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| **Scripts & Captions Key:**  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:** Voiceover
* **Format Example:** [HERE](https://www.instagram.com/reel/DHQiEbJu2Vt/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==)
* **Instructions:** 
  + Film 2 video types:
    - 1) Film broll in “Background Video” sections below
    - 2) Film a video saying all of the “Voiceover” lines in one video
  + We will edit all of the “Background Videos” together in order, and add the audio of the “Voiceover” video over it
  + If the line says “Script” you will be talking to the camera while following A-Roll instruction.
* **Subtopic:** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered
* 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
* Please adapt the text to your medical expertise

**Script:**

* **Written Hook:** What's “Liquid Lipo”?
* **Voiceover:** 
  + **Verbal Hook:** You can use liquid lipo to target stubborn fat on areas like the chin and neck.
* **Background Video:**
  + **BROLL:** Film yourself or a patient drawing the area of the neck you are targeting with this procedure. For each video pair the voiceover with the visual (if possible)
  + Provide before and after picture
  + Pop up before and after picture on screen for reference
* **Voiceover:** This treatment uses an injection that helps dissolve fat cells naturally.
* **Background Video:** 
  + **BROLL:** Film yourself or a patient drawing the area of the neck you are targeting with this procedure. For each video pair the voiceover with the visual (if possible)
* **Voiceover:** No downtime. You can walk out of the clinic and get right back to your day. And fun fact: The solution is injected right into your fat tissue, where it melts the cell, which your body then eliminates as if you did a super hard workout.
* **Background Video:** 
  + **BROLL:** Film yourself or a patient drawing the area of the neck you are targeting with this procedure. For each video pair the voiceover with the visual (if possible)
* **Voiceover:** Most patients see visible results after just a few sessions, with full results appearing in 4-6 weeks.
* **Background Video:** 
  + **BROLL:** Film yourself or a patient drawing the area of the neck you are targeting with this procedure. For each video pair the voiceover with the visual (if possible)
* **Script:** 
  + **CTA #1:** Want a tighter, more sculpted jawline? Comment "GLOW" to get results like our patients!
  + **CTA #2:** Struggling with stubborn fat that just won’t budge? Follow to learn how to get rid of it without surgery or diets!
* **A-ROLL:**
  + **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.
  + Pop up a couple of before and after, cut the before from the after and pop them in line one after the other. [THIS](https://drive.google.com/file/d/1YMbeV70DQAjibO5rhYmKajRQdNBZPaiI/view?usp=sharing), [THIS](https://drive.google.com/file/d/1s3INRQt1v9dBKafkEMWmA0pxcNcdb-t9/view?usp=sharing) and [THIS](https://drive.google.com/file/d/1LVWgbsgZP6uDF0lE2R9mcDxZSjg_Udkv/view?usp=sharing).

**Caption:**

**CTA #1:**

What's a Liquid Lipo? 💉

Want a tighter, more sculpted jawline? Comment "GLOW" to get results like our patients!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #skintightening

**CTA #2:**

What's a Liquid Lipo? 💉

Struggling with stubborn fat that just won’t budge? Follow to learn how to get rid of it without surgery or diets!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #skintightening

# **Short #2 (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://docs.google.com/spreadsheets/d/1s3atiSTZxiuqMVNbAiaCBlOVyUNWqxLoyxAWAJIJkfc/edit?usp=drive_link) (start at 00:04)
* **Subtopic:** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered
* Please adapt the text to your medical expertise

**Script:**

* **Text on Screen:** Untreated Double Chin
* **Background Video:** 
  + Use this [before](https://drive.google.com/file/d/1WBqWTJGkQO58VDZTnoPTg01o-vHGZC_2/view) transformation photo
  + Slowly zoom in to give some motion to the picture
  + Keep for 2 seconds
* **Text on Screen:** Treated Double Chin With Liquid Lipo
* **Background Video:** 
  + Use this [after](https://drive.google.com/file/d/1jrNICgEmbDBef7Qz73sFr2UqkOvbEY0K/view?usp=drive_link) transformation photo
  + Slowly zoom in to give some motion to the picture
  + Keep for 2 seconds
* **Text on Screen:** 
  + Non-invasive fat reduction
  + Minimal downtime
  + Visible results in just a few sessions
  + Boosts natural collagen production
* **Background Video:** 
  + Put together the before and after images
  + 3 seconds

**Caption:**

**CTA #1:**

Amazing Results 🤩

Did you know that stubborn fat under the chin can be treated without surgery?

Liquid Lipo uses a specialized formula to target and dissolve fat cells, leaving you with a smoother, more defined jawline.

Curious if it’s right for you? Comment "GLOW" and we'll send you all the details to schedule your Double Chin Dissolver appointment.

#beforeandafter #nonsurgicalbeauty #liquidlipo #bodycontouring #fatdissolving

**CTA #2:**

Amazing Results 🤩

Liquid Lipo uses a specialized formula to target and dissolve fat cells, leaving you with a smoother, more defined jawline.

Curious if it’s right for you? Follow for more real results!

#beforeandafter #nonsurgicalbeauty #liquidlipo #bodycontouring #fatdissolving

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

**Notes:**

* **Video Format:** Voiceover
* **Format Example:** [HERE](https://www.instagram.com/reel/DHQiEbJu2Vt/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==)
* **Instructions:** 
  + Film 2 video types:
    - 1) Film broll in “Background Video” sections below
    - 2) Film a video saying all of the “Voiceover” lines in one video
  + We will edit all of the “Background Videos” together in order, and add the audio of the “Voiceover” video over it
  + If the line says “Script” you will be talking to the camera while following A-Roll instruction.
* **Subtopic:** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered
* 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
* Please adapt the text to your medical expertise

**Script:**

* **Written Hook:** What Actually Happens With Double Chin Dissolvers
* **Voiceover:** 
  + **Verbal Hook:** How does getting double chin dissolvers actually work?
* **Background Video:**
  + **B-ROLL:** Provide footage of you treating a patient, drawing the area where you will inject, preparing the product,...
* **Voiceover:** First, we grab a solution made with a molecule that already exists in your body. This molecule naturally helps break down fat tissue, and it's called Deoxycholic Acid.
* **Background Video:** 
  + **B-ROLL:** Provide footage of you preparing the product or showing the box of the product.
* **Voiceover:** We inject that solution into the problem area. When this molecule reaches your fat cells, it destabilizes your cell membrane, almost like popping a bubble. Your body then naturally flushes these cells out over time.
* **Background Video:** 
  + **B-ROLL:** Provide footage of you drawing the area where you will inject in the chin.
* **Voiceover:** Here’s the cool part. Once those fat cells are gone, they’re gone for good. Your body won’t regenerate them in that area, so the results are long-lasting.
* **Background Video:** 
  + **B-ROLL:** Ideally provide footage of the after for this same patient. If not possible, then just some footage right after injecting the product (like massaging the area).
* **Script:** 
  + **CTA #1:** Want results like our patients? Comment "GLOW" to book an appointment in your nearest clinic!
  + **CTA #2:** Sick of feeling self-conscious about your chin? Follow to learn about non surgical solutions!
* **AROLL:** 
  + **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.
  + Pop up a couple of before and after, cut the before from the after and pop them in line one after the other. [THIS](https://drive.google.com/file/d/1YMbeV70DQAjibO5rhYmKajRQdNBZPaiI/view?usp=sharing), [THIS](https://drive.google.com/file/d/1s3INRQt1v9dBKafkEMWmA0pxcNcdb-t9/view?usp=sharing) and [THIS](https://drive.google.com/file/d/1LVWgbsgZP6uDF0lE2R9mcDxZSjg_Udkv/view?usp=sharing).

**Caption:**

**CTA #1:**

What Actually Happens With Double Chin Dissolvers 🤔

Sick of feeling self-conscious about your chin? Comment "GLOW" to book an appointment in your nearest clinic!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #skintightening

**CTA #2:**

What Actually Happens With Double Chin Dissolvers 🤔

Sick of feeling self-conscious about your chin? Follow to learn about non surgical solutions!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #skintightening

# **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/1066544921487770?igsh=MXBmcWZ3ZWhsMDBnOQ%3D%3D) (keep volume low so that we can hear patient reaction)
* **Subtopic:** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered
* Please adapt the text to your medical expertise
* Please adapt the caption to your patient's story, I have scripted an example

**Script:**

* **Text on Screen:** I don't just inject people, I change their lives.
* **Background Video:** 
  + Ideally provide a video of a patient looking herself in the mirror checking her double chin (after the treatment) and saying something like ‘wow it looks amazing’ or ‘wow it's gone’
  + 3-5 seconds
* **Text on Screen:** You might feel like:
* Avoiding pictures because of your double chin
* Only posting "top-down" selfies
* Hiding behind your kids in family photos
* Doubting your own beauty, even when others compliment you
* **Background Video:** 
  + Provide before picture of this same patient
  + 3 seconds
  + Pop up text one after the other in different areas of the screen
  + Do this animation on the picture (chin area) ([example](https://www.instagram.com/p/DDxV0uSoswE/))
* **Text on Screen:** And just like that, all gone
* **Background Video:** 
  + Provide an after picture of this patient

**Caption:**

**CTA #1:**

Our Beautiful Patient's Story 💖

For years, she avoided the camera. Always the one taking pictures, never the one in them.

