

## ✓ V1T1 - Marketing a Retail Outlet

### Ref Reels

[Reel 1](#)

### Ref Reel Transcript

Clip 1: The creator approaches the store as someone off-camera playfully asks, "Excuse me, where do you work?" The creator gestures to the storefront, smiling, and responds, "Right here, at American Vintage."

Clip 2: Standing outside the entrance, the creator invites the audience in with a welcoming gesture, saying, "Welcome to our beautiful store! We just opened – come visit us!"

Clip 3: Inside the store, the creator begins the tour, moving through various sections with enthusiasm. First up is the men's section: "Here's our classic men's section – lifestyle clothing, everything you need," as they display a few clothing racks filled with stylish pieces.

Clip 4: The camera zooms in on a colorful array of T-shirts. "Why wouldn't you want to visit us? Look at all these colors – we've got every shade you could want!"

Clip 5: A text overlay appears on the screen: "Did you know?" The creator explains with pride, "All of these are made in Portugal. We're a French brand, but we're everywhere!"

Clip 6: The creator picks up a vintage shirt from a rack, holding it up with a smile: "Now, this one here – this is my favorite."

Clip 7: Moving toward the counter area, the creator adds a touch of humor, "Even if you just want to listen to some good music, we've got you covered. I know your partner might take a while shopping!"

Clip 8: The creator heads toward a staircase, leading up to another section of the store, showing off the stylish designs and layout. Walking closer to a display, they point to a shirt they're wearing, encouraging viewers, "Come on, pick this one up – I'll be waiting for you at the door!"

### Prompt

Hi ChatGPT, please follow every detail in this prompt to generate an effective and engaging script for a LinkedIn reel that promotes Ozigen and attracts clients. Focus on creating a script that aligns with the provided transcript's voice and style, without explicitly mentioning LinkedIn in the reel.

**Goal:**

- Create a professional reel for LinkedIn that can go viral and reach a mass audience, helping to warm up leads for Ozigen through social media. Ensure the reel's content flows naturally and is visually appealing, avoiding overt promotion.

#### About Ozigen:

- **Ozigen** is a partner in digital transformation, specializing in content marketing, personal branding, lead generation, web development, virtual assistance, and content production. Our target audience includes entrepreneurs, coaches, founders, business owners, and aspiring professionals.

#### Guidelines:

1. **Reverse Order:** Start by establishing the emotional tone of the reel – what feeling should it evoke for the viewer?
2. **Detailed Visuals:** Ensure the description is vivid and connects seamlessly with the voiceover, creating an engaging visual hook for viewers.
3. **Humanized Voiceover:** Keep the voiceover engaging and relatable.
4. **Visual Hook:** The first clip should grab attention and spark curiosity.
5. **Call-to-Action Ending:** The final clip should offer a call-to-action suitable for a LinkedIn post, either as a loop or with something that leaves the audience thinking or prompts a response.
6. **Clip Count:** Aim for around 10-15 clips.
7. **Natural Scenarios:** Avoid excessive digital elements. Incorporate relatable, day-to-day scenarios to make the reel feel authentic.

#### Script Format:

- Follow this structure for each clip:
  - Clip number
  - Detailed clip description
  - Voiceover script for that clip
  - Shot type
  - Duration in seconds
- The reel should be 30 seconds long in total. Keep the voiceover's word count consistent with the reference script.

#### Transcript for Reel Creation: Marketing a Retail Outlet

(Use this exact transcript as inspiration for creating a reel script tailored to Ozigen. Do not replicate the example clips provided below. Use them as a reference to format the description and voiceover.)

Transcript: Marketing a Retail Outlet

So now assume that you're having an outlet, yeah, you're having a retail outlet. You're like, Rithesh, I have one particular store, how are you going to help me market the store? That could be one of your problems, like your business entrepreneur. Another one could maybe be like, Vitaesh, I'm having an app. How would you help me market an app?

So I'll tell you the use cases, okay. So if you're having an outlet that you want me to showcase, what we can do is, we can plan out a certain set of events, like in the next three months, right? The reason why I would say we need to plan out events is because when there's an event, a lot of people can come down to your store. When we shoot content with a lot of people in the shop, that will boost more visibility because it is better to shoot content where you are showing that people are coming to your store than shooting an empty store without any people in it.

### **Reference Reel Example:**

(See example structure for additional guidance on clip descriptions and voiceover alignment. Ensure the Ozigen reel remains original but structured similarly.)

#### **Reference Reel Transcript:**

Clip 1: The creator approaches the store as someone off-camera playfully asks, "Excuse me, where do you work?" The creator gestures to the storefront, smiling, and responds, "Right here, at American Vintage."

Clip 2: Standing outside the entrance, the creator invites the audience in with a welcoming gesture, saying, "Welcome to our beautiful store! We just opened – come visit us!"

Clip 3: Inside the store, the creator begins the tour, moving through various sections with enthusiasm. First up is the men's section: "Here's our classic men's section – lifestyle clothing, everything you need," as they display a few clothing racks filled with stylish pieces.

Clip 4: The camera zooms in on a colorful array of T-shirts. "Why wouldn't you want to visit us? Look at all these colors – we've got every shade you could want!"

Clip 5: A text overlay appears on the screen: "Did you know?" The creator explains with pride, "All of these are made in Portugal. We're a French brand, but we're everywhere!"

Clip 6: The creator picks up a vintage shirt from a rack, holding it up with a smile: "Now, this one here – this is my favorite."

Clip 7: Moving toward the counter area, the creator adds a touch of humor, "Even if you just want to listen to some good music, we've got you covered. I know your partner might take a while shopping!"

Clip 8: The creator heads toward a staircase, leading up to another section of the store, showing off the stylish designs and layout. Walking closer to a display, they point to a shirt they're wearing, encouraging viewers, "Come on, pick this one up – I'll be waiting for you at the door!"

## CD Template

Clip #	Description of Clip	Voiceover	Shot Type	Duration (seconds)
1	A busy street scene with a person walking confidently toward a modern office building, radiating energy and purpose.	Ever wonder how some brands seem to be everywhere?"	Wide shot of building entrance	2
2	Inside the office, a team collaborates energetically at a sleek, creative workspace; one person gestures toward a large monitor displaying marketing analytics.	"It's not magic—it's a strategy that brings visibility and value."	Over-the-shoulder shot focused on the monitor	3
3	Close-up of a notebook where someone is writing "Ideas that convert," underlined with a bright highlighter, emphasizing creativity.	"At Ozigen, we don't just create content. We create impact."	Close-up on the notebook	2
4	A founder on a video call, looking engaged as an Ozigen team member enthusiastically shares ideas, brainstorming new strategies.	"From personal branding to lead generation, we're the partner in your growth."	Medium shot of the laptop screen and founder's reactions	3
5	A content creator setting up a camera and adjusting lighting for a shoot in a bright, modern room, focused and intentional.	"Every brand story is unique, and we capture it with authenticity."	Close-up on the camera and setup	3
6	Quick cuts of hands typing on a laptop, creating graphics, and checking website performance metrics, showing seamless multitasking.	"Websites, graphics, analytics—each detail crafted to build trust and connect."	Rapid sequence of close-ups on various tasks	3
7	A business owner smiles as they check their phone and see engagement notifications spike, signaling growing connections.	"We amplify your voice, so your brand gets noticed."	Close-up on phone screen showing notifications	2
8	An Ozigen virtual assistant in a relaxed setting, scheduling posts to maintain a steady online presence for a client.	"Because consistency is key, we handle it all—no missed opportunities."	Medium shot of the virtual assistant at their desk	3

9	An entrepreneur reviews an Ozigen dashboard, pleased with steady growth in leads and engagement.	"For entrepreneurs, coaches, and founders, we help turn potential into success."	Over-the-shoulder shot of the dashboard	3
10	The Ozigen team in the office, brainstorming, laughing, and collaborating, embodying a sense of unity and dedication.	"Because when you grow, we grow—together."	Wide shot of the collaborative team environment	3
11	Screen fades to black, with bold text overlay: "Ready to transform your brand?"	"Ready to transform your brand?"	Text overlay	2
12	Logo animation with subtle text: "Read the caption to learn how Ozigen can help your brand grow." Screen fades back to the first clip for a seamless loop.	(silent for impact)	Full-screen text and logo animation	3

## ✅ V1T2 - Creating Buzz through Social Media

### Ref Reels

[Reel 1](#)

[Reel 2](#)

### Ref Reel Transcript

#### Reel 1

Clip 1 - Creator picking up a book from a drawer, only hand is visible - Do you know the definition of insanity?

Clip 2 - Creator writing on a notebook - It's doing the same thing over and over again and expecting different results.

Clip 3 - Creator turning pages of the note book - We're all insane to some extent, don't you think?

Clip 4 - Creator holding the book - We all want to do something

Clip 5 - Creator tearing a page from the notebook - again

Clip 6 - Creator tearing another page from the notebook - and again

Clip 7 - Creator tearing another page from the notebook - and again.

Clip 8 - Creator folding the book & keeping back in a drawer - More often than not, we end up doing something entirely else,

Clip 9 - Creator picks a joystick from the drawer - again and again.

Clip 10 - Creator playing (only hands & joystick visible) - But you don't intend on keeping it that way, do you?

