

TEMPLATES & DOWNLOADS

The Reels Planning Sheet

Eight fields to fill in before the camera goes on, a pre-publish checklist, and the retention graph guide to read afterwards.

How to use this. Fill the eight fields before the camera goes on. Five minutes here saves an hour of filming and an hour of editing, because it moves every decision to a point where changing it is free. Print one per Reel.

1 Before filming

8 fields

1. The one-line promise — what the viewer gets

.....

2. Who this is for — the specific person, not a demographic

.....

3. The hook — all three layers, first second

.....

Spoken

.....

On screen (four words or fewer)

.....

Visual (what is happening in frame)

.....

Write ten, pick one. The first is the generic version.

2 Structure and stake

Fields 4–6

4. Setup (0–3s)

Problem (3–12s)

Turn (12–22s)

Payoff (22–30s)

5. The stake — what it costs them to carry on as they are

6. One call to action — placed before the payoff lands

Resolving at second five is the most common reason a decent video gets watched for six.

3 Shot list and caption

Fields 7–8

Shot	Where	Prop
Cover frame (held for a second)		

Search phrase (what they would type)

First caption line, under 125 characters

Hashtags (3–5, specific)

Say the search phrase aloud in the video too. Instagram transcribes audio.

4 Before you publish

Checklist

- ☐ Hook in the first second, not after an intro
- ☐ Captions burnt in, read through, terms corrected
- ☐ Text inside the safe zone
- ☐ Voice clearly above the music
- ☐ Every pause and stumble cut
- ☐ Cover frame set, grid crop set separately
- ☐ No watermark or end card
- ☐ Exported 1080×1920, highest bitrate
- ☐ Watched back in full, on a phone

5 A week later: read the graph

Diagnose

What the retention graph shows	Which field failed
Cliff in the first two seconds	Field 3, the hook
Steady drain through the middle	Field 4 structure, or field 5 no stake
Drop just before the end	The turn arrived too early
Flat, but low reach overall	Field 1, the idea did not travel
Good retention, few follows	Not the Reel. The profile did not convert

Reach _____ Non-follower % _____ Follows _____ Saves _____

Influking matches creators with brands, and handles the brief, approvals and on-time payment.