When family photos were posted, it was just the kids or a carefully angled selfie, chin tucked just right.

No matter how many workouts or diets she tried, that stubborn double chin wouldn’t budge.

That changed the day she decided to invest in Liquid Lipo.

A few simple treatments, no surgery, no downtime, and suddenly, she was back in the frame. Smiling confidently, turning the camera towards herself without a second thought.

Because sometimes, it's not just about how you look. It's about how you feel when you finally see the person you’ve always been, staring back in the mirror.

Ready to take back your confidence? Comment "GLOW" to book your Double Chin Dissolver appointment!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #skintightening

**CTA #2:**

Our Beautiful Patient's Story 💖

For years, she avoided the camera. Always the one taking pictures, never the one in them.

When family photos were posted, it was just the kids or a carefully angled selfie, chin tucked just right.

No matter how many workouts or diets she tried, that stubborn double chin wouldn’t budge.

That changed the day she decided to invest in Liquid Lipo.

A few simple treatments, no surgery, no downtime, and suddenly, she was back in the frame. Smiling confidently, turning the camera towards herself without a second thought.

Because sometimes, it's not just about how you look. It's about how you feel when you finally see the person you’ve always been, staring back in the mirror.

Want to learn more about how non-surgical treatments can transform your confidence? Follow for more real stories!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #skintightening

# **Short #5 (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
* Please adapt the text to your medical expertise and your favorite procedures. Provide pictures of the procedures so that the editor can add them on screen. I will script an example.

**Script:**

| **Green Screen Image/Video:** | **Script:** |
| --- | --- |
| * [full screen of client] | * **Written hook:**    + My Favorite Anti Aging Treatments as a Board Certified Dermatologist * **Verbal Hook:**    + My favorite anti aging treatments as a board certified dermatologist |
| * [Green Screen Image](https://drive.google.com/file/d/1YMbeV70DQAjibO5rhYmKajRQdNBZPaiI/view?usp=sharing) | * First up is Liquid Lipo. It's a non intrusive way to dissolve the fat in your chin, giving your face a tighter, lifted, and more youthful look. |
| * [Green Screen Image](https://drive.google.com/file/d/1g_guryW79a5isintcHJBYRKUQ4Isz1Vl/view?usp=sharing) | * Second has to be Fibroblast skin tightening. * It uses plasma technology to stimulate collagen production and firm up sagging skin. Especially good for eyelids, the neck, and those little lines around the mouth. |
| * [Green Screen Image](https://drive.google.com/file/d/1iouYTwb-Ev3cQMo38aimbjFWaPEFKp-q/view?usp=sharing) | * And of course, there's Botox. The go-to for smoothing out fine lines and wrinkles around the eyes and forehead. Quick, effective, and minimal downtime |
| * [full screen of client] | * **CTA #1:** Want to give liquid lipo a try? Comment "GLOW" for more information! * **CTA #2:** Which one would you choose? Let me know in the comments! |

**Caption:**

**CTA #1:**

Top 3 Anti Aging Treatments 💅

Tired of avoiding the camera because of your double chin? Or taking endless "top-down" selfies just to hide it? It doesn’t have to be that way.

Comment "GLOW" to get all the details on how Liquid Lipo can help you feel confident in every photo. No filters, no angles, just you.

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #skintightening

**CTA #2:**

Top 3 Anti Aging Treatments 💅

Follow for real transformations and non-surgical solutions that help you feel confident in every photo!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #skintightening

# **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:** 
  + You could either show the area in your own face or show it on a patient
  + The product you inject
* **Subtopic:** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered
* 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
* Please adapt the text to your medical expertise

**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). Show the product to the camera. | * **Written Hook:** X [name of the product you inject] for double chin * **Verbal Hook:** This is how we inject X [name of the product you inject] to dissolve the fat that creates the double chin. |
| * **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). Be showing the area in your face or a patient. By drawing the areas where we could inject the product. | * We typically treat areas like the double chin, but it’s also perfect for bra fat, jowls, and even smaller pockets like around the jawline and lower cheeks. |
| * **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). Tighten with your hands the double chin of the patient to show the results that will happen. | * Here’s the best part: once those fat cells are gone, they’re gone for good. Your body naturally flushes them out, leaving you with a smoother, more defined profile |
| * **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). Showing the product. | * If you’ve been thinking about getting rid of that stubborn chin fat, this is my favorite solution! |
| * **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 the office. * Pop up a couple of before and after, cut the before from the after and pop them in line one after the other. [THIS](https://drive.google.com/file/d/1YMbeV70DQAjibO5rhYmKajRQdNBZPaiI/view?usp=sharing), [THIS](https://drive.google.com/file/d/1s3INRQt1v9dBKafkEMWmA0pxcNcdb-t9/view?usp=sharing) and [THIS](https://drive.google.com/file/d/1LVWgbsgZP6uDF0lE2R9mcDxZSjg_Udkv/view?usp=sharing). | * **CTA #1:** Our patients aren’t just seeing results, they’re seeing confidence restored. * Comment "GLOW" to get all the details and book your Double Chin Dissolver session. * **CTA #2:** From double chin to defined jawline, our transformations speak for themselves. * Follow us to see more real stories and discover how non-surgical beauty can work for you. |

**Caption:**

**CTA #1:**

Liquid Lipo For Double Chin ✨

Our patients aren’t just seeing results, they’re seeing confidence restored. Comment "GLOW" to get all the details and book your Double Chin Dissolver session!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #skintightening

**CTA #2:**

Liquid Lipo For Double Chin ✨

From double chin to defined jawline, our transformations speak for themselves. Follow us to see more real stories and discover how non-surgical beauty can work for you!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #skintightening

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

**Notes:**

* **Video Format:** Q&A (1 Person) (this is more of a fire QA, so no need to show the interviewer)
* **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:** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered
* Please adapt the text to your medical expertise
* 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:** Do You Need Surgery Or Not?
* **Interviewer:** (*walk up to interviewee when you ask the question below)* 
  + **Verbal** Hook: Do I need surgery to fix these?
  + Droopy eyelids? (add [this](https://images.app.goo.gl/dFhVS8nEk1844fbx9) on screen)
* **Interviewee** *(be preparing something in your office, like putting gloves on)***:** 
  + Surgery
* **Interviewer:** Under-eye bags? (add [this](https://images.app.goo.gl/iwUkjckBLKXa5Nvo6) on screen)
* **Interviewee**: Depends on how bad it is. Either fat transfer or tear trough filler.
* **Interviewer:** Loose neck skin? (add [this](https://images.app.goo.gl/soqygCM9v1xEReRa9) on screen)
* **Interviewee**: RF microneedling could do the trick .
* **Interviewer:** Nose length? (add [this](https://images.app.goo.gl/KcKmpHao7qAKpQa46) on screen)
* **Interviewee**: Surgery
* **Interviewer:** Wrinkles? (add [this](https://images.app.goo.gl/8xzQPrqoNFpUz54s6) on screen)
* **Interviewee:** Depending on how deep they are, retinoids could help.
* **Interviewer:** Thin or uneven lips? (add [this](https://images.app.goo.gl/NoGCfMVnrEA7uJor6) on screen)
* **Interviewee:** Lip filler.
* **Interviewer:**  Double chin? (add [this](https://images.app.goo.gl/MWSs8T1oLTytxSsR7) on screen)
* **Interviewee:** Most think you need lipo, but PCDC is a much better option.
* **Interviewer:**  Bra bulge? (add [this](https://images.app.goo.gl/vJtY13ggKBbr1C9y8) on screen)
* **Interviewee:** PCDC again.
* **Interviewer:** Where can I get PCDC?
* **Interviewee:**
  + **CTA #1:** Just comment “GLOW” for more info!
  + **CTA #2:** Just click the link in our bio for more info!

**Caption:**

**CTA #1:**

Never Get Surgery for Your Double Chin ❌

Comment "GLOW" to book an appointment in your city!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #skintightening

**CTA #2:**

Never Get Surgery for Your Double Chin ❌

Follow for more non surgical transformations!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #skintightening

# **Short #8 (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/9889465211116814?igsh=MW9zdDdqc2N4dm1iNg%3D%3D) (make sure to sync video with music)
* **Subtopic:** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered
* For this script I have used the story of [this](https://drive.google.com/drive/folders/1ZNlfUhB7BONwEPUkcmXhQLC5pLRsWl4v) testimonial, please provide her raw pictures of the before and after
* Please adapt the text to your medical expertise

**Script:**

* **Text on Screen:** Niki's Life Changing Treatment
* (add below area of screen) BEFORE
* **Background Video:** 
  + Provide a before picture of Niki
  + 4 seconds
* **Text on Screen:** Niki's Life Changing Tweakment
* (add below area of screen) AFTER
* (add below smaller) 4 sessions of Liquid Lipo on her chin
* **Background Video:** 
  + Provide an after picture of Niki
  + 3 seconds

**Caption:**

**CTA #1:**

Niki's Transformation Story ⬇️

For as long as she could remember, Niki struggled with feeling confident in photos.

