. |

**Caption:**

Aesthetician Explains Different Skin Treatments 🧴💉

Skin care tips are all over the internet! Trust only a licensed medical professional to tell you what’s safe and what’s not.

Follow for more aesthetic care education!

#aestheticcaretips #aesthetictreatment #skintreatments

# **Short #18 (Education):**

**Notes:**

* **Video Format:** Audio + Broll + Text
* **Format Example:** [HERE](https://www.instagram.com/reel/CyIv8ApudTz/?igsh=cnNnN2M4NWpidTk4)
* **Instructions:** 
  + Film broll in “Background Video” sections below
  + Audio - [HERE](https://www.instagram.com/reels/audio/960677091546931?igsh=MWk5cTRjaHk2dDE1dQ%3D%3D)
* **Props Needed:** 
  + 2 sheets of paper
  + Write “NO” on 1 paper
  + Write “YES” on 1 paper
* **Subtopic:** Liquid Lipo
* There are 2 CTA’s total, film both:
  + **CTA #1:** Will be posted on Instagram with the Manychat automation
  + **CTA #2:** Will be posted on all other platforms

**Script:**

* **Text on Screen:** After Liquid Lipo Can I…
* **Background Video:** 
  + **B-ROLL:** Film a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Of yourself sitting in your office and reading through some papers. Wait for 1 second and look up as if someone is asking you a question. Keep the two papers in front of you.
* **Text on Screen:** Go out in the sun?
* **Background Video:** 
  + Wait for 2 seconds and show the sheet written “NO” on it
* **Text on Screen:** Lift heavy weights?
* **Background Video:**
  + Wait for 2 seconds and show the sheet written “NO” on it
* **Text on Screen:** Shower?
* **Background Video:**
  + Wait for 2 seconds and show the sheet written “YES” on it
* **Text on Screen:** Wear makeup?
* **Background Video:**
  + Wait for 2 seconds and show the sheet written “NO” on it
* **Text on Screen:** Resume work the next day?
* **Background Video:**
  + Wait for 2 seconds and show the sheet written “YES” on it
* **Text on Screen:** Get a facial?
* **Background Video:**
  + Wait for 2 seconds and show the sheet written “NO” on it
* **Text on Screen:** Read Caption 👇
* **Background Video:**
  + Point your hands downwards

**Caption:**

**CTA #1:**

What You Should and Shouldn’t Do After Liquid Lipo 👇

❌ Avoid heavy lifting for 48 hours to reduce swelling.

❌ Don’t apply makeup right away on the treated areas. Wait at least 24 hours to avoid irritation.

❌ Don’t take hot showers or visit the sauna. Use lukewarm water and avoid scrubbing the area.

❌ Don’t get a facial right after. Wait at least 1 to 2 weeks to give your skin the time to heal.

❌ Don’t expose treated areas to direct sunlight. UV rays can cause bruising and swelling.

What you can do:

✅Drink at least 3 litres of water. It helps flush out dissolved fat and supports the healing process.

✅You can resume light activities. Gentle movement supports lymphatic drainage. But take it easy for best results.

✅You can join work the next day. Liquid lipo has minimal downtime.

If you want to get a liquid lipo treatment to target your pain points and achieve your aesthetic goals, comment “GLOW” for a personalized care plan!

#liquidlipo #liquidlipotips #dosanddonts

**CTA #2:**

What You Should and Shouldn’t Do After Liquid Lipo 👇

❌ Avoid heavy lifting for 48 hours to reduce swelling.

❌ Don’t apply makeup right away on the treated areas. Wait at least 24 hours to avoid irritation.

❌ Don’t take hot showers or visit the sauna. Use lukewarm water and avoid scrubbing the area.

❌ Don’t get a facial right after. Wait at least 1 to 2 weeks to give your skin the time to heal.

❌ Don’t expose treated areas to direct sunlight. UV rays can cause bruising and swelling.

What you can do :

✅Drink at least 3 litres of water. It helps flush out dissolved fat and supports the healing process.

✅You can resume light activities. Gentle movement supports lymphatic drainage. But take it easy for best results.

✅You can join work the next day. Liquid lipo has minimal downtime.

Follow for more aftercare tips for the best liquid lipo results!