Clip 11 - Creator scrolling on bed, blur video of mobile & bedsheet visible) - Rotting in your bed is not the intent you chose.

Clip 12 - Creator walking with a bag on a ground, walks towards a tree - Walking around with a bag that takes your back, full of books too heavy to handle,

Clip 13 - Creator reaches the tree & keeps the bag down & sits down himself - is not the insanity you chose. I hope you won't go insane doing something you never chose.

Clip 14 - Creator finding book in the bag (close shot of bag and hand scrolling) - I hope you go insane writing a new story every day.

Clip 15 - Creator writing and leaning against the tree (far shot) - I hope you go insane and love each and every bit of it.

Clip 16 - Close shot of Creator writing (back shot of the creator) Choose your insanity and don't let the world cure it.

Clip 17 - creator walking away from tree (camera focus on bag leaning against the tree) Choose your insanity, drop the bag, and pick up the pens.

## Prompt

Goal - Pitch entrepreneurs seeking effective LinkedIn marketing solutions by showcasing how authentic storytelling and strategic engagement can elevate their brand presence. Create a natural, relatable reel that highlights unique content tailored for the LinkedIn audience. And it is for Ozigen's Page to post on LINKEDIN

About Ozigen - Ozigen is Your Partner for Digital Excellence! At Ozigen, we're your strategic partners in the world of digital transformation and business growth. Proudly affiliated with Ozibook.

We specialize in #ContentMarketing, #PersonalBranding, #LeadGeneration, and #WebDevelopment to empower coaches, entrepreneurs, and founders. Our Services: Content Marketing, Personal Branding, Lead Generation, Web Development, Virtual Assistance & Content Production Who is it for - Entrepreneurs, Coaches, Founders, Business Owners & Aspiring Professionals

## Transcript - Create Buzz through LINKEDIN - Focus on Entrepreneurs

What is going to happen is that day people will come, maybe six to nine, and your investment would be that thing. Whoever comes right, they will put some kind of Instagram story, they'll put some WhatsApp story, they might share it in their circle. Immediately when they put a WhatsApp story, what happens? Everybody in their network sees that, "Oh, you have gone for this program." That is one easy way to instantly bring some traction into your social media pages where you have events.

The better planned out your events are, the more marketing efforts can ensure maximum occupancy at that event. I hope this makes sense. That is where we need to have a plan. We need to plan out the events first, and once we do that, we can work our way backwards.

### Guidelines for LinkedIn Marketing Reel Script

1. Humanize the Content - Focus on creating relatable and engaging narratives. Use authentic scenarios that resonate with the audience.
2. Script Generation - Generate a script for the reel titled Creating Buzz through LinkedIn using the above transcript.
3. Script Format - The script should include the following elements in a tabular format:  
Clip Number: Sequential order of clips.  
Description of the Clip: What needs to be shot in the clip.  
Voiceover: The voiceover for each clip.  
Shot Type: The type of shot to be used (e.g., close-up, medium shot).  
Duration: The length of each clip in seconds.
4. Duration - The entire script should be crafted for a 30-second reel.
5. Word Count Compliance - Follow the word count of the voiceover from the reference script, ensuring consistency in word count per clip.
6. Adherence to Guidelines - Ensure that all the above guidelines are strictly followed in the script generation process
7. Content Originality - DO NOT GIVE THE SAME CLIPS AS MENTIONED IN THE Script of the Viral Video for Reference. Use it solely as a guideline to create a unique reel for Ozigen's Page, focusing on Creating Buzz through LinkedIn.
8. Disguise the Platform - Avoid explicitly mentioning LinkedIn or making it obvious that the content is intended for LinkedIn, also the entrepreneurs, Humanize this content, add some natural touches, where the creator is in action & is doing his daily life activities

### Script of the Viral Video for Reference -

Here the entire voiceover is broken down for each clip. Each clip of the reel is listed below in the format: 'Voiceover - Clip number - Description of the clip'. For example in the first clip: 'This famous - Clip 1 - Creator writing in a book (only desk, notebook & hand is visible) - What have you got to lose?

Clip 2 - In a blank frame (exactly is written in white) - Exactly.

Clip 3 - Creator sitting in from of his laptop & devices(top View) - Reframe that as

Clip 4 - Creator walking towards a street - I have nothing going for me,  
 Clip 5 - Creator driving - which also means that I have nothing to lose by taking action.  
 Clip 6 - Creator sitting near a window only his silhouette visible - It makes you a much more dangerous person.

Make the reel TO POST IN LINKEDIN, HUMANIZE IT

Use the reverse order, give the most important and last step first

Use the first line as a negative statement like these -

- 1) "What if all the hours you've spent on your brand aren't getting the impact they deserve?"
- 2) "Maybe you've been doing content marketing all wrong without even realizing it."
- 3) "Ever feel like your brand is blending in, not standing out?"
- 4) "What if your best clients are scrolling past your posts without a second look?"
- 5) "Think posting more will get more engagement? It might just be hurting your brand."
- 6) "Could your current strategy be the reason people aren't seeing the value in what you offer?"

## CD Template

Number	Description of the Clip	Voiceover / Text	Shot Type	Duration
1	Creator checking phone, reacting to low engagement notifications with a sigh.	Text on Screen: "What if no one sees your hard work?"	Close-up (phone)	2
2	Glancing at a friend's well-attended event on social media—looks inspired.	Text on Screen: "Imagine if they shared your event."	Over-the-shoulder	3
3	Creator with a colleague, discussing event planning over coffee in a casual setting, soft background sounds.	Whisper: "Think of the reach..."	Medium shot	3
4	Notifications of reactions and shares popping up on screen.	Text on Screen: "One share, hundreds reached."	Screen overlay	2
5	Reviewing event details on a tablet while waiting at a café, appearing focused.	No voiceover, light café ambiance.	Close-up (tablet)	3
6	Attendees taking quick shots and videos on their phones at an event, capturing the buzz.	Text on Screen: "They share, their circle sees."	Montage	3
7	Marking dates and jotting down ideas in a planner, a quick, intentional shot.	Soft murmur: "Plan it out."	Close-up (planner)	3



8	Creator standing by a window, looking calm and prepared.	Text on Screen: "Make it share-worthy."	Profile shot	3
9	Final overlay text, fading in with a strong, bold CTA.	Text on Screen: "Let's make your next event unforgettable. Contact Ozigen to get started!"	Text overlay	3

Total seconds - 25

## ✓ V1T3 - Goals for Entrepreneurs

### Ref Reels

[Reel 1](#)

### Ref Reel Transcript

1. **[Clip 1]** [00:00:00.03] How do you sell anything to anyone?
2. **[Clip 2]** [00:00:02.07] For those of you watching this wondering why you care because life is sales.
3. **[Clip 3]** [00:00:05.15] You sell yourself to your partner,
4. **[Clip 4]** [00:00:06.02] you sell yourself to your children,
5. **[Clip 5]** [00:00:08.11] you sell yourself at your job,
6. **[Clip 6]** [00:00:09.15] you sell yourself to your boss,
7. **[Clip 7]** [00:00:10.19] you sell yourself to your clients.
8. **[Clip 8]** [00:00:12.06] All of us are constantly selling,
9. **[Clip 9]** [00:00:13.16] especially those of you that think you're not.
10. **[Clip 10]** [00:00:15.16] And there's one way to sell anything to anybody.
11. **[Clip 11]** [00:00:19.10] It's the oldest trick in the book and it's not a trick.

12. **[Clip 12]** [00:00:22.09] It's a way of living your life,
13. **[Clip 13]** [00:00:24.10] build trust.
14. **[Clip 14]** [00:00:25.19] How do you build trust,
15. **[Clip 15]** [00:00:27.05] commit to something,
16. **[Clip 16]** [00:00:28.11] deliver on it,
17. **[Clip 17]** [00:00:29.11] communicate effectively and make sure that everything you say  
you're going to do,
18. **[Clip 18]** [00:00:33.21] you do.
19. **[Clip 19]** [00:00:34.09] And if you can't, you communicate upfront.
20. **[Clip 20]** [00:00:36.18] This is an age-old piece of wisdom.
21. **[Clip 21]** [00:00:38.06] It's probably not gonna trend this video.
22. **[Clip 22]** [00:00:39.23] You're not gonna share it a million times with your friends  
because it sounds common sense.
23. **[Clip 23]** [00:00:43.23] You know, the crazy thing about living in the world in 2023 is that  
common things are just not so common anymore.
24. **[Clip 24]** [00:00:49.13] You wanna stand out, build trust,
25. **[Clip 25]** [00:00:51.20] do the simple things, really, really well,
26. **[Clip 26]** [00:00:54.13] hope that helps you subscribe for more.

## Prompt

### Goal:

I want you to generate the script for a reel emulating the viral video script I have shared below. This reel will be for our firm Ozigen official linkedIn page and instagram. The focus here is to lure the entrepreneur, founders and executives to take Ozigen services for their Goals for Entrepreneurs: increasing sales & followers. The reel will be for our official Ozigen linkedIn page.

### About Ozigen:

Ozigen is a thriving business that specializes in helping entrepreneurs, coaches, and founders grow their digital presence. The first issue we're facing is an inactive Instagram and LinkedIn page. Hardly any content is being posted, and it feels like we're shouting into the void with no one listening.

