

INSTAGRAM REEL SCRIPT: “Struggle vs Success”

□ Characters

- **Character A (Struggling):** Confused, frustrated, jobless/student
 - **Character B (Successful):** Calm, confident, skilled, working professional
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□ SCENE 1: MORNING STRUGGLE

Prompt for AI:

Two young Indian men in a small bedroom, early morning light through window, Character A sitting on bed, stressed, holding phone with rejection emails, Character B standing nearby or in a thought bubble, confident, calm, working on laptop, cinematic vertical video, realistic, emotional mood, Instagram reel style

Dialogue:

- **A:** “Degree toh hai... par job nahi mil rahi.”
- **B:** “Bas tension mat le, solution dhoondhna shuru kar.”

Text Overlay:

“Degree hai... par job nahi hai.”

□ SCENE 2: COMPARISON / ENVY MOMENT

Prompt for AI:

Two characters split-screen: left side Character A scrolling Instagram, frustrated; right side Character B working confidently on laptop in bright room, realistic cinematic look, vertical reel format

Dialogue:

- **A:** “Sab aage badh rahe hai... main kyun peeche hoon?”
- **B:** “Kuch seekhne ka waqt aaya hai... action lo.”

Text Overlay:

“Sab aage badh rahe hai...”

□ SCENE 3: FACE-TO-FACE / DECISION POINT**Prompt for AI:**

Two young Indian men standing facing each other, one frustrated, one confident, neutral background, cinematic lighting, vertical video, representing struggle vs success, realistic style

Dialogue:

- **A:** “Tu lucky hai... sab easy lagta hai.”
- **B:** “Lucky nahi... maine practical skills seekhi aur action liya.”

Text Overlay:

“Lucky nahi... trained hoon.”

□ SCENE 4: SUCCESS REVEAL**Prompt for AI:**

Character B sitting at modern desk, smiling at laptop screen showing client payment or job offer, Character A watching with surprised and motivated expression, bright, motivational lighting, vertical Instagram reel

Dialogue:

- **B:** “Dekha? Skills + effort = result.”
- **A:** “Main bhi aisa kar sakta hoon...”

Text Overlay:

“Skills + Action = Result”

□ SCENE 5: REALIZATION / TRANSFORMATION

Prompt for AI:

Character A closing phone/social media app, opening notebook/laptop determined,
Character B encouraging, smiling beside him,
motivational, soft lighting, cinematic vertical video

Dialogue:

- **A:** “Bas sochna band... ab action lunga.”
- **B:** “Perfect! Step by step, tum bhi successful banoge.”

Text Overlay:

“Ab bas action.”

□ SCENE 6: CTA – INSTITUTE / FREE DEMO CLASS

Prompt for AI:

Both characters in professional classroom or computer training institute,
laptops around, bright clean environment,
Character B pointing to screen while Character A smiles ready to learn,
motivational, vertical Instagram reel

Dialogue:

- **B:** “Start karne ka best time... abhi hai!”
- **A:** “Main register karta hoon – FREE demo class!”

Text Overlay / CTA:

“Scan & Book Your FREE Demo Class – Andheri”
“Success is a SKILL”

□ MUSIC PROMPT

Start with slow, emotional music in first 10 seconds,
transition to upbeat, motivational music when Character B shows success,
ends with positive, inspiring tone for CTA

□ TIPS FOR TEXT-TO-VIDEO

1. Use **same character description** in all scenes for continuity.
2. Set **vertical 9:16 aspect ratio** for Instagram reels.
3. Add **subtitles manually** for clarity.
4. Use **motivational lighting and realistic expressions**.

Perfect! Let's create **two separate Instagram Reel scripts** for **Full Stack Development** and **Digital Marketing**, following the same **2-character struggle vs success story format**, with **scene-wise dialogues, prompts, and CTA** ready for AI text-to-video generation.

□ 1 □ FULL STACK DEVELOPMENT REEL

□ Characters

- **Character A:** Struggling student, wants IT job
 - **Character B:** Successful developer, working remotely
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□ SCENE 1: STRUGGLING WITH JOB SEARCH

Prompt for AI:

Two young Indian men in small bedroom, messy desk, Character A looking frustrated at laptop showing "No job offers", Character B in thought bubble or side, confident and smiling, coding on laptop, cinematic realistic vertical video, Instagram reel style, emotional mood

Dialogue:

- **A:** "College khatam ho gaya... par job ka koi call nahi aa raha."

- **B:** “Skills pe focus kar, sirf degree se job nahi milegi.”

Text Overlay:

“Degree complete... job missing.”