#liquidlipo #liquidlipotips #dosanddonts

# **Short #19 (Education):**

**Notes:**

* **Video Format:** Visual (saying the script, while using visuals to represent what you are talking about)
* **Format Example:** [HERE](https://www.instagram.com/reel/C4gFzSSMzdk/)
* **Instructions:** 
  + Film yourself saying the script under “Script” at the same time you are performing the correlating action under “Action”
* **Props/Visuals Needed:** 
  + Washable Marker
* **Subtopic:** Liquid lipo
* There are 2 CTA’s total, film both:
  + **CTA #1:** Will be posted on Instagram with the Manychat automation
  + **CTA #2:** Will be posted on all other platforms

**Script:**

| **Action:** | **Script:** |
| --- | --- |
| * **Visual Hook: A-ROLL:** When you say this line/section, film with a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Standing in your office. | * **Written Hook:** Liquid Lipo Guide * **Verbal Hook:** If you want liquid lipo but don’t know what to ask for, I got you. |
| * **A-ROLL:** When you say this line/section, show the area with your hand. [For example, use your fingers to lift your jaw or stretch it out] | * If you want a sharp jawline with a contoured chin |
| * **A-ROLL:** When you say this line/section, mark the area of injection with the marker. | * Get liquid lipo here |
| * **A-ROLL:** When you say this line/section, show the area with your hand. | * If you want to reduce your mom pooch that won’t go away |
| * **A-ROLL:** When you say this line/section, mark the area of injection with the marker. | * Get liquid lipo here |
| * **A-ROLL:** When you say this line/section, show the area with your hand. | * If you want to get rid of the muffin top |
| * **A-ROLL:** When you say this line/section, mark the area of injection with the marker. | * Get liquid lipo here |
| * **A-ROLL:** When you say this line/section, show the area with your hand. | * If you don’t want those back rolls under your clothes |
| * **A-ROLL:** When you say this line/section, mark the area of injection with the marker. | * Get liquid lipo here |
| * **A-ROLL:** When you say this line/section, show the area with your hand. | * If you want contoured arms without the bat wings |
| * **A-ROLL:** When you say this line/section, mark the area of injection with the marker. | * Get liquid lipo here |
| * **A-ROLL:** When you say this line/section, film with a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Standing in your office. | * **CTA #1:** If you want a liquid lipo treatment plan suited to your body goals, comment “GLOW” to discuss your options. * **CTA #2:** Follow for real tips on how liquid lipo can help you reach your body goals. |

**Caption:**

**CTA #1:**

What To Ask For If You Want To Get Liquid Lipo 🙋

Comment “GLOW” to discuss non-invasive treatment options to achieve your personal aesthetic goals!

#aesthetictreatment #treatmentoptions #liquidlipotips

**CTA #2:**

What To Ask For If You Want To Get Liquid Lipo 🙋

Follow for real tips on how liquid lipo can help you reach your body goals!

#aesthetictreatment #treatmentoptions #liquidlipotips

# **Short #20 (Education):**

**Notes:**

* **Video Format:** Audio + Broll + Text
* **Format Example:** [HERE](https://www.instagram.com/reel/CyIv8ApudTz/?igsh=cnNnN2M4NWpidTk4)
* **Instructions:** 
  + Film broll in “Background Video” sections below
  + Audio - [HERE](https://www.instagram.com/reels/audio/471398088883562/) (insert each question and answer synced to the beats. [EXAMPLE](https://www.instagram.com/reel/DDK79MbxRny/?igsh=cHpsMWQ2aG56ajY2))
* **Subtopic:** Combining treatments for enhanced outcomes
* **Client Note:** This video requires two people. Please shoot this video with two professionals standing side by side, slightly looking sideways at each other. Person to the left will be labelled as “Person A”. Person to the right will be labelled as “Person B”. For best effects, please wear scrubs for the video to enforce credibility.