### **Transcript for Goals for Entrepreneurs by our founder:**

So, when we start working with a brand, we will understand what your next three-month goal is. You might have certain targets and a vision in your head. In order to hit your vision, we can start thinking about what kind of strategies will help. Ultimately, most businesses want sales; they want an increase in footfall. Rithesh, my sales are definitely increasing—that is one of the most basic requirements that any business will have. Then along with increasing sales, they would also want to increase their following account. Ultimately, as the reach increases, more people get visibility. These are some basic things that you want to keep in mind. Many clients require two major things - "Rithesh, I want to increase sales," and "I want to increase my following account." Note: Use the above transcript message while creating a script for the reel.

### **Reference viral reel transcript:**

**[Clip 1]** [00:00:00.03] How do you sell anything to anyone?

**[Clip 2]** [00:00:02.07] For those of you watching this wondering why you care because life is sales.

**[Clip 3]** [00:00:05.15] You sell yourself to your partner,

**[Clip 4]** [00:00:06.02] you sell yourself to your children,

**[Clip 5]** [00:00:08.11] you sell yourself at your job,

**[Clip 6]** [00:00:09.15] you sell yourself to your boss,

**[Clip 7]** [00:00:10.19] you sell yourself to your clients.

**[Clip 8]** [00:00:12.06] All of us are constantly selling,

**[Clip 9]** [00:00:13.16] especially those of you that think you're not.

**[Clip 10]** [00:00:15.16] And there's one way to sell anything to anybody.

**[Clip 11]** [00:00:19.10] It's the oldest trick in the book and it's not a trick.

**[Clip 12]** [00:00:22.09] It's a way of living your life,

**[Clip 13]** [00:00:24.10] build trust.

**[Clip 14]** [00:00:25.19] How do you build trust,

**[Clip 15]** [00:00:27.05] commit to something,

**[Clip 16]** [00:00:28.11] deliver on it,

**[Clip 17]** [00:00:29.11] communicate effectively and make sure that everything you say you're going to do,

**[Clip 18]** [00:00:33.21] you do.

**[Clip 19]** [00:00:34.09] And if you can't, you communicate upfront.

**[Clip 20]** [00:00:36.18] This is an age-old piece of wisdom.

**[Clip 21]** [00:00:38.06] It's probably not gonna trend this video.

**[Clip 22]** [00:00:39.23] You're not gonna share it a million times with your friends because it sounds common sense.

**[Clip 23]** [00:00:43.23] You know, the crazy thing about living in the world in 2023 is that common things are just not so common anymore.

**[Clip 24]** [00:00:49.13] You wanna stand out,build trust,  
**[Clip 25]** [00:00:51.20] do the simple things, really, really well,  
**[Clip 26]** [00:00:54.13] hope that helps you subscribe for more.

#### **Guidelines:**

- 1.Generate the script for our firm Ozigen- personal branding. The focus here is to lure the entrepreneur, founders and executives to take Ozigen services for their personal branding. The reel will be for our official Ozigen linkedIn page, the script shared above for reference.
- 2.The script should be in this format:
  - a.Clip number
  - b.Description of the clip (what needs to be shot in the clip)
  - c.Voiceover for that particular clip
  - d.Duration in seconds
- 3.Generate the script in a tabular format
- 4.The script should be made for a 30-50 secs reel
- 5.Please follow the word count of the voiceover in the reference script and also the word count per clip.
- 6.Follow all the above guidelines strictly while generating the script Note: Please make sure to add founder suggestions while making a script.

#### CD Template

Clip no.	Description of clip	Voiceovers	Duration(sec)
<b>Clip1</b>	Dynamic shots of entrepreneurs working and collaborating/ Ozigen's logo with a dynamic animation	This will change your brand forever!	3
<b>Clip2</b>	Founder Rithesh speaking directly to the camera	For those of you wondering why it matters, your brand is your business.	4
<b>Clip3</b>	Montage of entrepreneurs working, networking, and giving a presentation	You present yourself to clients, to your partners, to investors, and to your team.	5
<b>Clip4</b>	Founder in a meeting, discussing strategy	When we start working with you, we dive deep into your goals and vision.	3
<b>Clip5</b>	Overlay of business metrics increasing	"Our goal is to help you achieve higher sales, more followers, and better engagement."	3

<b>Clip6</b>	Founder with a team brainstorming	Most businesses come to us with three main objectives: more sales, more engagement	4
<b>Clip7</b>	Entrepreneurs celebrating a deal or success	and a bigger follower count.	2
<b>Clip8</b>	Close-up of Founder smiling	At Ozigen, we focus on what matters most to you.	2
<b>Clip9</b>	Text overlay: "Ozigen: Your Partner in Growth"	"Our approach? We dive deep into your business and audience, then craft content that keeps them hooked."	4
<b>Clip10</b>	Fast-paced clips of successful entrepreneurs	Increase your reach, increase your visibility.	2
<b>Clip11</b>	Founder in front of a whiteboard	Let's make your brand unforgettable.	2
<b>Clip12</b>	Ozigen details/Call to Action, ending with the Ozigen logo and a loop prompt or caption.	Connect with Ozigen today! Read the caption below for more details."	3

**Total duration : 37 sec.**

## ✓ V1 T4 - Marketing for Service-Based Industries

Another use case would be, if you're like, Rithesh, I have an app that I want to market. If you have an office, you can create some reels revolving around the journey behind creating the app or use case scenarios. If the app is already functional—let's say it is an app to help book buses—you need to understand who your customers are. Your customers are other bus travelers and the business owners who have buses.

You need to showcase that your collaborators and partners are having a good time working with you. Your page should not just be about you; it should also highlight your partners. So there's a bus; maybe give a tour of the bus. That's where you're marketing the other person's business too. If you want to succeed in this business, you have to think about these stakeholders and what content will resonate with them.

Viral Reels Used for Inspiration

1. [Reel 1](#)

This reel is storytelling while marketing an app called SOLO which aligns with the transcript I had been assigned, about *Marketing for Service Based Industries*

2. [Reel 2](#)

An example of *beautiful and introspective storytelling*, which pulls you to watch the whole thing.

Transcript of the Reels

1. Reel 1 (Duration: 1 min 13 sec)

CLIP NO.	DESCRIPTION OF THE CLIP	VOICEOVER
Clip 1	A clip from a play about 17th century	If you were a writer in the 17th century,
Clip 2	Writing in an old notebook using a quill	The only way to make money would be to write for rich people.
Clip 3	Creator opening a Shakespeare Book	Like Shakespeare wrote for the Earl of Southampton and later the King himself
Clip 4	Creator taking out a book from a bookshelf	In 18th-19th century, books started to get published, but you couldn't make a living out of them
Clip 5	A page of a book with some underlined lines	Even the best writers of the time, Austin and Wordsworth had to rely on family support or do odd jobs to make ends meet
Clip 6	A clip from "The Arrival of a Train at La Ciotat Station"	In the 20th century, new opportunities came with Sports or Cinema but writers had to navigate through these industry politics and commercial pressures
Clip 7	Creator typing on a laptop	But that is not the case today, That 21st century is the first time in history that you as an artist have the most freedom
Clip 8	A clip about a post getting published	There are no gatekeepers in the digital space, so it doesn't matter, who you, where you are from, you can share your art with the whole world
Clip 9	Creator setting up lights for photography	And today's artist is not just a pursuit of one art but someone who wears many hats
Clip 10	Creator's hand on the mouse	You are a writer,
Clip 11	Creator editing a film on a laptop	a filmmaker,
Clip 12	Creator performing	a performer,
Clip 13	Creator designing on	a designer,

	a laptop	
Clip 14	Creator playing a guitar	and so many things.
Clip 15	Creator opening the app he's promoting on his phone	You also work with brands and for that you can SOLO
Clip 16	Creator navigating through the app	The popular trope of the unemployed-poor-writer is not really wrong
Clip 17	A painting of "The Distrust Poet" by Hogarth, 1976	Because in the past centuries, writers have struggled to make money
Clip 18	A clip about famous Indian writers	Except a few
Clip 19	Creator writing his shot list on a whiteboard	But, now things have changed. Talented writers can make good money without having to beg someone or make compromises
Clip 20	Creator setting up a mic	creating art that is true to yourself is as difficult as it has always been
Clip 21	Creator tapping on the mic	But being an artist has never been easier than really
Clip 22	Creator clicking a photograph of the bookshelf	So go make the most of it
Clip 23	Call to Action	Creator's name X App he's promoting (SOLO)

## 2. Reel 2 (Duration: 48 sec)

CLIP NO.	DESCRIPTION OF THE CLIP	VOICEOVER
Clip 1	Creator speaking	I've come to realize that I constantly need to be in devotion to something.
Clip 2	3 photos (a popular web series, two kids, three cameras poiting towards an object	And paradoxically
Clip 3	Creator speaking	It's a blessing and a curse.
Clip 4	Creator speaking	I constantly find myself obsessed
Clip 5	Scenic photography of a	with a lover,

	book	
Clip 6	Clip of the corner of a table with some jars and a cat	a place,
Clip 7	Clip from a Shiv Temple	a god,
Clip 8	Clip of the creator holding the book "Nikola Tesla"	a book,
Clip 9	Photograph of the artist (Kendrick Lamar)	an artist,
Clip 10	Cover art of the artist's album	with the art,
Clip 11	Clips of creator drawing and pouring matcha in a glass	a skill
Clip 12	Creator speaking	(clears throat) myself, mastery over myself, and I know it's not healthy, and I must learn how to channel this passion.
Clip 13	A clip of Jay Campbell speaking	Jay Campbell once said that
Clip 14	A scene from the movie, Black Swan (A psychological thriller)	the psychotic drowns
Clip 15	Creator speaking	in the waters in which the misty swims with delight. So I don't want to drown. But I don't want to swim either.
Clip 16	People rowing boat in a sea	Because swimming
Clip 17	Creator speaking	is resisting,
Clip 18	Clip from a movie where a person is falling	I do want to effectively submerge myself into the magic of my mind
Clip 19	Creator speaking	and explore new depths and new wonders, but then I get out of breath.
Clip 20	Creator speaking	So the most ideal thing to do is to remember
Clip 21	A venn diagram depicting the intersection (Flow) of Discipline and Surrender,	To float, to float is to surrender to the flow.
Clip 22	Creator speaking	And I think once we tap into this
Clip 23	Water flowing in the sea around a rock	this flow state
Clip 24	Creator speaking	We allow ourselves to effortlessly
Clip 25	A duck swimming	drift towards everything we want.