No matter how much she trained or how clean her diet was, that stubborn double chin just wouldn’t go away.

Every group photo, every selfie, she would find herself adjusting the angle, trying to hide it.

Then she decided to try Liquid Lipo.

After her very first session, she noticed a difference. It was subtle but real.

By the fourth session, she didn’t have to worry about her angles anymore, every side was her good side.

Now, Niki looks at her photos with pride and confidence. No more hiding, no more second-guessing. Just feeling beautiful in her own skin.

Sick of feeling self-conscious about your chin? Comment "GLOW" to learn about Liquid Lipo and how it can help you love every angle!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #skintightening

**CTA #2:**

Niki's Transformation Story ⬇️

For as long as she could remember, Niki struggled with feeling confident in photos.

No matter how much she trained or how clean her diet was, that stubborn double chin just wouldn’t go away.

Every group photo, every selfie, she would find herself adjusting the angle, trying to hide it.

Then she decided to try Liquid Lipo.

After her very first session, she noticed a difference. It was subtle but real.

By the fourth session, she didn’t have to worry about her angles anymore, every side was her good side.

Now, Niki looks at her photos with pride and confidence. No more hiding, no more second-guessing. Just feeling beautiful in her own skin.

Sick of feeling self-conscious about your chin? Follow to learn more about Liquid Lipo and how it can help you love every angle!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #skintightening

# **Short #9 (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:** 
  + Showing the injection points by drawing on their own face or on a client
* **Subtopic:** Combining treatments for enhanced outcomes, Long-term maintenance strategies for non-invasive results
* Please adapt the text to your medical expertise
* 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). Showing the injection points by drawing on their own face or on a client.   + Pop up BEFORE and AFTER pictures from folder | * **Written Hook:**   + The best way to lift and tighten the jawline with injections only? * **Verbal Hook:**    + The best way to lift and tighten the jawline with injections only? |
| * **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). Showing the injection points by drawing on their own face or on a client. | * So my #1 treatment for the jawline is liquid lipo * We inject PCDC along this area right here * The solution permanently breaks down the fat cells, getting rid of the double chin completely * And for enhanced outcomes, we usually recommend that our clients get a Nefertiti lift * It works by injecting 10-12 units of botox along these points * The muscles that pull down on the jaw and mouth get relaxed, giving you an even more youthful and refreshed 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). Standing in your office. | * **CTA #1:** Want a tighter, more sculpted jawline? Comment "GLOW" to book in for our fat dissolving injections! * **CTA #2:** Want a tighter, more sculpted jawline? Follow to learn more about our fat dissolving injections! |

**Caption:**

**CTA #1:**

The best way to lift and tighten the jawline with injections only? 💉

Want a tighter, more sculpted jawline? Comment "GLOW" to book in for our fat dissolving injections!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #skintightening

**CTA #2:**

The best way to lift and tighten the jawline with injections only? 💉

Want a tighter, more sculpted jawline? Follow to learn more about our fat dissolving injections!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #skintightening

# **Short #10 (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:** Anti-aging strategies without surgery
* 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
  + Please adapt the text to your medical expertise

**Script:**

| **Green Screen Image/Video:** | **Script:** |
| --- | --- |
| * [Video Link](https://www.instagram.com/reel/C6tlr_VrpZy/?igsh=MWw4NHhleXlwNWk4YQ%3D%3D)(start at 0:03) and play it in loop while she says the hook | * **Written Hook:**    + Non Surgical Procedures For Women Over 40 * **Verbal Hook:** These are the procedures I would do if I wanted to glow up after 40 |
| * [Video Link](https://www.instagram.com/reel/DAJNckDxWyx/?igsh=MXdoYTEzaDV5ZnZ4dQ%3D%3D)(play this in loop while client speaks) | * First up is Botox. It's a classic for a reason. With just a few tiny injections, it can relax the muscles that cause crow's feet, forehead lines, and those stubborn frown lines. |
| * [Video Link](https://www.instagram.com/reel/DEGADQWPA8t/?igsh=MWUydTAyYTNiNnpsag%3D%3D)(play this in loop while client speaks) | * Next, I always recommend medical-grade facials. This isn’t your average spa facial. These are customized treatments that deeply exfoliate, hydrate, and rejuvenate your skin. |
| * (provide video of a close up of your hand drawing the areas in a patient's face/body) | * And finally, Liquid Lipo. If you're struggling with stubborn fat under the chin or around the jawline, this is the non-surgical solution for you. * Liquid Lipo dissolves the fat cells, and once they're gone, they’re gone for good. |
| * Pop up a couple of before and after, cut the before from the after and pop them in line one after the other. [THIS](https://drive.google.com/drive/folders/1bMG8hIvaQ_MbSBaliTftYMt8flVWDsNn), [THIS](https://drive.google.com/drive/folders/1bMG8hIvaQ_MbSBaliTftYMt8flVWDsNn) and [THIS](https://drive.google.com/drive/folders/1bMG8hIvaQ_MbSBaliTftYMt8flVWDsNn). | * **CTA #1:** Want to finally get rid of that double chin? Comment "GLOW" to book your Liquid Lipo session! * **CTA #2:** Are you doing any of these? Let me know in the comments! |

**Caption:**

**CTA #1:**

Yearly Glow Up Reset Over 40 Edition 🥰

Want to finally get rid of that double chin? Comment "GLOW" to book your Liquid Lipo session!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #skintightening

**CTA #2:**

Yearly Glow Up Reset Over 40 Edition 🥰

Are you doing any of these? Let me know in the comments!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #skintightening

# **Short #11 (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/1366470710686983?igsh=ejY1YXpnaTltbmh2)
* **Subtopic:** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered
* For this script it would be ideal if you had videos, but if you don't, then pictures can be used
* Please adapt the text to your medical expertise

**Script:**

* **Text on Screen:** Immediately After Liquid Lipo
* **Background Video:** 
  + BROLL: Provide a clip of results immediately after liquid lipo
  + 2 seconds
* **Text on Screen:** After 2 Sessions of Liquid Lipo
* **Background Video:** 
  + BROLL: Provide a clip of X sessions after liquid lipo
  + 2 seconds
* **Text on Screen:** After 3 Sessions of Liquid Lipo
* **Background Video:** 
  + BROLL: Provide a clip of X sessions after liquid lipo
  + 2 seconds
* **Text on Screen:** After 4 Sessions of Liquid Lipo
* **Background Video:** 
  + BROLL: Provide a clip of X sessions after liquid lipo
  + 2 seconds

**Caption:**

**CTA #1:**

Non Surgery Double Chin Procedure 🤩

Did you know that Liquid Lipo dissolves stubborn fat cells under the chin without the need for surgery?

It’s a safe, approved formula that breaks down fat cells, allowing your body to naturally flush them out over time.

Results are gradual but permanent, meaning once those fat cells are gone, they're gone for good.

With just a few sessions, you can achieve a more sculpted jawline and say goodbye to that double chin.

➡️Want to enhance your beauty with minimal downtime? Comment "GLOW" to book your Liquid Lipo consultation!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #skintightening

**CTA #2:**

Non Surgery Double Chin Procedure 🤩

Did you know that Liquid Lipo dissolves stubborn fat cells under the chin without the need for surgery?

It’s a safe, approved formula that breaks down fat cells, allowing your body to naturally flush them out over time.

Results are gradual but permanent, meaning once those fat cells are gone, they're gone for good.

With just a few sessions, you can achieve a more sculpted jawline and say goodbye to that double chin.