**Script:**

* **Text on Screen:** Neurotoxins + Microneedling/RF Microneedling
* **Background Video:**
  + **B-ROLL:** Film a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Standing side by side in your office corridor/in your room.
  + Person A points their hand downwards looking slightly at Person B. Expression: asking a question
  + Person B points their hand downwards looking slightly at Person A. Expression: confidently answering a question
  + Insert [THIS](https://images.app.goo.gl/Xs2KLw3kh6BBjqcy5) image where Person A points their hand.
  + Insert “Fine Lines” under the image.
  + Insert the text on screen where Person B points their hand.
* **Text on Screen:** Microneedling + Chemical Peels
* **Background Video:**
  + **B-ROLL:** Film a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Standing side by side in your office corridor/in your room.
  + Person A points their hand downwards looking slightly at Person B. Expression: asking a question
  + Person B points their hand downwards looking slightly at Person A. Expression: confidently answering a question
  + Insert [THIS](https://images.app.goo.gl/9g2wpvSi79tkoTUa7) image where Person A points their hand.
  + Insert “Acne Scars” under the image.
  + Insert the text on screen where Person B points their hand.
* **Text on Screen:** Liquid Lipo + Semaglutide
* **Background Video:**
  + **B-ROLL:** Film a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Standing side by side in your office corridor/in your room.
  + Person A points their hand downwards looking slightly at Person B. Expression: asking a question
  + Person B points their hand downwards looking slightly at Person A. Expression: confidently answering a question
  + Insert [THIS](https://images.app.goo.gl/uKBpQR4TFhVybunG8) image where Person A points their hand.
  + Insert “Double Chin” under the image.
  + Insert the text on screen where Person B points their hand.
* **Text on Screen:** Chemical Peels + Microneedling
* **Background Video:**
  + **B-ROLL:** Film a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Standing side by side in your office corridor/in your room.
  + Person A points their hand downwards looking slightly at Person B. Expression: asking a question
  + Person B points their hand downwards looking slightly at Person A. Expression: confidently answering a question
  + Insert [THIS](https://images.app.goo.gl/dR9yirPiiNCzbGqb9) image where Person A points their hand.
  + Insert “Uneven Skin Tone” under the image.
  + Insert the text on screen where Person B points their hand.
* **Text on Screen:** RF Microneedling + Fibroblast
* **Background Video:**
  + **B-ROLL:** Film a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Standing side by side in your office corridor/in your room.
  + Person A points their hand downwards looking slightly at Person B. Expression: asking a question
  + Person B points their hand downwards looking slightly at Person A. Expression: confidently answering a question
  + Insert [THIS](https://images.app.goo.gl/8JpoVPXvxzDYJDkf8) image where Person A points their hand.
  + Insert “Loose Neck Skin” under the image.
  + Insert the text on screen where Person B points their hand.

**Caption:**

Combined Treatments For Skin Issues 🧑‍⚕️

Most skin issues have different root causes. To get the best results, we always suggest you get a customized combination treatment plan.

Follow for more honest aesthetic care education!

#aesthetictreatment #skintreatment #commonskinproblems

# **Short #21 (Storytelling):**

**Notes:**

* **Video Format:** Visual (saying the script, while using visuals to represent what you are talking about)
* **Format Example:** [HERE](https://www.instagram.com/reel/C4gFzSSMzdk/)
* **Instructions:** 
  + Film yourself saying the script under “Script” at the same time you are performing the correlating action under “Action”
* **Props/Visuals Needed:** 
  + Washable Marker
  + DC Vial
  + Syringe
* **Subtopic:** Liquid lipo
* There are 2 CTA’s total, film both:
  + **CTA #1:** Will be posted on Instagram with the Manychat automation
  + **CTA #2:** Will be posted on all other platforms
* **Client Note:** This video is scripted with one person explaining the steps and another person being a model. Please set up your camera close to the patient chair where both of you are in the frame.

**Script:**

| **Action:** | **Script:** |
| --- | --- |
| * **Visual Hook: A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Stand in your office and show the vial and syringe to the camera. | * **Written Hook:** How We Use Liquid Lipo To Remove The Double Chin * **Verbal Hook:** How we use liquid lipo to remove the double chin |
| * **A-ROLL:** When you say this line/section, mark the right area on the model with the marker | * At the submental center to break down the stubborn fat pocket under the chin |
| * **A-ROLL:** When you say this line/section, mark the right area on the model with the marker | * At the left jawline angle |
| * **A-ROLL:** When you say this line/section, mark the right area on the model with the marker | * And at the right jawline angle for a contoured lower face |
| * **A-ROLL:** When you say this line/section, mark the wrong area on the model with the marker | * Never too close to the jawbone |
| * **A-ROLL:** When you say this line/section, mark the wrong area on the model with the marker | * Never near the neck or throat muscles, it can cause serious nerve damage |
| * **A-ROLL:** Say this straight to the camera | * Liquid lipo is a safe, non-invasive treatment to contour your face and body, but only when done by licensed medical professionals. |
| * **A-ROLL:** Say this straight to the camera | * **CTA #1:** Comment “GLOW” to book an appointment with us! * **CTA #2:** Follow for more behind the scenes of liquid lipo treatments! |

**Caption:**

**CTA #1:**

How We Use Liquid Lipo To Remove The Double Chin 💉

Comment “GLOW” to book an appointment with us!

