ALEX **LATINO**
MARKETING - COACHING - AI

FREE MINI EBOOK

Your Reel Script in 5 Steps

A template for planning your reels before you film: hook, body, close and on-screen text. Includes 10 structures and a checklist.

By **Alex Latino** · alexlatino.com/en/blog

WHAT INSTAGRAM SAYS

Three facts worth keeping in mind

The first 3 seconds matter

In January 2025 Instagram began showing creators what share of their audience keeps watching a reel after the first three seconds. According to the published information, Instagram says the first moments are the most important.

30 to 60 seconds as a starting point

Among the tips from Instagram's professional panel is keeping reels to 30–60 seconds. Since January 2025 they can run up to 3 minutes, but just because you can doesn't mean you should: use the extra time only if the story needs it.

Consistency counts

Those same tips mention posting 10 reels a month or more. If you can't get there, that's fine: a pace you can sustain is better.

Sources: Aisha Malik, TechCrunch, January 29, 2025 · Andrew Hutchinson, Social Media Today, July 10, 2024 (collects tips from Instagram's professional panel) · Clare Duffy, CNN, January 19, 2025 (reels up to 3 minutes). Accessed October 27, 2026.

THE METHOD

The 5 steps of a good script

1

One idea, one message

Each reel should answer a single question or show a single thing. If explaining it takes an “and also…”, that's two reels.

2

A hook in the first 3 seconds

Instagram recommends grabbing attention in the first three seconds. Say it and show it from the very first frame: no greetings, no introductions.

3

Body: deliver what you promised

Get to the point without detours. Every few seconds, change something (a cut, a zoom, a text overlay) to keep the pace up. The content has to deliver on what the hook promised.

4

Close with a single action

Ask for one thing: save, send to someone, comment or follow. Sends via message are one of the signals Instagram has said it takes into account.

5

On-screen text and captions

Lots of people watch with the sound off. Put the key message in text and upload your video in high resolution, vertical 9:16.

> **Pro tip:** write the hook and the close first. Once you know how you start and where you land, the middle practically writes itself.

SO YOU NEVER START FROM A BLANK PAGE

10 reel structures

Pick one and fill it in with your topic. These are common formats, not magic formulas.

01
Problem → solution
You show the problem and solve it in a few steps.

02
Myth vs. reality
You debunk something common in your industry.

03
Step by step
You list 3 to 5 steps with one visual per step.

04
Before and after
You show the change and how it was done.

05
Quick list
“3 tools,” “5 mistakes”: one item per cut.

06
Three-act story
Setup, conflict, resolution, in 30 seconds.

07
Answer a question
You answer a real question from your audience.

08
Screen tutorial
You record your screen while explaining a tool.

09
POV (point of view)
You act out a situation from your industry with humor.

10
Opinion with an argument
You take a stand and back it up with an example.

PRINTABLE TEMPLATE 1

Reel script

TOPIC	STRUCTURE	LENGTH

HOOK (0–3 S)

Timing and what's on screen	What I say	On-screen text	Music or sound

CLOSE AND CALL TO ACTION (JUST ONE)

PRINTABLE TEMPLATE 2

Reel script

TOPIC	STRUCTURE	LENGTH

HOOK (0–3 S)

Timing and what's on screen	What I say	On-screen text	Music or sound

CLOSE AND CALL TO ACTION (JUST ONE)

BEFORE YOU PUBLISH

10-point checklist

- [ ] The reel answers a single question or shows a single thing
- [ ] The topic is clear within the first 3 seconds, with no greeting
- [ ] The hook promises something and the reel delivers it
- [ ] There's a visual change (cut, zoom, text) every few seconds
- [ ] The key message also appears as on-screen text
- [ ] It has captions and makes sense without sound
- [ ] It's shot vertical 9:16 and in good resolution
- [ ] It ends with one clear action
- [ ] The caption has one useful sentence and no more than 5 relevant hashtags
- [ ] I checked that the music and images are cleared for use

The limit of 5 hashtags per post was announced by Instagram in December 2025 and is being rolled out gradually (Social Media Today, December 18, 2025).

THANKS FOR DOWNLOADING

Filming is the easy part; deciding what to film, not so much

With Viral Strategist you can generate a content strategy with a calendar, captions and scripts based on your account. And with Viral Score you paste your draft and get a score, plus improved hooks and captions before you publish.

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