□ **SCENE 2: COMPARISON / ENVY**

Prompt for AI:

Split-screen: left Character A scrolling LinkedIn, stressed; right Character B coding on laptop, building web app, vertical Instagram reel, realistic cinematic lighting

Dialogue:

- **A:** “Har koi software job le raha hai... main kyun peeche hoon?”
- **B:** “Practical skills aur projects se hi difference aata hai.”

Text Overlay:

“Skills = Job”

□ **SCENE 3: DECISION POINT**

Prompt for AI:

Character A looking doubtful, Character B beside him, pointing to laptop screen showing coding project, bright motivational lighting, vertical reel

Dialogue:

- **A:** “Ye coding complex lagta hai...”
- **B:** “Shuruaat se seekh, step by step. Tum bhi full stack banoge.”

Text Overlay:

“Step by step learning”

□ SCENE 4: SUCCESS REVEAL

Prompt for AI:

Character B working on laptop, receiving notification "Job Offer: Software Developer", Character A watching amazed, bright workspace, motivational cinematic look, vertical video

Dialogue:

- B: "Dekha? Projects aur coding practice se job milti hai."
- A: "Main bhi shuru karta hoon!"

Text Overlay:

"Practical skills = Success"

□ SCENE 5: REALIZATION / ACTION

Prompt for AI:

Character A opening laptop, starting coding tutorial, Character B smiling encouragingly, motivational lighting, vertical reel

Dialogue:

- A: "Ab main action le raha hoon... Full Stack Developer banunga."
- B: "Bilkul! Demo class se shuru kar."

Text Overlay:

"Action time!"

□ SCENE 6: CTA / INSTITUTE PROMO

Prompt for AI:

Both characters in computer training classroom, laptops, modern institute interior, motivational vertical video, Character B pointing to "FREE Demo Class" screen

Dialogue:

- **B:** “Start your IT career with our Free Demo Class.”
- **A:** “Yes! Book kar raha hoon.”

CTA Text Overlay:

“Scan & Book Your FREE Demo – Full Stack Development – Andheri”

□ 2 □ DIGITAL MARKETING REEL

□ Characters

- **Character A:** Student or small business owner struggling with online growth
 - **Character B:** Successful digital marketer
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□ SCENE 1: STRUGGLING TO GROW ONLINE

Prompt for AI:

Two young Indian men at a desk, Character A frustrated looking at phone/Instagram page with no engagement, Character B standing beside confidently, holding tablet showing campaign analytics, vertical reel, cinematic style

Dialogue:

- **A:** “Mere posts pe likes aur clients nahi aa rahe...”
- **B:** “Strategy aur skill seekhne ka waqt aa gaya hai.”

Text Overlay:

“No engagement, no clients”

□ SCENE 2: COMPARISON

Prompt for AI:

Split-screen: left Character A scrolling social media, sad; right Character B analyzing campaign results, happy and confident, bright, motivational lighting, vertical reel

Dialogue:

- **A:** “Har koi clients aur followers badha raha hai... main kyun fail ho raha hoon?”
- **B:** “Digital marketing ka funda seekh, result milega.”

Text Overlay:

“Learn → Apply → Grow”

□ **SCENE 3: DECISION TO LEARN**

Prompt for AI:

Character A looking doubtful, Character B showing laptop with live ad campaign dashboard, motivational lighting, vertical Instagram reel

Dialogue:

- **A:** “Paid ads aur SEO kaise start karun?”
- **B:** “Step by step seekh, demo class se start kar.”

Text Overlay:

“Step by step learning”

□ **SCENE 4: SUCCESS REVEAL**

Prompt for AI:

Character B smiling at phone showing “Client Paid ₹15,000”, Character A amazed and excited, modern home office setup, vertical cinematic reel

Dialogue:

- **B:** “Dekha? Skills + campaigns se income aata hai.”
- **A:** “Main bhi seekhunga aur clients paunga!”

Text Overlay:

“Skills = Income”

SCENE 5: REALIZATION / ACTION

Prompt for AI:

Character A taking notes, creating social media content, Character B guiding and smiling,
motivational lighting, vertical reel

Dialogue:

- **A:** “Ab main practical seekh raha hoon...”
- **B:** “Demo class se shuru karo, phir freelancing aur job dono possible hai.”

Text Overlay:

“Start learning today!”

SCENE 6: CTA / INSTITUTE PROMO

Prompt for AI:

Both characters in digital marketing classroom / computer lab, laptop, smartphone, modern training institute,
motivational vertical reel

Dialogue:

- **B:** “Join our Free Demo Class for Digital Marketing.”
- **A:** “Book kar raha hoon abhi!”

CTA Text Overlay:

“Scan & Book Your FREE Demo – Digital Marketing – Andheri”

These two scripts are **ready to generate scene-by-scene videos** in AI tools. They are **short, relatable, motivational, and have direct CTA** for lead conversion.