#glowup #liquidlipo #liquidlipotips #aestheticskintreatment

**CTA #2:**

How We Use Liquid Lipo To Remove The Double Chin 💉

Follow for more behind the scenes of liquid lipo treatments!

#glowup #liquidlipo #liquidlipotips #aestheticskintreatment

# **Short #22 (Education):**

**Notes:**

* **Video Format:** Q&A (1 Person)
* **Format Example:** [HERE](https://www.tiktok.com/@iamandrewrussell/video/7279866586079579435?_t=8l0OxYmHQmh&_r=1)
* **Instructions:** 
  + 2 people needed:
    - 1) The interviewer who says all the interviewer’s lines
    - 2) The interviewee who says all the interviewee lines
* **Subtopic:** The science behind collagen stimulation

**Script:**

* **Written Hook:** Do Collagen Supplements Actually Work?
* **Interviewer:** (*walk up to interviewee when you ask the question below)* 
  + **Verbal Hook:** Hey [NAME], do collagen supplements actually work?
* **Interviewee:** 
  + Great question. Come on, let me explain.
    - Sit at your office desk drinking coffee, and reading patient files when the interviewer approaches you. As you say your line, move to a whiteboard beside your desk. If you do not have a whiteboard, bring out a large sheet of paper.
  + Our skin has 3 layers: the epidermis on the top, the dermis in the middle and the hypodermis at the bottom. The bloodstream flows underneath.
    - Draw the 3 layers on the whiteboard/paper and show the layers as you say this section.
  + The collagen lives here.
    - Draw a smiley face in the middle layer as you say this section.
  + The supplements flow through the bloodstream and stimulate what we call fibroblasts in your dermis.
    - Draw an arrow in the bloodstream layer and draw lines on the dermis layer as you say this section.
  + This is theoretically an ideal scenario for your body to produce more collagen.
    - Put down your sheet or walk away from the whiteboard as you say this section.
  + But we don’t have enough data to guarantee it will tighten your skin.
    - Say this straight to the camera
  + For actual results, we recommend getting chemical peels that gently removes the damaged top layer and stimulates new cell production in the body.
    - Say this straight to the camera
  + Follow for more science-backed skincare education!

**Caption:**

Do Collagen Supplements Actually Work? 💊

Follow for more science-backed skincare education!

#skincareeducation #collagensupplements #collagenstimulation

# **Short #23 (Education):**

**Notes:**

* **Video Format:** Visual (saying the script, while using visuals to represent what you are talking about)
* **Format Example:** [HERE](https://www.instagram.com/reel/C4gFzSSMzdk/)
* **Instructions:** 
  + Film yourself saying the script under “Script” at the same time you are performing the correlating action under “Action”
* **Props/Visuals Needed:** 
  + Sunscreen
  + Moisturizer
  + Cotton pad/makeup remover
  + Water bottle/glass
* **Subtopic:** Anti-aging strategies without surgery

**Script:**

| **Action:** | **Script:** |
| --- | --- |
| * **Visual Hook: B-ROLL:** Film an extreme close up shot - [EXAMPLE](https://drive.google.com/file/d/1riH1U0o8lc2b-irMt0Mf2D1xoXvWFBTv/view?usp=drive_link). In your office. * Move your head from side to side. * Please record the line/section as a voiceover | * **Written Hook:** Your Face Is Aging Faster Because You Are Skipping These * **Verbal Hook:** Your face is aging faster because you are skipping these |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Applying sunscreen on your face standing by your window | * #1. Sunscreen when it’s cloudy |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Applying moisturizer to your neck sitting on your chair. | * #2. Applying skincare down to your neck |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Washing your face. | * #3. Washing your face before bed |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Removing your eye makeup with a cotton pad | * #4. Removing eye makeup |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Drinking water from a bottle/glass. | * #5. Drinking 3 litres of water |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Walking in the office | * Skin treatments can reverse your damage but cannot be a magical replacement for daily healthy habits. |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Walking in the office | * Follow for more science backed tips for healthy skin! |

**Caption:**

Your Face Is Aging Faster Because You Are Skipping These 👆

Nothing in the world can fix your skin if you don’t practice healthy habits daily!

Follow for more tips for healthy and glowing skin.