Clip 26	CTA	(Creator's Account's Name)
---------	-----	----------------------------

## Prompt Used

Another use case would be, if you're like, Rithesh, I have an app that I want to market. If you have an office, you can create some reels revolving around the journey behind creating the app or use case scenarios. If the app is already functional—let's say it is an app to help book buses—you need to understand who your customers are. Your customers are other bus travelers and the business owners who have buses.

## [Reel 2](#)

You need to showcase that your collaborators and partners are having a good time working with you. Your page should not just be about you; it should also highlight your partners. So there's a bus; maybe give a tour of the bus. That's where you're marketing the other person's business too. If you want to succeed in this business, you have to think about these stakeholders and what content will resonate with them.

## Guidelines for LinkedIn Marketing Reel Script

1. Humanize the Content - Focus on creating relatable and engaging narratives. Use authentic scenarios that resonate with the audience.
2. Script Generation - Generate a script for a reel titled “**Marketing for Service-Based Industries**” Focus on How it will be beneficial for Entrepreneurs using the above transcript.
3. Script Format - The script should include the following elements in a tabular format:  
Clip Number: Sequential order of clips.  
Description of the Clip: What needs to be shot in the clip.  
Voiceover: The voiceover for each clip.  
Shot Type: The type of shot to be used (e.g., close-up, medium shot).  
Duration: The length of each clip in seconds.
4. Duration - The entire script should be crafted for a 30-second reel.
5. Word Count Compliance - Follow the word count of the voiceover from the reference script, ensuring consistency in word count per clip.
6. Adherence to Guidelines - Ensure that all the above guidelines are strictly followed in the script generation process
7. Content Originality - DO NOT GIVE THE SAME CLIPS AS MENTIONED IN THE Script of the Viral Video for Reference. Use it solely as a guideline to create a unique reel for Ozigen's Page, focusing on Creating Buzz through LinkedIn.
8. Disguise the Platform - Avoid explicitly mentioning LinkedIn or making it obvious that the content is intended for LinkedIn.

9. Don't make generic content. Be laser focused on what you're selling.
10. If the video has no value, people will not study it. This feels more like a business pillar post where we are pitching. I want you to focus on the expertise pillar. Just think of one main target audience in this case. Think of entrepreneurs building a product or running a service based company or even owning a retail outlet.

## CDTemplate

### Option 1: Metaphor-Driven "Navigating Business Success"

NOT APPROVED

Clip Number	Description of the Clip	Voiceover	Shot Type	Duration
1	Creator leans back in their chair, smiling at a small ship model on their desk, representing new ventures. Alternatively, Creator at their desk, looking out the window thoughtfully, with a ship model in the background as a subtle visual metaphor.	"You know that feeling when your business journey is like setting sail into uncharted waters?"	Medium shot, reflective	3 sec
2	Close-up of the creator intently scrolling through feedback on their tablet, nodding and jotting down ideas.	"Understanding your crew—your customers—can be the key to navigating those waters."	Close-up, focused on tablet	3 sec
3	The creator enthusiastically discusses an app mock-up with a colleague, both pointing at the screen and exchanging ideas.	"Craft a vessel your audience can trust, ensuring their journey with you is smooth and enjoyable."	Medium shot, collaborative vibe	3 sec
4	Clip of the creator sharing a light-hearted moment, shaking hands with a partner after a successful review.	(No Voiceover)	Medium shot, celebratory	3 sec
5	Creator demonstrates the app's booking feature to an intrigued client, who leans in with a smile, clearly engaged.	"Let them visualize their experience. Show them the adventure that awaits with your service."	Close-up, engaged interaction	3 sec
6	The creator speaks directly to the camera, holding a compass and gesturing toward it, as if sharing a secret.	"Think of marketing as your compass—it's there to guide your audience to where they want to go."	Medium close-up, engaging	4 sec
7	Testimonials appear on screen, showcasing smiling faces of satisfied	(No Voiceover)	Text overlay,	3 sec

	partners with warm, genuine quotes.		positive vibe	
8	The creator playfully pins a colorful sticky note that reads, "Trust the Process" to a board, looking directly at the camera with a wink.	"Content is like breadcrumbs, leading your audience to you, and building trust every step of the way."	Close-up, playful moment	3 sec
9	The Ozigen logo and "Check Ozibook for more" appear, with the creator confidently holding their phone, ready for the next adventure.	"With Ozibook, chart your course and sail smoothly toward your dreams."	Medium shot, confident tone	4 sec

## Option 2: Narrative-Driven "The Path to Connection" (with Initial Negative Hook)

APPROVED

Clip Number	Description of the Clip	Voiceover	Shot Type	Duration
1	Creator sighs, looking at an empty office space with a slightly frustrated expression, flipping through empty calendar slots.	"Ever felt like your app is just sitting there, waiting for users who never come?"	Medium shot, reflective	3 sec
2	Close-up of creator marking a "Customer" section on a whiteboard, writing key traits and needs.	"Step 1: Find your audience. Define who they are, what they need, and why they'd choose you."	Close-up of whiteboard	3 sec
3	Creator arranging their workspace, preparing materials for a meeting, looking engaged.	"Imagine every customer as a new spark. Your job is to ignite their interest."	Medium shot, action-focused	3 sec
4	Creator and colleague chatting over coffee, leaning forward in collaboration with engaged expressions.	"Step 2: Connect with the right partners. Allies amplify your reach."	Medium shot, close conversation	4 sec
5	A lively interaction as the creator uses the app to make a mock	"Think like them. Demonstrate how your service can smooth their journey."	Close-up of app use	3 sec

	booking for a client, showing its ease.			
6	Creator recording a quick “insider tips” clip on their phone, laughing at a minor blooper, adding a human touch.	"They want to know you're real. Show them who's behind the screen."	Medium close-up	4 sec
7	Snippets of feedback from satisfied clients and partners appear, each with a brief quote.	"Step 3: Let your success speak. These voices are the proof that others need to trust you."	Text overlay	3 sec
8	Creator sketches a growth path on a notepad, glancing up confidently, visibly inspired.	"Your story draws them in. Each post, each update adds depth to your brand's journey."	Close-up on sketch	3 sec
9	Ozibook logo and a friendly “Check Ozibook for more” message appear as creator smiles at the camera.	"Ready to bring your business to life? Ozibook can help set you apart."	Medium shot, CTA overlay	4 sec

## ✓ V2T1 - The Importance of Content for Entrepreneurs

So, another question that typically entrepreneurs ask me is, "Ritesh, if I take your services, what is the advantage for me?" Whether it's marketing my company brand on Instagram or LinkedIn, or building my personal profile on LinkedIn and pushing content from Instagram, understanding the benefits is crucial.

From a company perspective, our business thrives on referrals. Initially, when you start out, you find one customer and provide an excellent customer experience. This leads to referrals as they brag about you to friends and family. We want to convert our customers into super salesmen. So, providing excellent service encourages them to share your company's website and social media pages.