➡️ Want to learn more about non-surgical treatments? Follow for tips on enhancing your beauty with minimal downtime!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #skintightening

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

**Notes:**

* **Video Format:** Multitasking (saying the script while multitasking - cooking, cleaning, makeup, etc)
* **Format Example:** [HERE](https://www.instagram.com/reel/C4l83dTgvKw/?igsh=MWNyMmFoeTFrc21vcw%3D%3D)
* **Instructions:** 
  + Film yourself saying the script under “Script” at the same time you are performing the correlating action under “Action”
* **Subtopic:** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered
* Please adapt the text to your medical expertise
* If you can, please adapt the story to a real patient's case and provide her before and after pictures.
* 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). In your office putting on your gloves.   + The rest of the script you will be getting ready to inject a patient.   + Pop up a couple of before and after, cut the before from the after and pop them in line one after the other. [THIS](https://drive.google.com/file/d/1YMbeV70DQAjibO5rhYmKajRQdNBZPaiI/view?usp=sharing), [THIS](https://drive.google.com/file/d/1s3INRQt1v9dBKafkEMWmA0pxcNcdb-t9/view?usp=sharing) and [THIS](https://drive.google.com/file/d/1LVWgbsgZP6uDF0lE2R9mcDxZSjg_Udkv/view?usp=sharing). | * **Written Hook:** What if I told you that you can get rid of your double chin without surgery? * **Verbal Hook:** What if I told you that you can get rid of your double chin without surgery? |
| * **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). Be getting ready to inject a patient. | * I had a patient come in last month that told me she had been avoiding photos for years. * She would always be the one taking the pictures, never the one in them. |
| * **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). Be getting ready to inject a patient. * Pop up PNGs of healthy food and jawline gadgets | * She tried everything: diets, face exercises, even those jawline gadgets you see online. * But that double chin just wouldn’t budge. |
| * **B-ROLL:** Provide clips of you drawing the lines on a patient chin | * [voiceover] * That's when I introduced her to Liquid Lipo. It’s a non-surgical fat dissolver that targets those stubborn pockets under the chin. |
| * **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). Be getting ready to inject a patient. * Provide before and after pictures of this patient * Pop up before and after pictures of this patient | * After the first session, she was already seeing a difference. * By the fourth session, she walked into my office smiling and said, 'For the first time in years, I actually love my side profile.' |
| * **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 your office. * Pop up a couple of before and after, cut the before from the after and pop them in line one after the other. [THIS](https://drive.google.com/file/d/1YMbeV70DQAjibO5rhYmKajRQdNBZPaiI/view?usp=sharing), [THIS](https://drive.google.com/file/d/1s3INRQt1v9dBKafkEMWmA0pxcNcdb-t9/view?usp=sharing) and [THIS](https://drive.google.com/file/d/1LVWgbsgZP6uDF0lE2R9mcDxZSjg_Udkv/view?usp=sharing). | * **CTA #1:** Ready for your own transformation? Comment "GLOW" to book an appointment in your nearest clinic! * **CTA #2:** Ready to ditch your double chin? Follow for more non-surgical beauty secrets! |

**Caption:**

**CTA #1:**

No More Double Chin Without Surgery? 😯

Ready for your own transformation? Comment "GLOW" to book an appointment in your nearest clinic!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #fatdissolving

**CTA #2:**

No More Double Chin Without Surgery? 😯

Ready to ditch your double chin? Follow for more non-surgical beauty secrets!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #fatdissolving

# **Short #13 (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://www.instagram.com/reel/C_8PHq6RZiP/)
* **Subtopic:** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered
* 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
  + Please adapt the text to your medical expertise

**Script:**

* **Written Hook:** [no hook]
* *Play this niche related viral video (*[*VIDEO LINK*](https://www.instagram.com/reel/C_8PHq6RZiP/)*) from “00:00” to “00:06”*
* *We are going to have the video and then your reaction to it.*
* I'm a certified X and this is what I would do:
* [Share in 3-5 sentences what you would do, including liquid lipo, I will script an example below]
* First, I’d start with Liquid Lipo. This non-surgical fat-dissolving treatment is perfect for eliminating stubborn fat under the chin and along the jawline, giving you a more defined profile without surgery. [Add visuals form previous reels]
* Next, I’d recommend microneedling. This helps with pore size, texture, and fine lines by boosting collagen and smoothing out the skin surface. It's a game-changer for that refreshed, youthful glow. [Add visuals form previous reels]
* To finish it off, a series of chemical peels would help with overall skin tone, fine lines, and that uneven texture. It reveals fresh, glowing skin with every session. [Add visuals form previous reels]
* **CTA #1:** Ready to say goodbye to that stubborn double chin? Comment "GLOW" and I’ll send you all the details to book your Liquid Lipo session and get the sculpted jawline you’ve always wanted! Pop up a couple of before and after, cut the before from the after and pop them in line one after the other. [THIS](https://drive.google.com/file/d/1YMbeV70DQAjibO5rhYmKajRQdNBZPaiI/view?usp=sharing), [THIS](https://drive.google.com/file/d/1s3INRQt1v9dBKafkEMWmA0pxcNcdb-t9/view?usp=sharing) and [THIS](https://drive.google.com/file/d/1LVWgbsgZP6uDF0lE2R9mcDxZSjg_Udkv/view?usp=sharing).
* **CTA #2:** Follow us to see real double chin transformations and learn how non-surgical treatments can redefine your profile. Pop up a couple of before and after, cut the before from the after and pop them in line one after the other. [THIS](https://drive.google.com/file/d/1YMbeV70DQAjibO5rhYmKajRQdNBZPaiI/view?usp=sharing), [THIS](https://drive.google.com/file/d/1s3INRQt1v9dBKafkEMWmA0pxcNcdb-t9/view?usp=sharing) and [THIS](https://drive.google.com/file/d/1LVWgbsgZP6uDF0lE2R9mcDxZSjg_Udkv/view?usp=sharing).

**Caption:**

**CTA #1:**

Skincare Recommendations For Over 30 ✨

Ready to say goodbye to that stubborn double chin? Comment "GLOW" and I’ll send you all the details to book your Liquid Lipo session and get the sculpted jawline you’ve always wanted!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #fatdissolving

**CTA #2:**

Skincare Recommendations For Over 30 ✨

Follow us to see real double chin transformations and learn how non-surgical treatments can redefine your profile!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #fatdissolving

# **Short #14 (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:** Natural-looking results vs. overdone aesthetics
* Please adapt the text to your medical expertise
* 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:** |
| --- | --- |
| * [Green Screen Image](https://images.app.goo.gl/HHYinMHACHuReFNM9) * Also use the BEFORE from [here](https://images.app.goo.gl/MTkew1wL5Cud7f6PA) * Feel free to provide another image, we want to show overdone aesthetics | * **Written Hook:** Aging Like This… VS This * **Verbal Hook:** Aging like this |
| * [Green Screen Image](https://images.app.goo.gl/BRLRksxi2MzGRubG6) * Also use the AFTER from [here](https://images.app.goo.gl/MTkew1wL5Cud7f6PA) * Feel free to provide another image, we want to show natural looking results | * Versus like this * Let’s talk about what these 2 groups do differently |
| * [Green Screen Image](https://images.app.goo.gl/HHYinMHACHuReFNM9) * Feel free to provide another image, we want to show overdone aesthetics | * We’ve all seen it. * Heavy fillers, too much Botox, and aggressive treatments that make people look more artificial than refreshed. |
| * [Green Screen Image](https://images.app.goo.gl/BRLRksxi2MzGRubG6) * Feel free to provide another image, we want to show natural looking results | * This, however, is how we help patients age gracefully. Subtle enhancements that *compliment* instead of changing. * They restore volume, smooth out fine lines, and sculpt the face, all while keeping your natural features intact. * This is where treatments like Liquid Lipo, microneedling, and Botox come in. |
| * Pop up a couple of before and after, cut the before from the after and pop them in line one after the other. [THIS](https://drive.google.com/file/d/1YMbeV70DQAjibO5rhYmKajRQdNBZPaiI/view?usp=sharing), [THIS](https://drive.google.com/file/d/1s3INRQt1v9dBKafkEMWmA0pxcNcdb-t9/view?usp=sharing) and [THIS](https://drive.google.com/file/d/1LVWgbsgZP6uDF0lE2R9mcDxZSjg_Udkv/view?usp=sharing). | * **CTA #1:** Want results like these? Comment "GLOW" to get rid of your double chin for good! * **CTA #2:** Want results like these? Follow to learn more about liquid lipo! |

**Caption:**

**CTA #1:**

Which One Do You Prefer? 🤔

Want to get rid of your double chin for good? Comment "GLOW" to book your consultation!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #fatdissolving

**CTA #2:**

Which One Do You Prefer? 🤔

Want to get rid of your double chin for good? Follow to learn more about liquid lipo!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #fatdissolving

# **Short #15 (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/1097022732165524?igsh=NzN3eXZ3cjU2b3My) (sync the music with transformation)
* **Subtopic:** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered
* Please adapt the text to your medical expertise

**Script:**

* **Text on Screen:** Jawline Transformation
* **Background Video:** 
  + **BROLL:** Film a profile video of you delicately passing the finger along the chin of a patient (AFTER)
  + 3 seconds
* **Text on Screen:** BEFORE
* **Background Video:** 
  + Provide a before picture/clip of this same patient
  + 3 seconds
* **Text on Screen:** AFTER
* **Background Video:** 
  + Provide an after picture/clip of this same patient
  + 2 seconds
* **Text on Screen:** BEFORE
* **Background Video:** 
  + Provide a before picture/clip of this same patient
  + 3 seconds
* **Text on Screen:** AFTER
* **Background Video:** 
  + Provide an after picture/clip of this same patient
  + 2 seconds
* **Text on Screen:** BEFORE
* **Background Video:** 
  + Provide a before picture/clip of this same patient
  + 3 seconds
* **Text on Screen:** AFTER
* **Background Video:** 
  + Provide an after picture/clip of this same patient
  + 2 seconds