#skincaretips #antiagingtips #antiagingstrategy

# **Short #24 (Education):**

**Notes:**

* **Video Format:** Viral Video (Reaction + Talking)
* **Format Example:** [HERE](https://www.instagram.com/reel/C2zYPYnOk7g/)
* **Instructions:** 
  + Film 2 videos:
    - 1) Reacting to the viral video - nodding head, shaking head, thumbs up, thumbs down (n To speaking)
    - 2) Saying the script below
  + Viral Video Link - [HERE](https://www.instagram.com/reel/DAXCzJeysRn/?igsh=MXg0N2QxcG5qZzV3OA==)
* **Subtopic:** Liquid lipo
* **Client Note:** Please feel free to change the text in red according to your expertise. For best effects, keep it as unfiltered as possible.

**Script:**

* **Written Hook:** Aesthetician Reacts
* *Play this niche related viral video (*[*VIDEO LINK*](https://www.instagram.com/reel/DAXCzJeysRn/?igsh=MXg0N2QxcG5qZzV3OA==)*) from Start to End*
* *We are going to have the video play as a green screen background and display your reaction (nod your head, shake your head, give thumbs up, thumbs down, etc)*
* No shade to the creator but doing jaw exercises can only help tone the muscles in that region. Even that’s a stretch.
* First of all, you cannot spot-reduce fat.
* Secondly, a double chin is not just fat. It’s often skin losing its elasticity or pure genetics.
* If you want to get rid of the stubborn fat sitting under your chin, you can use FDA-approved non-invasive treatments like liquid lipo.
* It actually helps dissolve the fat that drains through your lymphatic system.
* There’s no harm in doing these exercises but you will need something more powerful than that to actually get rid of your double chin. Follow for more science backed skincare advice!

**Caption:**

Exercises To Spot Reduce Double Chin? 🤔

Liquid lipo is one of the safest and non-invasive techniques to get rid of areas with stubborn fat that exercise and diet cannot fix.

Follow for more science backed skincare advice!

#jawlineexercise #doublechinexercises

# **Short #25 (Education):**

**Notes:**

* **Video Format:** Q&A (Multiple Person)
* **Format Example:** [HERE](https://www.instagram.com/reel/C18IOMetpv9/?igsh=bmQ1d2FuaWZqemRw)
* **Instructions:** 
  + Multiple people needed:
    - The interviewer who says all the interviewer’s lines
    - Multiple interviewee’s who say the interviewee lines
* **Subtopic:** Beauty Products
* **Client Note:** In this video, the same question will be asked to different professionals in the office. For best effects, shoot each question at different locations inside the office. To make it more realistic, the interviewee can be seen doing their regular work in the office when the interviewer approaches them. For example, going through patient files, talking at the reception, drinking water by the cooler.

**Script:**

* **Written Hook:** One Thing You’ll Never Find In My House As An Aesthetic Provider
* **Interviewer:** (*walk up to interviewee when you ask the question below)* 
  + **Verbal Hook:** Hey [Name], what’s the one thing we’ll never find in your house as an aesthetician?
* **Interviewee #1:** 
  + Loofas. They are like a trapped sponge full of mold, bacteria and dead skin. Silicone scrubbers at my house only.
    - Insert [THIS](https://images.app.goo.gl/Xx2NJEd5HR4CXDww5) PNG at the bottom of the screen.
* **Interviewer:** 
  + Hey [Name], what’s the one thing we’ll never find in your house as an aesthetician?
* **Interviewee #2:** 
  + Reusable makeup wipes. The dirt is never gone no matter how much you wash them. So cotton pads and makeup remover for me.
    - Insert [THIS](https://images.app.goo.gl/Wa9RiY8q54o8wuwk9) PNG at the bottom of the screen.
* **Interviewer:**
  + Hey [Name], what’s the one thing we’ll never find in your house as an aesthetician?
* **Interviewee #3:** 
  + Bar soaps. They just sit there gathering bacteria. That slimy film gives me the ick.
    - Insert [THIS](https://images.app.goo.gl/sfaBULbc4K85ygDo8) PNG at the bottom of the screen.
* **Interviewer:**
  + Hey [Name], what’s the one thing we’ll never find in your house as an aesthetician?
* **Interviewee #4:** 
  + Scented detergents and fabric softeners. They smell amazing, but that perfume can irritate your skin.
    - Insert [THIS](https://images.app.goo.gl/VEfhfVQHnQoetcFL7) PNG at the bottom of the screen.

**Caption:**

One Thing You’ll Never Find In My House As An Aesthetic Provider ❌

If you use any of these products in your household, stop immediately because they might be the secret culprits behind your skin damage.

Follow for daily tips that actually protect your skin!