Reference Reel Link

[Reel Link](#)

Ref Reel Transcript

Duration(48 seconds)

CLIP NO.	DESCRIPTION OF THE CLIP	VOICEOVER
Clip 1	Creator speaking	I've come to realize that I constantly need to be in devotion to something.
Clip 2	3 photos (a popular web series, two kids, three cameras poiting towards an object	And paradoxically
Clip 3	Creator speaking	It's a blessing and a curse.
Clip 4	Creator speaking	I constantly find myself obsessed
Clip 5	Scenic photography of a book	with a lover,

Clip 6	Clip of the corner of a table with some jars and a cat	a place,
Clip 7	Clip from a Shiv Temple	a god,
Clip 8	Clip of the creator holding the book "Nikola Tesla"	a book,
Clip 9	Photograph of the artist (Kendrick Lamar)	an artist,
Clip 10	Cover art of the artist's album	with the art,
Clip 11	Clips of creator drawing and pouring matcha in a glass	a skill
Clip 12	Creator speaking	(clears throat) myself, mastery over myself, and I know it's not healthy, and I must learn how to channel this passion.
Clip 13	A clip of Jay Campbell speaking	Jay Campbell once said that
Clip 14	A scene from the movie, Black Swan (A psychological thriller)	the psychotic drowns
Clip 15	Creator speaking	in the waters in which the misty swims with delight. So I don't want to drown. But I don't want to swim either.
Clip 16	People rowing boat in a sea	Because swimming
Clip 17	Creator speaking	is resisting,
Clip 18	Clip from a movie where a person is falling	I do want to effectively submerge myself into the magic of my mind
Clip 19	Creator speaking	and explore new depths and new wonders, but then I get out of breath.
Clip 20	Creator speaking	So the most ideal thing to do is to remember
Clip 21	A venn diagram depicting the intersection (Flow) of Discipline and Surrender,	To float, to float is to surrender to the flow.
Clip 22	Creator speaking	And I think once we tap into this
Clip 23	Water flowing in the sea around a rock	this flow state
Clip 24	Creator speaking	We allow ourselves to effortlessly
Clip 25	A duck swimming	drift towards everything we want.
Clip 26	CTA	(Creator's Account's Name)

Prompt Used  
Transcript

So, another question that typically entrepreneurs ask me is, "Ritesh, if I take your services, what is the advantage for me?" Whether it's marketing my company brand on Instagram or LinkedIn, or building my personal profile on LinkedIn and pushing content from Instagram, understanding the benefits is crucial.

From a company perspective, our business thrives on referrals. Initially, when you start out, you find one customer and provide an excellent customer experience. This leads to referrals as they brag about you to friends and family. We want to convert our customers into super salesmen. So, providing excellent service encourages them to share your company's website and social media pages.

Ref Reel Transcript

CLIP NO.	DESCRIPTION OF THE CLIP	VOICEOVER
Clip 1	Creator speaking	I've come to realize that I constantly need to be in devotion to something.
Clip 2	3 photos (a popular web series, two kids, three cameras poiting towards an object	And paradoxically
Clip 3	Creator speaking	It's a blessing and a curse.
Clip 4	Creator speaking	I constantly find myself obsessed
Clip 5	Scenic photography of a book	with a lover,
Clip 6	Clip of the corner of a table with some jars and a cat	a place,
Clip 7	Clip from a Shiv Temple	a god,
Clip 8	Clip of the creator holding the book "Nikola Tesla"	a book,
Clip 9	Photograph of the artist (Kendrick Lamar)	an artist,
Clip 10	Cover art of the artist's album	with the art,

Clip 11	Clips of creator drawing and pouring matcha in a glass	a skill
Clip 12	Creator speaking	(clears throat) myself, mastery over myself, and I know it's not healthy, and I must learn how to channel this passion.
Clip 13	A clip of Jay Campbell speaking	Jay Campbell once said that
Clip 14	A scene from the movie, Black Swan (A psychological thriller)	the psychotic drowns
Clip 15	Creator speaking	in the waters in which the misty swims with delight. So I don't want to drown. But I don't want to swim either.
Clip 16	People rowing boat in a sea	Because swimming
Clip 17	Creator speaking	is resisting,
Clip 18	Clip from a movie where a person is falling	I do want to effectively submerge myself into the magic of my mind
Clip 19	Creator speaking	and explore new depths and new wonders, but then I get out of breath.
Clip 20	Creator speaking	So the most ideal thing to do is to remember
Clip 21	A venn diagram depicting the intersection (Flow) of Discipline and Surrender,	To float, to float is to surrender to the flow.
Clip 22	Creator speaking	And I think once we tap into this
Clip 23	Water flowing in the sea around a rock	this flow state
Clip 24	Creator speaking	We allow ourselves to effortlessly
Clip 25	A duck swimming	drift towards everything we want.
Clip 26	CTA	(Creator's Account's Name)

### Guidelines for LinkedIn Marketing Reel Script

1. Humanize the Content - Focus on creating relatable and engaging narratives. Use authentic scenarios that resonate with the audience.
2. Script Generation - Generate a script for a reel titled **“The Importance of Content for Entrepreneurs”**
3. Script Format - The script should include the following elements in a tabular format:  
Clip Number: Sequential order of clips.



Description of the Clip: What needs to be shot in the clip.

Voiceover: The voiceover for each clip.

Shot Type: The type of shot to be used (e.g., close-up, medium shot).

Duration: The length of each clip in seconds.

4. Duration - The entire script should be crafted for a 30-second reel.

5. Word Count Compliance - Follow the word count of the voiceover from the reference script, ensuring consistency in word count per clip.

6. Adherence to Guidelines - Ensure that all the above guidelines are strictly followed in the script generation process

7. Content Originality - DO NOT GIVE THE SAME CLIPS AS MENTIONED IN THE Script of the Viral Video for Reference. Use it solely as a guideline to create a unique reel for Ozigen's Page, focusing on Creating Buzz through LinkedIn.

8. Disguise the Platform - Avoid explicitly mentioning LinkedIn or making it obvious that the content is intended for LinkedIn.

9. Don't make generic content. Be laser focused on what you're selling.

10. If the video has no value, people will not study it.

11. Make descriptions more realistic and detailed. They should be creative.

12. Not every clip needs to have a voiceover. In some, even descriptions might suffice. Try to make it as realistic as possible and also most importantly, humanise the content.

13. The first clip should catch the reader's attention. Be it some factual data, some negative statement, it should draw the viewer's in.

14. I want you to make this reel into a loop so the last clip and the first clip are seamless and the story continues.

15. The reel should have a minimum of 17 clips.

16. Create two different outputs.

## CD Template

### Title - The Importance of Content for Entrepreneurs

Clip Number	Description of the Clip	Voiceover	Shot Type	Duration (s)
Clip 1	Bold text overlay: "What's the most powerful way to grow your business?"	"What's the most powerful way to grow your business?"	Bold Text Overlay	2
Clip 2	Creator in a brainstorming session, jotting ideas on a whiteboard	"It's not just ads. It's not just content."	Medium Shot	2
Clip 3	Creator shaking hands with a happy client	"It's referrals."	Close-up	2
Clip 4	Happy client sharing the creator's business card with a colleague	"When you go above and beyond, customers share your story."	Medium Shot	2

Clip 5	Text overlay: "Great service = Happy customers"	"And those stories turn into referrals."	Bold Text Overlay	2
Clip 6	Montage of creator delivering a finished project to a client	"Each happy customer brings in another."	Dynamic Montage	2
Clip 7	Notifications popping up: "New inquiry," "New follower"	"And the chain reaction begins."	Close-up on Screen	2
Clip 8	Client tagging the creator's business on Instagram	"Your audience grows, organically."	Close-up on Social Media	2
Clip 9	Creator responding to glowing testimonials on a laptop	"Because great service isn't just appreciated—it's shared."	Over-the-shoulder	2
Clip 10	Text overlay: "Referrals: The ripple effect of trust."	No voiceover	Text Overlay	2
Clip 11	Creator in a meeting, discussing ideas with clients	"It's not just about transactions; it's about relationships."	Wide Shot	2
Clip 12	Quick montage of social shares, DMs, and comments praising the creator's work	"Relationships that turn into opportunities."	Dynamic Montage	2
Clip 13	Client enthusiastically introducing the creator's work to a friend	"Every share, every mention leads to growth."	Medium Shot	2
Clip 14	Creator checking their phone and smiling as new inquiries come in	"Your customers become your biggest advocates."	Close-up	2
Clip 15	Text overlay: "Happy customers = Powerful referrals."	No voiceover	Bold Text Overlay	2
Clip 16	Creator finalizing a new project with determination	"But it all starts with delivering excellence."	Medium Close-up	2
Clip 17	Quick cuts of the creator filming, posting, and interacting with their audience	"Show up. Provide value. Build trust."	Dynamic Montage	2
Clip 18	Client tagging their friend in a post about the creator's services	"And watch as one connection turns into many."	Close-up on Social Media	2
Clip 19	Creator receiving a positive review video from a client	"This is how you turn customers into super salespeople."	Close-up	2
Clip 20	Bold text overlay: "Referrals aren't just sales—they're relationships."	No voiceover	Text Overlay	2
Clip 21	Creator sitting confidently at their desk, reviewing an influx of engagement on social media	"So, what's your next step?"	Medium Close-up	2
Clip 22	Creator hovering over the "Post" button, then pressing it confidently	"Because every referral starts with connection."	Close-up	2

--	--	--	--	--

## ✓ V2T2 - Warming Up Leads Through Social Media

### Ref Reels

[Reel 1](#)

### Ref Reel Transcript

Clip 1 - Creator writing in a book (only desk, notebook & hand is visible) - What have you got to lose?

Clip 2 - In a blank frame (exactly is written in white) - Exactly.

Clip 3 - Creator sitting in front of his laptop & devices (top View) - Reframe that as

Clip 4 - Creator walking towards a street - I have nothing going for me,

Clip 5 - Creator driving - which also means that I have nothing to lose by taking action.

Clip 6 - Creator sitting near a window only his silhouette visible - It makes you a much more dangerous person.