**Caption:**

**CTA #1:**

* Jawline Transformation, No Surgery Required ⭐

Here’s how Liquid Lipo works:

🔬 Targets stubborn fat cells under the chin  
⏳ Gradually dissolves them over a few sessions  
💧 Your body naturally flushes them out  
✨ No incisions, no scars, just a sculpted jawline  
👌 Results look natural and improve over time

Sick of feeling self-conscious about your chin? Comment "GLOW" to get a snatched jawline in days, not years!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #fatdissolving

**CTA #2:**

Jawline Transformation, No Surgery Required ⭐

Here’s how Liquid Lipo works:

🔬 Targets stubborn fat cells under the chin  
⏳ Gradually dissolves them over a few sessions  
💧 Your body naturally flushes them out  
✨ No incisions, no scars, just a sculpted jawline  
👌 Results look natural and improve over time

Sick of feeling self-conscious about your chin? Follow for tip to get a snatched jawline in days, not years!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #fatdissolving

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

**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:** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered
* Please adapt the text to your medical expertise
* For this script I will use the review of Sarah Tompson from your website
* 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:** |
| --- | --- |
| * [Green Screen Image](https://drive.google.com/file/d/174--5lwkmCcHfnuHYXc1RbVKXAGe4SCp/view?usp=sharing) | * **Written Hook:** Before Liquid lipo * **Verbal Hook:** This is a picture of my patient Sarah before getting liquid lipo on her chin |
| * [Green Screen Image](https://drive.google.com/file/d/1Hob2W7_s-ILdzPNLQPXazzszkofaBGQJ/view?usp=sharing) | * When Sarah first came to me, she shared how her double chin had been affecting her confidence for years. |
| * [Green Screen Image](https://drive.google.com/file/d/1Hob2W7_s-ILdzPNLQPXazzszkofaBGQJ/view?usp=sharing) | * She would avoid photos and felt self-conscious around other parents. * She hated her side profile, hadn't worn her hair up in years, and thought her chin made her look 10 years older than she was. |
| * [Green Screen Image](https://drive.google.com/file/d/1wj1Jst48SGZU4OuaQmNqW-oD9MLslgla/view?usp=sharing) | * Here’s Sarah after just a few sessions of Liquid Lipo. * She no longer shies away from social events and can finally embrace this new phase of motherhood with confidence. |
| * [Green Screen Image](https://drive.google.com/file/d/174--5lwkmCcHfnuHYXc1RbVKXAGe4SCp/view?usp=sharing) | * **CTA #1:** Ready for your own transformation? Comment "GLOW" to book an appointment in your nearest clinic! * **CTA #2:** Ready to bring back your confidence?Follow for non-surgical beauty tips! |

**Caption:**

**CTA #1:**

Sarah's Transformation 🥰

Ready for your own transformation? Comment "GLOW" to book an appointment in your nearest clinic!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #fatdissolving

**CTA #2:**

Sarah's Transformation 🥰

Ready to bring back your confidence? Follow for non-surgical beauty tips!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #fatdissolving

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

**Notes:**

* **Video Format:** Talking Form
* **Format Example:** [HERE](https://www.instagram.com/reel/C1jjxheOlux/?igsh=MWc4MjhtZHQxY2ZnZw==)
* **Instructions:** 
  + Film this video sitting down or standing talking straight to the camera saying script below
* **Subtopic:** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered
* Please adapt the text to your medical expertise
* Please medical scrubs and have a nice background in the spa
* 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:** If you’ve got rolls of neck fat like around this area, underneath your chin and your jaw, then you need to hear about this procedure
* **Visual Hook:** Show the neck area
* **Verbal Hook:** If you’ve got rolls of neck fat like around this area, underneath your chin and your jaw, then you need to hear about this procedure.
* Listen, you can not get rid of your double chin with diet and exercise, once it shows up, it’s often there for life.
* That’s because it’s caused by fat distribution, not just weight.
* But this single treatment gets rid of it forever. The targeted fat cells are eliminated and do not regenerate.
* It’s called PCDC; an injectable that flushes that stubborn fat right out.
* **CTA #1:** Interested? Comment "GLOW" to book your appointment!
* **CTA #2:** Interested? Click the link in our bio to book your appointment!
* (Pop up the “after” pic with the CTAs)
* Pop up a couple of before and after, cut the before from the after and pop them in line one after the other. [THIS](https://drive.google.com/file/d/1YMbeV70DQAjibO5rhYmKajRQdNBZPaiI/view?usp=sharing), [THIS](https://drive.google.com/file/d/1s3INRQt1v9dBKafkEMWmA0pxcNcdb-t9/view?usp=sharing) and [THIS](https://drive.google.com/file/d/1LVWgbsgZP6uDF0lE2R9mcDxZSjg_Udkv/view?usp=sharing).

**Caption:**

**CTA #1:**

Struggling With Double Chin? Watch This! 👀

Comment "GLOW" and I’ll send you all the details to book your consultation!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #fatdissolving

**CTA #2:**

Struggling With Double Chin? Watch This! 👀

Follow us to see real double chin transformations and learn how non-surgical treatments can redefine your jawline!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #fatdissolving

# **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/940883067929798?igsh=MW50NTZ6MDg2M3R3NA%3D%3D)
* **Subtopic:** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered
* Please adapt the number of spots to the ones you offer in your clinic
* Please adapt the text to your medical expertise

**Script:**

* **Text on Screen:** 3 Favorite Spots To Get Liquid lipo
* **Background Video:** 
  + **B-ROLL:** Film a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Provide a clip touching your chin.
  + 2 seconds
* **Text on Screen:** #1 Double Chin
* **Background Video:** 
  + **B-ROLL:** Film a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Provide a clip touching your chin (different angle than the one before)
  + 2 seconds
* **Text on Screen:** #2 Bra Fat
* **Background Video:** 
  + **B-ROLL:** Film a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Provide a clip touching the area right below the bra line, where stubborn fat often accumulates. Highlight the specific section with your hand for clarity.
  + 2 seconds
* **Text on Screen:** #3 Jowls
* **Background Video:** 
  + **B-ROLL:** Film a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Provide a clip gently lifting the jowl area near the lower cheeks to show where Liquid Lipo targets sagging and fat pockets.
  + 2 seconds

**Caption:**

**CTA #1:**

3 Favorite Spots To Get Liquid Lipo 🎯

Here are the top 3 spots where Liquid Lipo works wonders:

1️⃣ Double Chin: Stubborn fat under the chin is one of the hardest areas to slim down, even with diet and exercise. Liquid Lipo specifically targets and dissolves these fat cells, giving you a more sculpted jawline.

2️⃣ Bra Fat: That tricky pocket of fat right under the bra line can be tough to get rid of. Liquid Lipo helps to break down those fat cells, smoothing the area without surgery.

3️⃣ Jowls: As we age, fat can accumulate around the jawline, causing sagging. Liquid Lipo not only reduces the fat but also helps tighten the skin, restoring a youthful contour.

✨ The best part? This treatment is non-surgical, with no incisions and minimal downtime. Just a few sessions, and your body naturally flushes out the fat, leaving you with smoother, more defined features.

💬 Curious if it's right for you? Comment "GLOW" and I'll send you all the details to book your consultation!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #fatdissolving

**CTA #2:**

3 Favorite Spots To Get Liquid lipo 🎯

Here are the top 3 spots where Liquid Lipo works wonders:

1️⃣ Double Chin: Stubborn fat under the chin is one of the hardest areas to slim down, even with diet and exercise. Liquid Lipo specifically targets and dissolves these fat cells, giving you a more sculpted jawline.

2️⃣ Bra Fat: That tricky pocket of fat right under the bra line can be tough to get rid of. Liquid Lipo helps to break down those fat cells, smoothing the area without surgery.

3️⃣ Jowls: As we age, fat can accumulate around the jawline, causing sagging. Liquid Lipo not only reduces the fat but also helps tighten the skin, restoring a youthful contour.

✨ The best part? This treatment is non-surgical, with no incisions and minimal downtime. Just a few sessions, and your body naturally flushes out the fat, leaving you with smoother, more defined features.