#skincaretips #damagedskin #skindamage #fragrancefree

# **Short #26 (Storytelling):**

**Notes:**

* **Video Format:** Audio + Broll + Text
* **Format Example:** [HERE](https://www.instagram.com/reel/CyIv8ApudTz/?igsh=cnNnN2M4NWpidTk4)
* **Instructions:** 
  + Film broll in “Background Video” sections below
  + Audio - [HERE](https://www.instagram.com/reels/audio/599071056120944?igsh=MTQ1bmFwemIyNW12dw%3D%3D)
* **Subtopic:** Understanding skin types and personalized treatment plans
* There are 2 CTA’s total, film both:
  + **CTA #1:** Will be posted on Instagram with the Manychat automation
  + **CTA #2:** Will be posted on all other platforms
* **Client Note:** We are using a transformation story of [THIS](https://drive.google.com/file/d/1RoKo3rlgCnfSidtmQ19wamzd6A4yH5Tg/view?usp=drive_link) client from your social proof document. Please feel free to change the text according to the real patient story.

**Script:**

* **Text on Screen:** I wonder if my face will change if I lose weight
* **Background Video:** 
  + Please provide 3 to 4 old pictures of [THIS](https://drive.google.com/file/d/1RoKo3rlgCnfSidtmQ19wamzd6A4yH5Tg/view?usp=drive_link) client before they got their treatment
  + Play the clips back to back for a total of 2 seconds
* **Text on Screen:** After liquid lipo
* **Background Video:** 
  + Please provide 3 to 4 pictures of [THIS](https://drive.google.com/file/d/1RoKo3rlgCnfSidtmQ19wamzd6A4yH5Tg/view?usp=drive_link) client after they got their treatment
  + Play the clips provided by the client back to back for a total of 2 seconds

**Caption:**

**CTA #1:**

Client Transformation Story 👏

When Ana first came to us, she had already tried a thousand different diets and supplements to lose the double chin.

She dropped 10 pounds but every time she looked in the mirror, her double chin and jawline barely changed.

She thought maybe her face was just built this way.

We recommended a targeted liquid lipo treatment. We explained to her that stubborn fat under the chin and jawline is often genetically stored and resistant to diet or exercise.

Three sessions later, her double chin softened, her jawline appeared sharper and she was more at ease with her face than ever!

Want similar results like my clients but don’t know where to start? Comment “GLOW” to book an appointment with us!

#clientstories #clienttransformation #transformation #beforeafter

**CTA #2:**

Client Transformation Story 👏

When Ana first came to us, she had already tried a thousand different diets and supplements to lose the double chin.

She dropped 10 pounds but every time she looked in the mirror, her double chin and jawline barely changed.

She thought maybe her face was just built this way.

We recommended a targeted liquid lipo treatment. We explained to her that stubborn fat under the chin and jawline is often genetically stored and resistant to diet or exercise.

Three sessions later, her double chin softened, her jawline appeared sharper and she was more at ease with her face than ever!

Follow for more real client stories!

#clientstories #clienttransformation #transformation #beforeafter

# **Short #27 (Education):**

**Notes:**

* **Video Format:** Stitch Video (Reaction)
* **Format Example:**[HERE](https://www.tiktok.com/@jordan_the_stallion8/video/7252488234213821742?is_from_webapp=1&sender_device=pc&web_id=7390786661159110174)
* **Instructions:**
  + We’ll have the prompt video play out first, followed by your reaction
  + Film yourself saying the script below
  + Viral Video Link - [HERE](https://drive.google.com/file/d/1PuipxNevpT_Wzegp0qG52k3nY-woFyiS/view?usp=drive_link)
* **Subtopic:** How to choose the right treatment for your skin/body goals, Combining treatments for enhanced outcomes

**Script:**

* **Written Hook:** Stitch Incoming
* *Play this niche related viral video (*[*VIDEO LINK*](https://drive.google.com/file/d/1PuipxNevpT_Wzegp0qG52k3nY-woFyiS/view?usp=drive_link)*) from Start to End*
* I got you! Here’s a combination treatment plan for you and any other person experiencing those fine lines and some pigmentation on the face.
  + Insert the paused viral video as a green screen.
* #1. Botox around the crow’s feet to relax the lines every 3 to 4 months.
  + Insert [THIS](https://images.app.goo.gl/4Evh3zcbVGj2RdYF9) image as a green screen.
* #2. RF Microneedling to stimulate collagen production every 6 weeks.
  + Insert [THIS](https://images.app.goo.gl/CEvws4SBXR1sNXaBA) image as a green screen.
* #3. Chemical peels to brighten your skin and refine the texture every 6 to 8 weeks.
  + Insert [THIS](https://images.app.goo.gl/Akb7jCAtmTHmz4AX9) image as a green screen.
* Follow for more non-invasive skincare treatments for your aesthetic goals!