### Prompt

Goal - Ozigen Page - to promote & attract client & reach mass audience one of the parameters being making reels which can go viral (through virality) - Warming Up Leads Through Social Media, BUT DON'T MAKE IT OBVIOUS BY USING LINKEDIN IN THE REEL, MAKE IT NATURAL & GIVE UNIQUE CONTENT

AND I WANT A REEL TO POST ON LINKEDIN NOT INSTAGRAM

GUIDELINES ARE -

Use the reverse order, give the most important and last step first, and that's defining what feeling you want your content to evoke

HUMANIZE IT

Generate the script for the reel of showcasing <Warming Up Leads Through Social Media> emulating the script shared above for reference.

The script should be in this format:

Clip number

Description of the clip (what needs to be shot in the clip)

Voiceover for that particular clip

Shot type

Duration in seconds

Generate the script in a tabular format

The script should be made for a 30 secs reel

Please follow the word count of the voiceover in the reference script and also the word count per clip.

Follow all the above guidelines strictly while generating the script

Transcript - Warming Up Leads Through Social Media

When your customer refers you, it's important to be referable. How can you achieve this? By maintaining an active social media presence that educates people daily about your offerings. Imagine a scenario where your customer says, "Ritesh, I've referred you to my friend. He's already familiar with your services through your content." This significantly reduces the time spent explaining what you do during sales calls, allowing you to focus on closing deals.

Moreover, a strong social media presence can justify higher pricing for your services. When you educate your audience and showcase clarity in your business, you position yourself as an expert, enabling you to charge premium prices.

DO NOT GIVE THE SAME AS THE CLIPS MENTIONED in the Transcript below (USE IT AS A REFERENCE) USE THE <TRANSCRIPT - Creating Buzz through LINKEDIN> SECTION TO CREATE THIS REEL FOR OZIGEN

Reel Transcript -

Clip 1 - Creator writing in a book (only desk, notebook & hand is visible) - What have you got to lose?

Clip 2 - In a blank frame (exactly is written in white) - Exactly.

Clip 3 - Creator sitting in front of his laptop & devices(top View) - Reframe that as

Clip 4 - Creator walking towards a street - I have nothing going for me,

Clip 5 - Creator driving - which also means that I have nothing to lose by taking action.

Clip 6 - Creator sitting near a window only his silhouette visible - It makes you a much more dangerous person.

About Ozigen - Ozigen is Your Partner for Digital Excellence! At Ozigen, we're your strategic partners in the world of digital transformation and business growth. Proudly affiliated with Ozibook.

We specialize in #ContentMarketing, #PersonalBranding, #LeadGeneration, and #WebDevelopment to empower coaches, entrepreneurs, and founders. Our Services: Content Marketing, Personal Branding, Lead Generation, Web Development, Virtual Assistance & Content Production Who is it for - Entrepreneurs, Coaches, Founders, Business Owners & Aspiring Professionals

## CD Template

Clip Number	Description of the Clip	Voiceover	Shot Type	Duration (seconds)
1	Creator closing a notebook, shaking head subtly	"Maybe everything you thought about lead generation was wrong."	Close-up	3
2	Blank frame with text overlay: "It's not just about selling."	No voiceover	Static text overlay	2
3	Creator sitting at a desk, looking thoughtful	"To be referable, you have to be memorable."	Close-up	3
4	Creator typing on laptop with intent	"Active, authentic content creates trust even before the first call."	Top-down angle	3
5	Text on screen: "Imagine..."	No voiceover	Static text overlay	1
6	Creator on a video call with client, engaging genuinely	"Imagine a client tells you: 'They already know about you through your content.'"	Over-the-shoulder	4
7	Creator walking outside, phone in hand	"This saves you time on intros, letting you dive straight into solutions."	Mid-shot, outdoor	4
8	Creator speaking to the camera with a slight smile	"With the right presence, you build authority that can justify	Close-up, face	3

		your worth."		
9	Creator writing on a sticky note: "Position yourself as an expert"	"Educate consistently to add value—before they even reach out."	Close-up	3
10	Blank frame with text: "They're already interested..."	No voiceover	Static text overlay	2
11	Creator typing "Ozigen - Warming Up Leads Naturally" on screen	"By then, they're already excited to learn more about what you do."	Close-up	3
12	Creator looking down, closing the notebook, and resetting for the next task / Creator looking at the camera, slight smile	"Check the caption to reach out and let Ozigen handle the rest.... Because..!"	Close-up, direct	3

Total Seconds - 34

## ✓ V2T3 - Effective Content Strategy for Company Pages

### Ref Reels

[Reel 1](#)

[Reel 2](#)

### Ref Reel Transcript

#### Reel 1

Clip 1 - The creator opens with a bold statement to grab the audience's attention - Stop posting educational content

Clip 2 - The creator quickly follows up with an alternative approach, prompting curiosity - Do this instead

Clip 3 - The creator shares a personal experience, making the message relatable - Last year, I gave a ton of educational content out for free

Clip 4 - The creator emphasizes the gap between audience size and actual business impact - I grew my audience, but my business just stayed the same

Clip 5 - The creator shares the pivotal shift in their content strategy - Everything changed when I stopped teaching how to do stuff in my content and switched to teaching why to do stuff instead

Clip 6 - The creator points out a common issue with how-to content - If you post tons of how-content, your audience won't look at you as the solution

Clip 7 - The creator explains that it doesn't differentiate you - They just look at you as another option

Clip 8 - The real key is to create content that offers a new perspective - The secret is in posting educational content that helps shift beliefs

Clip 9 - The creator suggests an actionable shift in content strategy

Instead of teaching how to do the thing, you start teaching why the thing matters

Clip 10 - By focusing on "why," the content appeals to serious clients who value meaningful outcomes over quick fixes - This type of content attracts the best clients and the highest quality leads because these people aren't looking for hacks and tips

Clip 11 - The creator invites viewers to take action, offering a clear call-to-action (CTA) that encourages engagement - They're looking for solid outcomes and access to you. Shoot me a follow and comment, authority

Clip 12 - The creator provides a value proposition, offering a free resource as an incentive for engagement - I'll send you a free training masterclass showing exactly how to build a cult audience of super fans

## Prompt

**Goal** - To promote & attract client & reach mass audience by making reels which can go viral - Warming Up Leads Through Social Media, BUT DON'T MAKE IT OBVIOUS BY USING LINKEDIN IN THE REEL, MAKE IT NATURAL & GIVE UNIQUE CONTENT

IT MUST RESONATE WITH THE VOICE AND STYLE OF TRANSCRIPT PROVIDED

AND I WANT A REEL TO BE POSTED ON LINKEDIN. MAKE IT PROFESSIONAL

**About Ozigen** - Ozigen is Your Partner for Digital Excellence! At Ozigen, we're your strategic partners in the world of digital transformation and business growth. Proudly affiliated with Ozibook. We specialize in #ContentMarketing, #PersonalBranding, #LeadGeneration, and #WebDevelopment to empower coaches, entrepreneurs, and founders. Our Services: Content Marketing, Personal Branding, Lead Generation, Web Development, Virtual Assistance & Content Production Who is it for - Entrepreneurs, Coaches, Founders, Business Owners & Aspiring Professionals

GUIDELINES ARE -

1. Use the reverse order, give the most important and last step first, and that's defining what feeling you want your content to evoke
2. The description should be more detailed and must have a visual hook for the audience. It must be connected with the voiceover
3. The voiceover should be engaging and make it HUMANIZED
4. The first clip voiceover should be a visual hook creating curiosity
5. The end clip should be a Call-to-action for a LinkedIn post. Can be a loop or something to keep them think or respond

6. The total number of clips should be around 10 to 15

7. The description need not contain too many digital clips. Infuse natural scenarios or day-to-day activities that look good for the reel.

Generate the script for the reel of showcasing <Effective Content Strategy for Company Pages> emulating the script format shared for reference.

**The script should be in this format:**

Clip number

Description of the clip (what needs to be shot in the clip IN DETAIL)

Voiceover for that particular clip

Shot type

Duration in seconds

Generate the script in a tabular format

The script should be made for a 30 secs reel

Please follow the word count of the voiceover in the reference script and also the word count per clip.

Follow all the above guidelines strictly while generating the script

**TRANSCRIPT - EFFECTIVE CONTENT STRATEGY FOR COMPANY PAGES**

Your social media posts should be designed to attract your ideal clients rather than just generating normal business. You want your content to work for you, acting as a 24/7 salesman along with your existing customers. As an entrepreneur, it's essential to differentiate yourself from the competition.

Your content should clearly communicate what you stand for and what clients can expect when they engage with your services. By consistently posting valuable content, you warm up leads and increase brand recall. This strategy may not yield immediate results, but over time, your lead generation will improve.

DO NOT GIVE THE SAME AS THE CLIPS MENTIONED in the Reel Transcript below (USE IT AS A REFERENCE for description)

USE THE <TRANSCRIPT -EFFECTIVE CONTENT STRATEGY FOR COMPANY PAGES> SECTION TO CREATE THIS REEL FOR OZIGEN



## Reference Reel Transcript -

( Clip No - Description of clip - Voiceover ) is the format provided below for reference

Clip 1 - Creator writing in a book (only desk, notebook & hand is visible) - What have you got to lose?

Clip 2 - In a blank frame (exactly is written in white) - Exactly.