💬 Curious if it's right for you? Comment "GLOW" and I'll send you all the details to book your consultation!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #fatdissolving

# **Short #19 (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 (not speaking)
    - 2) Saying the script below
  + Viral Video Link - [HERE](https://www.instagram.com/reel/DC5f7dlxZcF/?igsh=aDBybjVmaXhheTM1)
* **Subtopic:** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered
* Please adapt the text to your medical expertise
* 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:** \*Doctor Reacts\*
* *Play this niche related viral video (*[*VIDEO LINK*](https://www.instagram.com/reel/DC5f7dlxZcF/?igsh=aDBybjVmaXhheTM1)*) from “00:00” to “00:10” where she says ‘chin lipo’*
* *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)*
* [Share your opinion on surgical chin lipos, I will script an example below]
* And this is exactly why I don’t recommend surgical chin lipo. Surgery can be effective, but it comes with a lot of risks like bruising, scarring, long recovery times as you can see on the video.
* You should get Liquid Lipo instead. It’s non-surgical, meaning there are no incisions, no scarring, and no long recovery times. Liquid Lipo uses a targeted solution to dissolve fat cells under the chin, and your body naturally flushes them out. The best part? Once those fat cells are gone, they’re gone for good.
* **CTA #1:** Want results like these without surgery? Comment "GLOW" and I’ll send you all the details to book your Liquid Lipo consultation.
* **CTA #2:** Follow us for real transformations and non-surgical beauty tips that actually work!
* Pop up a couple of before and after, cut the before from the after and pop them in line one after the other. [THIS](https://drive.google.com/file/d/1YMbeV70DQAjibO5rhYmKajRQdNBZPaiI/view?usp=sharing), [THIS](https://drive.google.com/file/d/1s3INRQt1v9dBKafkEMWmA0pxcNcdb-t9/view?usp=sharing) and [THIS](https://drive.google.com/file/d/1LVWgbsgZP6uDF0lE2R9mcDxZSjg_Udkv/view?usp=sharing).

**Caption:**

**CTA #1:**

Don't Do This To Your Double Chin ❌

Want results like these without surgery? Comment "GLOW" and I’ll send you all the details to book your Liquid Lipo consultation.

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #fatdissolving

**CTA #2:**

Don't Do This To Your Double Chin ❌

Follow us for real transformations and non-surgical beauty tips that actually work!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #fatdissolving

# **Short #20 (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:** Non-Surgical Beauty Treatments
* Please feel free to change the questions and the numbers based on your expertise
* Please provide pictures for each of the treatments that you decide to talk about so that we can pop up pictures on screen
* Pop up pictures on screen of each treatment to make it more visually engaging
* Please also adjust the caption based on the ones you choose

**Script:**

* **Written Hook:** 
  + Dermatologist Rates Skin Tightening Treatments On A Scale Of 1-10
* **Interviewer:**
  + **Verbal Hook:** Microneedling?
* **Interviewee:** 2
* **Interviewer:** RF Microneedling?
* **Interviewee:** 7
* **Interviewer:** Fibroblast?
* **Interviewee:** 8
* **Interviewer:** Chemical Peels?
* **Interviewee:** 4
* **Interviewer:** Thermage?
* **Interviewee:** 9
* **Interviewer:** Ultherapy?
* **Interviewee:** 5
* **Interviewer:** PDO Threads?
* **Interviewee:** 7

**Caption:**

**CTA #1:**

Dermatologist Rates Skin Tightening Treatments⬇️

1️⃣ Microneedling (2/10):

A great option for improving skin texture, reducing fine lines, and boosting collagen, but it does take multiple sessions to see dramatic results.

2️⃣RF Microneedling (7/10):

Combines the benefits of microneedling with radiofrequency energy to stimulate collagen production.

3️⃣ Fibroblast (8/10):

It uses plasma energy to stimulate collagen production, providing a non-surgical facelift. However, it requires proper aftercare and multiple sessions for optimal results.

4️⃣ Chemical Peels (4/10):

Effective for brightening skin, reducing pigmentation, and improving texture, but they can cause irritation and peeling post-treatment.

5️⃣ Thermage (9/10):

Uses radiofrequency energy to tighten skin and stimulate collagen growth. Great for treating sagging skin on the face, eyes, and body with minimal downtime.

6️⃣ Ultherapy (5/10):

Uses ultrasound energy to lift and tighten the skin by stimulating collagen production, but requires a lot of patience because results can take a few months to fully appear.

7️⃣ PDO Threads (7/10):

A non-invasive treatment for body contouring and skin tightening. It’s effective for tightening loose skin, but results can vary depending on skin type and the area treated.

Want a snatched jawline? Comment "GLOW" for an easy procedure to get rid of your stubborn chin fat!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #fatdissolving

**CTA #2:**

Dermatologist Rates Skin Tightening Treatments⬇️

1️⃣ Microneedling (2/10):

A great option for improving skin texture, reducing fine lines, and boosting collagen, but it does take multiple sessions to see dramatic results.

2️⃣RF Microneedling (7/10):

Combines the benefits of microneedling with radiofrequency energy to stimulate collagen production.

3️⃣ Fibroblast (8/10):

It uses plasma energy to stimulate collagen production, providing a non-surgical facelift. However, it requires proper aftercare and multiple sessions for optimal results.

4️⃣ Chemical Peels (4/10):

Effective for brightening skin, reducing pigmentation, and improving texture, but they can cause irritation and peeling post-treatment.

5️⃣ Thermage (9/10):

Uses radiofrequency energy to tighten skin and stimulate collagen growth. Great for treating sagging skin on the face, eyes, and body with minimal downtime.

6️⃣ Ultherapy (5/10):

Uses ultrasound energy to lift and tighten the skin by stimulating collagen production, but requires a lot of patience because results can take a few months to fully appear.

7️⃣ PDO Threads (7/10):

A non-invasive treatment for body contouring and skin tightening. It’s effective for tightening loose skin, but results can vary depending on skin type and the area treated.

Want a snatched jawline? Follow to learn how liquid lipo can get rid of your stubborn chin fat!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #fatdissolving

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

**Notes:**

* **Video Format:** Voiceover
* **Format Example:** [HERE](https://www.instagram.com/reel/C9fbZcXucgv/)
* **Instructions:** 
  + Film 2 video types:
    - 1) Film broll in “Background Video” sections below
    - 2) Film a video saying all of the “Voiceover” lines in one video
  + We will edit all of the “Background Videos” together in order, and add the audio of the “Voiceover” video over it

**Script:**

* **Written Hook:** The Only Procedure To Permanently Reduce Your Double Chin
* **Voiceover:** 
  + **Verbal Hook:** Come with me to dissolve a clients double chin
* **Background Video:**
  + Provide 1-2 clips:
    - Getting ready to work on a patient
* **Voiceover:** This is (name), she recently lost X lbs and started feeling more confident in her body. But no matter how many times she jumped on the stairmaster, she couldn't melt this stubborn pocket of fat under her chin.
* **Background Video:** 
  + Provide 1-2 clips:
    - Talking to the patient
* **Voiceover:** No matter how much she worked out or tweaked her diet, that stubborn fat refused to move
* **Background Video:** 
  + Provide 1-2 clips:
    - Talking to the patient
* **Voiceover:** She was starting to believe her only options were surgery… or just living with it forever. Then a friend told her about us.
* **Background Video:** 
  + Provide 1-2 clips:
    - Drawing injecting points on her chin
* **Voiceover:** We’re using PCDC, a non surgical, permanent fat dissolving treatment.
* Today is her second session, and her confidence is already on a whole new level.
* **Background Video:** 
  + Provide 1-2 clips:
    - Drawing injecting points on her chin
    - Preparing product
* **Voiceover:** In just 4-6 weeks that double chin will be just a bad memory.
* Would you give this a shot? Let me know in the comments!
* **Background Video:** 
  + Provide 1-2 clips:
    - Client looking herself in the mirror

**Caption:**

**CTA #1:**

How Liquid Lipo Transformed Her Confidence ✨

If you’ve been struggling with a double chin like Sofia, there’s a solution. Comment "GLOW" and I’ll send you all the details to book your Liquid Lipo consultation!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #fatdissolving

**CTA #2:**

How Liquid Lipo Transformed Her Confidence ✨

Follow us for real patient stories and non-surgical solutions that transform confidence!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #fatdissolving

# **Short #22 (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/DG_d34TShPQ/)
* **Subtopic:** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered / Debunking myths about non-surgical beauty treatments
* Please adapt the text to your medical expertise
* 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:** \*Doctor reacts\*
* *Play this niche related viral video (*[*VIDEO LINK*](https://www.instagram.com/reel/DG_d34TShPQ/)*) from “00:00” to “00:09”*
* *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)*
* [Share your opinion in 3-4 sentences, I will script an example below]
* Is this a legit procedure? My name is X, I’m an injector and…
* The answer is no. Liquid Lipo is for specific pockets of fat like the double chin, bra fat, and jawline.
* By injecting in the cheeks, you risk hollowing out the face, which makes you look older.
* So for getting rid of a double chin, liquid lipo is the way to go, but for cheek contouring, consider other options like botox.
* **CTA #1:**Want a tighter, more sculpted jawline? Comment "GLOW" to book in for our fat dissolving injections! Pop up a couple of before and after, cut the before from the after and pop them in line one after the other. [THIS](https://drive.google.com/file/d/1YMbeV70DQAjibO5rhYmKajRQdNBZPaiI/view?usp=sharing), [THIS](https://drive.google.com/file/d/1s3INRQt1v9dBKafkEMWmA0pxcNcdb-t9/view?usp=sharing) and [THIS](https://drive.google.com/file/d/1LVWgbsgZP6uDF0lE2R9mcDxZSjg_Udkv/view?usp=sharing).
* **CTA #2:** Want a tighter, more sculpted jawline? Follow for tips on getting rid of stubborn fat without surgery! Pop up a couple of before and after, cut the before from the after and pop them in line one after the other. [THIS](https://drive.google.com/file/d/1YMbeV70DQAjibO5rhYmKajRQdNBZPaiI/view?usp=sharing), [THIS](https://drive.google.com/file/d/1s3INRQt1v9dBKafkEMWmA0pxcNcdb-t9/view?usp=sharing) and [THIS](https://drive.google.com/file/d/1LVWgbsgZP6uDF0lE2R9mcDxZSjg_Udkv/view?usp=sharing).