**Caption:**

Fine Lines In Late Twenties: What To Do? 🧑‍⚕️

Follow for more non-invasive treatment options to achieve your aesthetic goals!

#finelines #aestheticgoals #aesthetictreatment

# **Short #28 (Education):**

**Notes:**

* **Video Format:** Clone (Talking Form)
* **Format Example:** [HERE](https://www.instagram.com/reel/DBJ6eh0y1TR/)
* **Instructions:** 
  + Setup your camera 10ft away (do not move camera from this spot for the entire video)
  + Film 2 Videos
    - Video #1: Stand to the left side of the video, and say “Person #1's” lines
    - Video #2: Stand to the right side of the video, and say “Person #2's” lines
* **Subtopic:** Liquid Lipo
* There are 2 CTA’s total, film both:
  + **CTA #1:** Will be posted on Instagram with the Manychat automation
  + **CTA #2:** Will be posted on all other platforms

**Script:**

| **Written Hook:** How Many Sessions Should You Be Getting For Each Type Of Liquid Lipo? | | | |
| --- | --- | --- | --- |
| **Person #1 (Left):** | | **Person #2 (Right):** | |
|
| * **Verbal Hook:** Double chin | | * Film a clip standing in your office while not speaking so we can use this clip while the other clone says their line | |
| * Film a clip standing in your office while not speaking so we can use this clip while the other clone says their line | | * 2 to 4 sessions, at least 4 weeks apart | |
| * Upper arms | | * Film a clip standing in your office while not speaking so we can use this clip while the other clone says their line | |
| * Film a clip standing in your office while not speaking so we can use this clip while the other clone says their line | | * 3 to 6 sessions, at least 4 weeks apart | |
| * Jowls | | * Film a clip standing in your office while not speaking so we can use this clip while the other clone says their line | |
| * Film a clip standing in your office while not speaking so we can use this clip while the other clone says their line | | * 1 to 3 sessions, depending on fat volume | |
| * Belly pooch | | * Film a clip standing in your office while not speaking so we can use this clip while the other clone says their line | |
| * Film a clip standing in your office while not speaking so we can use this clip while the other clone says their line | | * 3 to 6 sessions | |
| * Bra bulge | | * Film a clip standing in your office while not speaking so we can use this clip while the other clone says their line | |
| * Film a clip standing in your office while not speaking so we can use this clip while the other clone says their line | | * 2 to 4 sessions at least 4 weeks apart | |
| * Liquid lipo is not a one-size-fits-all. | | * Film a clip standing in your office while not speaking so we can use this clip while the other clone says their line | |
| * Film a clip standing in your office while not speaking so we can use this clip while the other clone says their line | | * **CTA #1:** For a personalized plan, comment “GLOW” to book your appointment. * **CTA #2:** Follow for more liquid lipo education! | |

**Caption:**

**CTA #1:**

How Many Sessions Should You Be Getting For Each Type Of Liquid Lipo? 💉

For a personalized treatment plan tailored to your aesthetic goals, comment “GLOW” to book your appointment.

#aesthetictreatment #skintreatment #liquidlipotips

**CTA #2:**

How Many Sessions Should You Be Getting For Each Type Of Liquid Lipo? 💉

Liquid lipo is not a one-size-fits-all. Follow for more aesthetic treatment education!

#aesthetictreatment #skintreatment #liquidlipotips

# **Short #29 (Education):**

**Notes:**

* **Video Format:** Setting Change (moving settings/locations throughout the short)
* **Format Example:** [HERE](https://www.instagram.com/reel/C2AgCX7x3yN/)
* **Instructions:** 
  + Set up your camera in location/setting according to the instructions under “Setting”, film yourself saying the correlating script under “Script” in that specific location/setting
* **Subtopic:** Liquid lipo
* There are 2 CTA’s total, film both:
  + **CTA #1:** Will be posted on Instagram with the Manychat automation
  + **CTA #2:** Will be posted on all other platforms