Clip 3 - Creator sitting in from of his laptop & devices(top View) - Reframe that as

Clip 4 - Creator walking towards a street - I have nothing going for me,

Clip 5 - Creator driving - which also means that I have nothing to lose by taking action.

Clip 6 - Creator sitting near a window with only his silhouette visible - It makes you a much more dangerous person.

## CD Template

Clip No.	Description	Voiceover	Shot Type	Duration (in secs)
Clip 1	Creator's hand scrolling through a blank notebook, pausing to write on a fresh page, evoking curiosity	<b><i>"Ever wondered if your content could work for you around the clock?"</i></b>	Close-up on hand and notebook	3
Clip 2	The background blurs with the text " Let's make your content your 24/7 salesman" on screen	No voiceover	Static text overlay	2
Clip 3	Creator standing by a window, looking outside with a thoughtful expression as morning light filters in	"Your posts are not mere content; it's a <i>way to build trust</i> , even when you're not there."	Medium shot of creator by the window	3
Clip 4	Creator setting down a coffee cup, notebook in hand, as they walk into a workspace	"What if your posts warmed up leads, not just filled a timeline?"	Medium shot following creator	3
Clip 5	Creator opening the notebook to a page titled <b>"Value First"</b> with quick sketches or ideas	"The <i>key is sharing real value</i> , something they'll remember and return to."	Over-the-shoulder shot of notebook	2

Clip 6	Creator underlining “Value First” on the page, nodding as they solidify the idea	“And it’s not about a hard sell. It’s about <i>sparkling genuine interest.</i> ”	Close-up of hand underlining	2
Clip 7	Creator glancing at an open laptop screen showing a growing engagement gap	“The right content isn’t loud; it’s quietly powerful, <i>making them want to know more.</i> ”	Close-up on laptop screen	3
Clip 8	Creator flipping through a page titled “ <b>Engagement,</b> ” jotting down notes on authenticity and consistency	“Create posts that reflect what you stand for.”	Over-the-shoulder shot on notes	2
Clip 9	Creator sharing an idea with a colleague, both smiling and nodding in agreement	“People connect with content that feels genuine and speaks to their needs.”	Medium shot of conversation	3
Clip 10	Creator checking messages on their phone, where they see positive feedback or a question from a follower	“With each valuable post, you’re building trust. One lead at a time.”	Close-up on phone screen with notifications	2
Clip 11	Creator writing “ <b>Engage, Inspire, Trust</b> ” on a whiteboard in a brainstorming session	“You don’t need to be everywhere; you just need to be memorable.”	Close-up on whiteboard	3
Clip 12	Creator closes the notebook, looks confidently at the camera, and smiles	“ <b><i>Start building real connections with the right content.</i></b> ”	Close-up on creator	2
Clip 13	Creator walking away from the camera, notebook in hand, with the words “ <b>Choose content that connects</b> ” appearing on screen. Ozigen logo appears and fades.	“Ready to start? Let’s warm up your leads— <i>one post at a time.</i> ”	Wide shot of creator walking away with text overlay	3

Total Duration : 33 seconds

## ✓ V2T4 - Building a Strong Personal Brand

### Ref Reels

[Reel 1](#)

### Ref Reel Transcript

Clip1: A man does some hand gestures and along with them- If you want to have a strong personal brand.

Clip 2: The same man while doing hand gestures while explaining, says- You have to master the three parts of your story.

Clip 3: He counts one on his hand while naming the first of the three parts, and says- Your origin story.

Clip 4: He counts more two times on his hands while naming the other two parts- Your defining moment and how you've transformed.

Clip 5: The photo of Elon Musk appears on the screen- If you think about Elon Musk.

Clip 6: Again the screen comes back to the same man and while explaining with the same hand gestures- His background being South African.

Clip 7: Next, with continuing his hand gestures- Coming to the United States.

Clip 8: Further he adds with the same intention of explaining- The defining moment for him.

Clip 9: With the same hand gestures and body movements, the same man- I think it is like when he bets all in on two different companies and SpaceX works.

Clip 10: While continuing with the same- and he gets the prize and he saves Tesla and it all works.

Clip 11: The same man (speaker) joins his both palms as a hand movement that is symbolizing that he wants to explain or describe something- But up until that moment

Clip 12: He separates his palms- it's not clear.

Clip 13: And at the end with the same body movements- And now he's like the richest person in the world having transformed.

### Prompt

**Goal-** I want you to create a script for a reel that will be similar to the reference viral reel, of which I am sharing the transcript below. Our main goal is to attract the entrepreneurs, businessmen, founders to start taking the Ozigen services for their personal branding. The generated reel would be shared on our LinkedIn page but do not make it obvious by writing LinkedIn.

**What is Ozigen?**- Ozigen is a product that specializes in digital content marketing, personal brandings of people, content branding and virtually assisting them. Our main motive is to make sure that the generated reel may inspire a mass of people.

### **Transcript that has to be used in generating the required reel-**

Transcript- Building a Strong Personal Brand

Now, let's discuss the benefits of branding your personal page, whether on LinkedIn or Instagram. Existing clients often refer new clients because they understand your work. It's crucial for your content to showcase your journey, building a connection with potential clients who may follow you on different platforms.

Increased visibility leads to greater credibility, which ultimately drives profitability. The more visible you are, the more trust you build with your audience. Personal branding is vital for founders as it not only enhances brand recall but also helps in attracting and retaining top talent for your team.

### **Guidelines that must be followed-**

1. HUMANIZE the reel. Make sure that the reel feels like a human has thought and made the whole of it.
2. Use the reverse order, give the most important and last step first.
3. Ensure that the visuals that you are adding to the generating reel goes parallel with the voiceover that I will be sharing below.
4. The starting must grab the attention of the audience at first.
5. There must be at least 10 to 12 clips in the reel.
6. Also define the background scenes that should be very natural and must be going on with a transcript at the front and middle of the screen.
7. Make sure that the clip's word count remains nearly the same, there must not be many word count gaps between all the clips.
8. Add the natural things just like the reference reel, for example body movements and gestures and doing day-to-day routine activities.
9. DO NOT COPY THE CLIPS THAT ARE THERE IN THE REFERENCE REEL. Just try to take some reference from it and generate a new reel with a similar pattern.

### **Format:**

The script should be in this format:

1. Clip number
2. Description of the clip (what needs to be shot in the clip)
3. Voiceover for that particular clip
4. Shot type
5. Duration in seconds

Make sure that the reel duration goes between 30-35 seconds.  
Generate the output in TABULAR form with the above specified format.

**Script of the viral reel that could be used as a reference- (DO NOT COPY THESE CLIPS)**

The script is in the format: (Clip number: Description of the clip- voiceover)

- Clip1: A man does some hand gestures and along with them- If you want to have a strong personal brand.
- Clip 2: The same man while doing hand gestures while explaining, says- You have to master the three parts of your story.
- Clip 3: He counts one on his hand while naming the first of the three parts, and says- Your origin story.
- Clip 4: He counts more two times on his hands while naming the other two parts- Your defining moment and how you've transformed.
- Clip 5: The photo of Elon Musk appears on the screen- If you think about Elon Musk.
- Clip 6: Again the screen comes back to the same man and while explaining with the same hand gestures- His background being South African.
- Clip 7: Next, with continuing his hand gestures- Coming to the United States.
- Clip 8: Further he adds with the same intention of explaining- The defining moment for him.
- Clip 9: With the same hand gestures and body movements, the same man- I think it is like when he bets all in on two different companies and SpaceX works.
- Clip 10: While continuing with the same- and he gets the prize and he saves Tesla and it all works.
- Clip 11: The same man (speaker) joins his both palms as a hand movement that is symbolizing that he wants to explain or describe something- But up until that moment.
- Clip 12: He separates his palms- it's not clear.
- Clip 13: And at the end with the same body movements- And now he's like the richest person in the world having transformed.

Use the transcript that has been written in the “**Transcript that has to be used in generating the required reel-**” section.

MAKE THE REEL TO POST IN LINKEDIN, HUMANIZE IT AS MORE AS POSSIBLE.

CD Template

Clip No.	Description of the clip	Voiceover	Shot type	Duration (seconds)
----------	-------------------------	-----------	-----------	--------------------

1	Entrepreneur looking at camera, confidently adjusting suit or straightening up, ready to talk.	"Want to build a strong personal brand?"	Close-up	3
2	Entrepreneur walking down a hallway, in a workspace, showing determination and purpose.	"It starts with showcasing your journey authentically."	Medium shot	2
3	Entrepreneur working at a desk, scrolling through messages or notifications from clients.	"Your content attracts those who resonate with your story."	Over-the-shoulder	3
4	Entrepreneur speaking to the camera with energy, using hand gestures to emphasize.	"When clients understand your work, they bring in more clients."	Close-up	3
5	Entrepreneur talking to a client at a cafe, emphasizing warmth and connection.	"Visibility builds credibility. And credibility? It drives profitability."	Medium shot	3
6	Entrepreneur writing in a notebook or planning out content ideas, showing concentration.	"It's not just about posting; it's about being memorable."	Close-up	3
7	Entrepreneur standing in front of a team, presenting or discussing ideas on a whiteboard.	"As a founder, your brand recall grows as people see your journey."	Medium-wide shot	3
8	Entrepreneur guiding their team, pointing to a project or slide on a screen.	"A strong personal brand attracts top talent."	Wide shot	3
9	Entrepreneur in an outdoor workspace, sharing ideas with a group of colleagues.	"And helps you keep the best ones."	Wide shot	3
10	Entrepreneur looking thoughtfully out a window, considering the future.	"Building trust is essential."	Medium close-up	3
11	Entrepreneur passionately sharing with an audience or peers, speaking with hand gestures.	"So, make your journey visible across platforms."	Medium shot	3
12	Flash to a graphic with the Ozigen logo and tagline, encouraging the audience to take action with	"With Ozigen, let's create a brand that connects, inspires, and leads."	Graphic	3

	personal branding.			
--	--------------------	--	--	--

Total duration- 35 seconds.