**Caption:**

**CTA #1:**

Where Can You Use Liquid Lipo? 💉

Want a tighter, more sculpted jawline? Comment "GLOW" to book in for our fat dissolving injections!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #fatdissolving

**CTA #2:**

Where Can You Use Liquid Lipo? 💉

Want a tighter, more sculpted jawline? Follow for tips on getting rid of stubborn fat without surgery!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #fatdissolving

# **Short #23 (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:** Natural-looking results vs. overdone aesthetics / debunking myths
* Please adapt the text to your medical expertise
* I will talk about pillow face on this script but feel free to change it

**Script:**

| **Green Screen Image/Video:** | **Script:** |
| --- | --- |
| * [Green Screen Image](https://images.app.goo.gl/axztiv9M1jhZdFsKA) | * **Written Hook:** It's not the filler! * **Verbal Hook:** I don't think people understand, this is not the filler's fault. |
| * [Green Screen Image](https://cdn.prod.website-files.com/66bd3ac878e3c31748ca91da/67e6b3ff818c8d1215233662_pillow-face-1.jpg) | * Neither is this. |
| * [Green Screen Image](https://images.app.goo.gl/7Cmp8E2DTam2ZxN57) | * ‘Pillow Face’ happens when too much filler is injected into the face, especially areas like the cheeks and under the eyes. * But it’s not the filler itself that’s the problem, it's the overuse of it, just like with any aesthetic procedure. |
| * [Green Screen Image](https://images.app.goo.gl/omcHrnFciaU89sSW9) | * Here’s the thing: when fillers are used correctly, they **preserve** your beauty. * The goal is to restore volume, not create volume that was never there. * Want * Want to know what treatment fits your needs? Follow us for non-surgical beauty tips! |

**Caption:**

It's Not The Filler! ❌

Want to know what treatment fits your needs? Follow us for non-surgical beauty tips!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #fatdissolving

# **Short #24 (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:** Natural-looking results vs. overdone aesthetics
* Please adjust based on your professional opinion
* 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:** |
| --- | --- |
| * Green Screen Image   + Use this 2 images: [here](https://images.app.goo.gl/2yhkTMCdbSAz2y1k6) and [here](https://images.app.goo.gl/YhwvgWmyFFADa4Pw8)   + First show the 2 pictures side by side and then when she says 2023, show the first picture in big and when she says 'last appearance’ show the second one. | * **Written Hook:** Kylie Jenner Aesthetic Shift * **Verbal Hook:** I can't be the only one noticing the shift in Kylie Jenner's appearance between 2023 and her last appearance at the MET Gala. |
| * Green Screen Image   + Use this 2 images: [here](https://images.app.goo.gl/2yhkTMCdbSAz2y1k6) and [here](https://images.app.goo.gl/YhwvgWmyFFADa4Pw8) | * This is actually a perfect example of the growing trend toward more natural-looking aesthetics. * We were used to seeing exaggerated cheek fillers and highly contoured jawlines dominating social media. * But recently, there’s been a huge shift towards subtle, refined enhancements that bring out natural features instead of masking them. |
| * [Green Screen Image](https://images.app.goo.gl/2yhkTMCdbSAz2y1k6) | * In 2023, we saw this fuller, more exaggerated look. |
| * [Green Screen Imag**e**](https://images.app.goo.gl/YhwvgWmyFFADa4Pw8) | * But at her last appearance at the MET Gala, everything looked softer and more refined. |
| * Green Screen Image: Pop up a couple of before and after, cut the before from the after and pop them in line one after the other. [THIS](https://drive.google.com/file/d/1YMbeV70DQAjibO5rhYmKajRQdNBZPaiI/view?usp=sharing), [THIS](https://drive.google.com/file/d/1s3INRQt1v9dBKafkEMWmA0pxcNcdb-t9/view?usp=sharing) and [THIS](https://drive.google.com/file/d/1LVWgbsgZP6uDF0lE2R9mcDxZSjg_Udkv/view?usp=sharing). | * When done right, injectables can bring out your best features without that puffy, overfilled look. * **CTA #1:** Want natural looking results like these? Comment "GLOW" to book in for our fat dissolving injections! * **CTA #2:** Want a tighter, more sculpted jawline? Follow to learn about our fat dissolving injections! |

**Caption:**

**CTA #1:**

Kylie Jenner Aesthetic Shift 🎀

Want a tighter, more sculpted jawline? Comment "GLOW" to book in for our fat dissolving injections!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #fatdissolving

**CTA #2:**

Kylie Jenner Aesthetic Shift 🎀

Want a tighter, more sculpted jawline? Follow to learn about our fat dissolving injections!

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# **Short #25 (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/DDT3mKHp7FR/)
* **Subtopic:** Combining treatments for enhanced outcomes, Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered / Debunking myths about non-surgical beauty treatments
* Please adapt the text to your medical expertise
* 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:** \*Doctor reacts\*
* *Play this niche related viral video (*[*VIDEO LINK*](https://www.instagram.com/reel/DDT3mKHp7FR/)*) 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)*
* [Share your opinion on the lasting results of dissolving fat on arms with liquid lipo, we will script an example]
* I’m a liquid lipo injector and this is legit,
* Fat dissolvers are great for arms, but it comes with some important things to consider.
* Liquid Lipo targets stubborn fat pockets, including the upper arms or “bat wings.” Once those fat cells are destroyed, they’re gone for good, it’s permanent fat reduction without surgery and it doesn't dissolve muscle!
* The only catch? Skin on the arms is thinner and more prone to sagging. So to get that defined look you’re after, you will probably need to pair it with a skin tightening treatment like RF.
* **CTA #1:** Want to get results like these with Liquid Lipo? Comment "GLOW" to book an appointment in your city! Pop up a couple of before and after, cut the before from the after and pop them in line one after the other. [THIS](https://drive.google.com/file/d/1YMbeV70DQAjibO5rhYmKajRQdNBZPaiI/view?usp=sharing), [THIS](https://drive.google.com/file/d/1s3INRQt1v9dBKafkEMWmA0pxcNcdb-t9/view?usp=sharing) and [THIS](https://drive.google.com/file/d/1LVWgbsgZP6uDF0lE2R9mcDxZSjg_Udkv/view?usp=sharing).
* **CTA #2:** Want to get rid of stubborn fat deposits for good? Follow for non-surgical treatment tips!

**Caption:**

**CTA #1:**

Liquid Lipo For Arm Fat? 💪

Want to get rid of stubborn fat deposits for good? Comment "GLOW" to book an appointment in your city!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #fatdissolving

**CTA #2:**

Liquid Lipo For Arm Fat? 💪

Want to get rid of stubborn fat deposits for good? Follow for non-surgical treatment tips!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #fatdissolving

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

**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:** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered
* Using Lily's review to script this text
* Please adapt the text to your medical expertise
* 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:** |
| --- | --- |
| * Green Screen Image: * Use pictures of [before](https://drive.google.com/file/d/18MPS0Fhp_ud7UiEk2Xvwe4v5zyBihF3N/view?usp=sharing) and [after](https://drive.google.com/file/d/16Yi9vYQ0uQB9U23V8mLNa9tJoWcR_auA/view?usp=sharing) of Lily | * **Written Hook:** Double Chin Gone Without Surgery * **Verbal Hook:** Lily got rid of her double chin without surgery, here's how |
| * [Green Screen Image](https://drive.google.com/file/d/18MPS0Fhp_ud7UiEk2Xvwe4v5zyBihF3N/view?usp=sharing) | * When Lily came to me, she told me that her double chin was making her avoid photos with her kids. * She wanted to show up fully in those family moments without feeling self-conscious. |
| * [Green Screen Image](https://drive.google.com/file/d/16Yi9vYQ0uQB9U23V8mLNa9tJoWcR_auA/view?usp=sharing) | * So we started her on Liquid Lipo. A non-surgical treatment that dissolves stubborn fat under the chin. It's quick, painless, and non intrusive. * With each session, her confidence grew. * By the 3rd session, she had stopped hiding behind the camera and became a happier, more confident mom, which made her a better mom. |
| * [Green Screen Image](https://drive.google.com/file/d/1jO_lH9IlgOaCXl6qWg3sKu_MG_EBdzzf/view?usp=sharing) | * **CTA #1:** Want to eliminate your double chin without surgery? Comment "GLOW" to book your Liquid Lipo consultation! * **CTA #2:** Want to eliminate your double chin without surgery? Follow to learn more about liquid lipo! |