**Script:**

| **Setting:** | **Script:** |
| --- | --- |
| * **Visual Hook: A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). While performing a procedure on a patient. You can also use a model to pose as the patient as you film this shot. Pretend to be midway during the procedure when you say the line. To make it more dynamic, please wear scrubs and a mask. | * **Written Hook:** 5 Innocent Habits That Could Be Ruining Your Liquid Lipo Results * **Verbal Hook:** 5 innocent habits that could be ruining your liquid lipo results. |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Take out your mask and say the first line. Take a sip of water and say the second line. | * #1. You don’t track your water intake. The more hydrated you are, the better the flushing process will be. |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). While sitting down on your couch. | * #2. You hit the bed immediately after the treatment. It reduces circulation and slows down the fat metabolization. |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Standing in front of a mirror. | * #3. You put on your shapewear over the treated areas. It restricts your lymphatic drainage system. |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). c | * #4. You pick up your iced latte on the way home. It’s loaded with sugars which cause inflammation. |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Walking inside your office. | * #5. You waste away on your couch for the next 2 days. We always recommend light movements like walking to improve lymphatic drainage. |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). While sitting down on your office chair. | * If you want the best results from your liquid lipo, make sure you follow aftercare instructions from your provider to a fault! |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Seated in your office chair, talking straight to the camera. | * **CTA #1:** Comment “GLOW” to book your fat dissolver appointment with us! * **CTA #2:** Follow for more tips on getting the best results from your liquid lipo treatment! |

**Caption:**

**CTA #1:**

5 Innocent Habits That Could Be Ruining Your Liquid Lipo Results 😦

The more you follow the aftercare instructions, the better your liquid lipo results will be!

Comment “GLOW” to book your fat dissolver appointment with us!

#fatdissolvingtips #liquidliporesults #liquidlipo

**CTA #2:**

5 Innocent Habits That Could Be Ruining Your Liquid Lipo Results 😦

Follow for more tips on getting the best results from your liquid lipo treatment!

#fatdissolvingtips #liquidliporesults #liquidlipo

# **Short #30 (Education):**

**Notes:**

* **Video Format:** Audio + Broll + Text
* **Format Example:** [HERE](https://www.instagram.com/reel/CyIv8ApudTz/?igsh=cnNnN2M4NWpidTk4)
* **Instructions:** 
  + Film broll in “Background Video” sections below
  + Audio - [HERE](https://www.instagram.com/reels/audio/381717467176973?igsh=OGFnYndwa25wdzJh)
* **Subtopic:** Liquid lipo
* There are 2 CTA’s total, film both:
  + **CTA #1:** Will be posted on Instagram with the Manychat automation
  + **CTA #2:** Will be posted on all other platforms

**Script:**

* **Text on Screen:** 3 Signs You Might Need Liquid Lipo For Your Bra Bulge
* **Background Video:** 
  + **B-ROLL:** Film a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Standing in your office with your arms forward. Move sideways, with your left or right profile facing the camera and point to the area where the bra bulge occurs with your fingers.
* **Text on Screen:** 1. The straps are digging into your skin, especially in the upper back area.
* **Background Video:** 
  + **B-ROLL:** Film a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Standing in your office with your back to the camera and pointing at the upper back region.
* **Text on Screen:** #2. You have lost weight but this area doesn’t change.
* **Background Video:**
  + **B-ROLL:** Film a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Walking around the neighborhood
* **Text on Screen:** #3. You can see the spill over clearly even when you’re wearing a right sized bra.
* **Background Video:**
  + **B-ROLL:** Film a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Checking yourself out in the mirror.
* **Text on Screen:** Read caption to know what you can do about it 👇
* **Background Video:**
  + **B-ROLL:** Film a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Looking straight at the camera and pointing downwards

**Caption:**

**CTA #1:**

3 Signs You Might Need Liquid Lipo For Your Bra Bulge 👆

The bra bulge that ruins your well fitted dresses might not always be fat.

It can also be related to skin laxity. Sometimes, loose skin from aging or weight loss can fold and bulge out around the bra line. That’s the reason you never seem to tone the area even after regular exercises and diets.

How can liquid lipo help?

▶️Liquid lipo breaks down small fat pockets that don’t respond to diet or exercise.

▶️It helps stimulate collagen for smoother skin.

▶️It gently gives you a contoured look without complicated surgeries with minimal downtime.

Want to know how liquid lipo can help you achieve your body goals? Comment “GLOW” to discuss your options!

#liquidlipo #liquidlipotips #liquidlipotreatment

**CTA #2:**

3 Signs You Might Need Liquid Lipo For Your Bra Bulge 👆

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Follow for more liquid lipo tips education to achieve your aesthetic goals!

#liquidlipo #liquidlipotips #liquidlipotreatment