## ✓ V2T5 - The Value of an Inspiring Personal Brand

### Ref Reels

[Reel 1](#)

### Ref Reel Transcript

Here the entire voiceover is broken down for each clip. Each clip of the reel is listed below in the format: ' Timestamp -Clip number - description of video-Voice over'.

00:00 - 00:05 - **Clip 1:** Introduction -"This is how you can launch your authentic personal brand in two weeks."

00:05 - 00:08- **Clip 2:** Personal Success -"It's the same thing that I did to grow over a thousand followers in a few days."

00:08 - 00:11-**Clip 3:** Week One Overview -"So week one has five steps."

00:11 - 00:16-**Clip 4:** Step 1 - Ideal Customer Avatar -"Step one, you want to create your ideal customer avatar. Who are they? What do they like? What do they dislike?"

00:16 - 00:22-**Clip 5:** Step 2 - Content Pillars -"Step two are your content pillars. You want a money-making interest, a developmental interest, and a genuine interest."

00:22 - 00:28-**Clip 6:** Step 3 - Content Style -"Step three is to figure out your style and the type of content that you want to make. Find something that you can produce sustainably."

00:28 - 00:35-**Clip 7:** Step 4 - Content Planner -"Step four is a notional content planner. You want a space that you can keep track of all of the content that you're producing."

00:35 - 00:44-**Clip 8:** Step 5 - Gather Ideas -"Step five is then to gather ideas for the next week. Have a look at your top creators, you can use an app called Instruct and see what their top-performing posts are."

00:44 - 00:49-**Clip 9:** Week Two Strategy -"Week two, start posting one video per day, analyze what's doing well and what's not, and then make iterations as you go."

00:49 - 00:56-**Clip 10:** Be Authentic -"Finally, the most important thing is to be authentic. Share a message that's true to who you are and the values that you hold."

00:56 **Clip 11:** Call to Action- End -"If you found this helpful, leave a comment and I'll see you tomorrow."

### Prompt

**Goal:**

I want you to generate the script for a reel emulating the viral video script I have shared below. This reel will be for our firm Ozigen- personal branding. The focus here is to lure the entrepreneur, founders and executives to take Ozigen services for their personal branding. The reel will be for our official Ozigen linkedIn page.

### **About Ozigen:**

Ozigen is a thriving business that specializes in helping entrepreneurs, coaches, and founders grow their digital presence. The first issue we're facing is an inactive Instagram and LinkedIn page. Hardly any content is being posted, and it feels like we're shouting into the void with no one listening.

### **Transcript for Personal branding by our founder:**

As a founder, your personal brand can reduce hiring costs. When potential hires see your inspiring content, they are more likely to accept lower salaries initially in exchange for the opportunity to work with you. A strong personal brand inspires your team members and encourages them to remain committed to your vision. Moreover, a collaborative environment fosters motivation and enhances team retention. When team members feel inspired by their leader, they are more likely to contribute positively to the company culture. Ultimately, a powerful personal brand can also attract investors who see value in your vision and leadership.

**The Power of Personal Branding and Company Branding:** Why should you invest in both your personal and company brand? Here's how Ozigen can help you build both: Company Brand: A strong company brand educates customers, makes you more referable, and positions your business as a leader in your industry. We help you create engaging content, document your brand's journey, and showcase your team's expertise. Personal Brand: As a founder, your personal brand is crucial in attracting top talent, investors, and collaborators. By showcasing your expertise and sharing valuable content, you build trust and credibility, reducing hiring costs and attracting more business. Result: A well-rounded presence that builds trust, attracts customers, and opens doors for collaboration and investment.

**Why Choose Ozigen?** At Ozigen, we take the time to understand your business's unique needs, helping you: Plan and execute effective events that attract footfall and engage customers. Develop content strategies for retail, app, or service-based businesses. Build strong personal and company brands that increase referrals, sales, and trust. Let us help you create a marketing plan that drives results and grows your business. Note: Use the above transcript message while creating a script for the reel.

### **Reference viral reel transcript:**

Here the entire voiceover is broken down for each clip. Each clip of the reel is listed below in the format: ' Timestamp -Clip number - description of video-Voice over'.

00:00 - 00:05 - **Clip 1:** Introduction -"This is how you can launch your authentic personal brand in two weeks."



00:05 - 00:08- **Clip 2:** Personal Success -"It's the same thing that I did to grow over a thousand followers in a few days."

00:08 - 00:11-**Clip 3:** Week One Overview -"So week one has five steps."

00:11 - 00:16-**Clip 4:** Step 1 - Ideal Customer Avatar -"Step one, you want to create your ideal customer avatar. Who are they? What do they like? What do they dislike?"

00:16 - 00:22-**Clip 5:** Step 2 - Content Pillars -"Step two are your content pillars. You want a money-making interest, a developmental interest, and a genuine interest."

00:22 - 00:28-**Clip 6:** Step 3 - Content Style -"Step three is to figure out your style and the type of content that you want to make. Find something that you can produce sustainably."

00:28 - 00:35-**Clip 7:** Step 4 - Content Planner -"Step four is a notional content planner. You want a space that you can keep track of all of the content that you're producing."

00:35 - 00:44-**Clip 8:** Step 5 - Gather Ideas -"Step five is then to gather ideas for the next week. Have a look at your top creators, you can use an app called Instruct and see what their top-performing posts are."

00:44 - 00:49-**Clip 9:** Week Two Strategy -"Week two, start posting one video per day, analyze what's doing well and what's not, and then make iterations as you go."

00:49 - 00:56-**Clip 10:** Be Authentic -"Finally, the most important thing is to be authentic. Share a message that's true to who you are and the values that you hold."

00:56 **Clip 11:** Call to Action- End -"If you found this helpful, leave a comment and I'll see you tomorrow."

#### **Guidelines:**

1.Generate the script for our firm Ozigen- personal branding. The focus here is to lure the entrepreneur, founders and executives to take Ozigen services for their personal branding. The reel will be for our official Ozigen linkedIn page, the script shared above for reference.

2.The script should be in this format:

- a.Clip number
- b.Description of the clip (what needs to be shot in the clip)
- c.Voiceover for that particular clip
- d.Duration in seconds

3.Generate the script in a tabular format

4.The script should be made for a 30-50 secs reel

5.Please follow the word count of the voiceover in the reference script and also the word count per clip.

6.Follow all the above guidelines strictly while generating the script Note: Please make sure to add founder suggestions while making a script.

#### CD Template

Clip No.	Description of the Clip	Voiceover	Duration (secs)
Clip1	Opening shot of Introduction with Dynamic Visuals.	"Want to skyrocket your personal brand in weeks? Here's how!"	0:00 - 0:03

<b>Clip2</b>	Founder Speaking to the Camera with Office Background	"Our clients use the same strategy to enhance their digital presence."	0:03 - 0:06
<b>Clip3</b>	Wide shot of the Ozigen team in a meeting, discussing strategies with charts and graphs on a screen.	"Let's break down our proven approach."	0:06 - 0:08
<b>Clip4</b>	Close-ups of screens showing competitor analysis tools, team Collaboration and Researching.	"Step one, we study your competitors and identify your unique value proposition. What sets you apart?"	0:08 - 0:12
<b>Clip5</b>	Shots of a brainstorming session, with team members writing on a whiteboard, discussing ideas.	"Step two, we define your business pillars: expertise, business insights, and personal stories."	0:12 - 0:16
<b>Clip6</b>	Content Creation with Team Shooting Videos and Writing Content	"Step three, we develop a content strategy that aligns with your brand and is sustainable for you."	0:16 - 0:20
<b>Clip7</b>	Shots of team members creating various content pieces and organizing them into a content calendar.	"Step four, we produce the content and compile the creatives into a content calendar."	0:20 - 0:24
<b>Clip8</b>	Scenes of team members adding content to the calendar, ensuring there's a buffer of content ready to go.	"Step five, we ensure your content calendar is stocked with quality content for 14 days."	0:24 - 0:28
<b>Clip9</b>	Clips of posting and analyzing with Team Reviewing Metrics and Data	"Step six, we post consistently and analyze performance to optimize impact."	0:28 - 0:32
<b>Clip10</b>	Close-up of founder Speaking with Enthusiasm, in Office or Inspirational Setting.	"Finally, remember to be authentic. Share your true values and vision."	0:32 - 0:35
<b>Clip 11</b>	Ozigen details/Call to Action, ending with the Ozigen logo and a loop prompt or caption.	"If you're ready to transform your personal brand, read the caption below for more details!"	0:35 - 0:38

**Total duration: 38 sec.**