**Caption:**

**CTA #1:**

No More Double Chin Without Surgery 💉

Want to eliminate your double chin without surgery? Comment "GLOW" to book your Liquid Lipo consultation!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #fatdissolving

**CTA #2:**

No More Double Chin Without Surgery 💉

Want to eliminate your double chin without surgery? Follow to learn more about liquid lipo!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #fatdissolving

# **Short #27 (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/1335643880767005?igsh=MXRweWtxeXJhcXZhbQ%3D%3D)
* **Subtopic:** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered
* Please adapt the text to your medical expertise
* Add this drawing on screen by drawing the chin area where it's injected [EXAMPLE](https://www.instagram.com/p/DHY1xAiJkda/)

**Script:**

* **Text on Screen:** Before Getting Chin Liquid Lipo**…**
* **Background Video:** 
  + **B-ROLL:** Provide video of patient right before chin lipo
  + 3 seconds
* **Text on Screen:** After 🔥
* **Background Video:** 
  + **B-ROLL:** Provide video of patient after all sessions of chin lipo (if not possible then pictures)
  + 3 seconds

**Caption:**

**CTA #1:**

This Transformation 🔥

When it comes to eliminating stubborn fat under the chin, Liquid Lipo is hands down the best option. Here’s why:

1️⃣ Non-Surgical: No scalpels, no stitches, and no downtime. Unlike traditional lipo, you’re back to your routine almost immediately.

2️⃣ No Scarring: Traditional liposuction often leaves scars that take time to heal. With Liquid Lipo, there are no incisions, just targeted fat reduction.

3️⃣ Natural Results: Liquid Lipo gradually dissolves fat cells, allowing your body to flush them out naturally. This means smooth, even results without that overdone look.

4️⃣ Permanent Fat Loss: Once those fat cells are gone, they’re gone for good. You don’t have to worry about them coming back.

If you’ve been thinking about getting rid of that double chin for good, this is your sign to get Liquid Lipo. Comment "GLOW" to book your consultation!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #fatdissolving

**CTA #2:**

This Transformation 🔥

When it comes to eliminating stubborn fat under the chin, Liquid Lipo is hands down the best option. Here’s why:

1️⃣ Non-Surgical: No scalpels, no stitches, and no downtime. Unlike traditional lipo, you’re back to your routine almost immediately.

2️⃣ No Scarring: Traditional liposuction often leaves scars that take time to heal. With Liquid Lipo, there are no incisions, just targeted fat reduction.

3️⃣ Natural Results: Liquid Lipo gradually dissolves fat cells, allowing your body to flush them out naturally. This means smooth, even results without that overdone look.

4️⃣ Permanent Fat Loss: Once those fat cells are gone, they’re gone for good. You don’t have to worry about them coming back.

If you’ve been thinking about getting rid of that double chin for good, this is your sign to get Liquid Lipo. Click the link in our bio to book your consultation!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #fatdissolving

# **Short #28 (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:** 
  + Skincare products that you recommend as a medical professional
* **Subtopic:** Beauty Products
* I'll script examples, change these to your actual recommendations

**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). Hold the products in your hand. | * **Written Hook:** I’m A Dermatologist/Nurse Practitioner/Surgeon And I Wish More People Knew… * **Verbal Hook:** Unsexy skincare products that I swear by as a certified dermatologist |
| * **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). Hold the first product. | * First up: CeraVe Hydrating Cleanser. This is hands-down the best for gentle cleansing. It doesn’t strip your skin barrier, it’s fragrance-free, and packed with ceramides. Perfect for both morning and night. |
| * **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). Hold the second product. | * Next is Aquaphor Healing Ointment. I know, it’s not glamorous, but if you’re struggling with dry patches or compromised skin, this is a miracle worker. |
| * **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). Hold the third product. | * And finally, Nivea Soft Moisturizing Cream. * It’s been around forever, and there’s a reason why, it just works. Lightweight but deeply hydrating, I love using it as an everyday 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). With all the products in front of you | * Want to enhance your beauty without surgery? Follow for the best non intrusive treatment recommendations! |

**Caption:**

Unsexy Skincare That Will Change Your Life ☝️

Want to enhance your beauty without surgery? Follow for the best non intrusive treatment recommendations!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #fatdissolving

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

**Notes:**

* **Video Format:** Voiceover
* **Format Example:** [HERE](https://www.instagram.com/reel/C9fbZcXucgv/)
* **Instructions:** 
  + Film 2 video types:
    - 1) Film broll in “Background Video” sections below
    - 2) Film a video saying all of the “Voiceover” lines in one video
  + We will edit all of the “Background Videos” together in order, and add the audio of the “Voiceover” video over it
* **Subtopic:** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered
* 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
* Please adapt the text to your medical expertise
* Please add as many question as you wish to cover all the treatments that you advice.

**Script:**

* **Written Hook:** Retinol Peel or Microneedling?
* **Interviewer:** (*walk up to interviewee when you ask the question below)* 
  + **Verbal Hook:** Retinol peel or microneedling?
* **Interviewee** *(be in your office working)***:** 
  + Microneedling
* **Interviewer:** microneedling or PRP?
* **Interviewee:** microneedling
* **Interviewer:** microneedling or CO2 laser?
* **Interviewee:** CO2 laser
* **Interviewer:** CO2 laser or hyaluronic acid resurfacers?
* **Interviewee:** CO2 laser

**Caption:**

This or That ✨

Want to enhance your beauty without surgery? Follow for the best non intrusive treatment recommendations!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #fatdissolving

# **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/1148440160366814?igsh=MWE1NnNmYnozNWtpZg%3D%3D) (sync music with video)
* **Subtopic:** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered
* Please adapt the text to your medical expertise

**Script:**

* **Text on Screen:** Injections Can NEVER Fully Get Rid Of The Fat In Your Double Chin…
* **Background Video:** 
  + **BROLL:** Film yourself looking at the mirror and touching your chin (or do it with a patient)
  + Pop up [this](https://drive.google.com/file/d/1TSa2gXfXAZmEc221S8YjUQcDrBb8HxbE/view?usp=sharing) before picture on screen in small
  + 3 seconds
* **Text on Screen:** Just Kidding, They Can!
* **Background Video:** 
  + **BROLL:** Film yourself looking at the mirror and touching your chin (or do it with a patient) and now smile
  + Pop up [THIS](https://drive.google.com/file/d/1PRVh6RToe6GwiZQJfRqDQNxbZ8MneP1R/view?usp=sharing), [THIS](https://drive.google.com/file/d/174--5lwkmCcHfnuHYXc1RbVKXAGe4SCp/view?usp=sharing) and [THIS](https://drive.google.com/file/d/1k07ghY7hvMzXSrCqz81wyDAoH2p3buZv/view?usp=sharing)
  + 3 seconds
* **Text on Screen:** 
  + Injecting PCDC In Your Chin Will Dissolve The Fat Cells For Good
* **Background Video:** 
  + **BROLL:** Film yourself marking the injection points on a patient

**Caption:**

**CTA #1:**

The Solution ⤵️

If you’ve been struggling with a double chin that just won’t go away, Liquid Lipo might be exactly what you need.

Unlike traditional lipo, Liquid Lipo is non-surgical, it uses a solution to dissolve stubborn fat cells.

Here’s how it works:  
1️⃣ The solution is gently injected into the target area.  
2️⃣ It breaks down the fat cells, which are then naturally flushed out by your body.  
3️⃣ Results appear gradually, giving you a smooth, natural-looking profile without scars or downtime.

The best part? Once those fat cells are gone, they’re gone for good. No scalpels, minimal recovery time, just a beautifully defined jawline.

Ready to get rid of that double chin for good? Comment "GLOW" to book your consultation!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #fatdissolving

**CTA #2:**

The Solution ⤵️

If you’ve been struggling with a double chin that just won’t go away, Liquid Lipo might be exactly what you need.

Unlike traditional lipo, Liquid Lipo is non-surgical, it uses a permanent solution to dissolve stubborn fat cells.

Here’s how it works:  
1️⃣ The solution is gently injected into the target area.  
2️⃣ It breaks down the fat cells, which are then naturally flushed out by your body.  
3️⃣ Results appear gradually, giving you a smooth, natural-looking profile without scars or downtime.

The best part? Once those fat cells are gone, they’re gone for good. No scalpels, minimal recovery time, just a beautifully defined jawline.

Ready to get rid of that double chin for good? Follow for non surgical beauty treatment tips!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #fatdissolving