

Reel / Short Script Pack — 20 Scripts for Freelancers

20 short-video scripts, each with a Hook, Body and Call to Action. Each script runs roughly 30-60 seconds when spoken at a natural pace.

1. How I price a project in 60 seconds

HOOK:

Stop scrolling — how i price a project in 60 seconds is simpler than you think, and most freelancers get it wrong.

BODY:

Here is the truth in three steps. First, name the problem your client actually feels, not the service you sell. Second, show one real example or result. Third, explain the simple process you follow, in plain words.

CALL TO ACTION:

Follow for one practical freelance tip a day, and comment with your biggest question — I reply to every comment.

2. The follow-up message that gets replies

HOOK:

Stop scrolling — the follow-up message that gets replies is simpler than you think, and most freelancers get it wrong.

BODY:

Here is the truth in three steps. First, name the problem your client actually feels, not the service you sell. Second, show one real example or result. Third, explain the simple process you follow, in plain words.

CALL TO ACTION:

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3. 3 portfolio mistakes beginners make

HOOK:

Stop scrolling — 3 portfolio mistakes beginners make is simpler than you think, and most freelancers get it wrong.

BODY:

Here is the truth in three steps. First, name the problem your client actually feels, not the service you sell. Second, show one real example or result. Third, explain the simple process you follow, in plain words.

CALL TO ACTION:

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4. What clients really check before hiring

HOOK:

Stop scrolling — what clients really check before hiring is simpler than you think, and most freelancers get it wrong.

BODY:

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CALL TO ACTION:

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5. My morning routine as a freelancer

HOOK:

Stop scrolling — my morning routine as a freelancer is simpler than you think, and most freelancers get it wrong.

BODY:

Here is the truth in three steps. First, name the problem your client actually feels, not the service you sell. Second, show one real example or result. Third, explain the simple process you follow, in plain words.

CALL TO ACTION:

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6. How I handle a difficult client

HOOK:

Stop scrolling — how i handle a difficult client is simpler than you think, and most freelancers get it wrong.

BODY:

Here is the truth in three steps. First, name the problem your client actually feels, not the service you sell. Second, show one real example or result. Third, explain the simple process you follow, in plain words.

CALL TO ACTION:

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7. The proposal structure that wins

HOOK:

Stop scrolling — the proposal structure that wins is simpler than you think, and most freelancers get it wrong.

FREELANCER TOOLKIT

BODY:

Here is the truth in three steps. First, name the problem your client actually feels, not the service you sell. Second, show one real example or result. Third, explain the simple process you follow, in plain words.

CALL TO ACTION:

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8. Pricing: hourly vs project fee

HOOK:

Stop scrolling — pricing: hourly vs project fee is simpler than you think, and most freelancers get it wrong.

BODY:

Here is the truth in three steps. First, name the problem your client actually feels, not the service you sell. Second, show one real example or result. Third, explain the simple process you follow, in plain words.

CALL TO ACTION:

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9. How I got my first 3 clients

HOOK:

Stop scrolling — how i got my first 3 clients is simpler than you think, and most freelancers get it wrong.

BODY:

Here is the truth in three steps. First, name the problem your client actually feels, not the service you sell. Second, show one real example or result. Third, explain the simple process you follow, in plain words.

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10. Tools I use every single day

HOOK:

Stop scrolling — tools i use every single day is simpler than you think, and most freelancers get it wrong.

BODY:

Here is the truth in three steps. First, name the problem your client actually feels, not the service you sell. Second, show one real example or result. Third, explain the simple process you follow, in plain words.

CALL TO ACTION:

FREELANCER TOOLKIT

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11. Why cheap clients cost more

HOOK:

Stop scrolling — why cheap clients cost more is simpler than you think, and most freelancers get it wrong.

BODY:

Here is the truth in three steps. First, name the problem your client actually feels, not the service you sell. Second, show one real example or result. Third, explain the simple process you follow, in plain words.

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12. How I organise my work week

HOOK:

Stop scrolling — how i organise my work week is simpler than you think, and most freelancers get it wrong.

BODY:

Here is the truth in three steps. First, name the problem your client actually feels, not the service you sell. Second, show one real example or result. Third, explain the simple process you follow, in plain words.

CALL TO ACTION:

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13. The onboarding questions I always ask

HOOK:

Stop scrolling — the onboarding questions i always ask is simpler than you think, and most freelancers get it wrong.

BODY:

Here is the truth in three steps. First, name the problem your client actually feels, not the service you sell. Second, show one real example or result. Third, explain the simple process you follow, in plain words.

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14. Turning one client into repeat work

HOOK:

FREELANCER TOOLKIT

Stop scrolling — turning one client into repeat work is simpler than you think, and most freelancers get it wrong.

BODY:

Here is the truth in three steps. First, name the problem your client actually feels, not the service you sell. Second, show one real example or result. Third, explain the simple process you follow, in plain words.

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15. What to do when work dries up

HOOK:

Stop scrolling — what to do when work dries up is simpler than you think, and most freelancers get it wrong.

BODY:

Here is the truth in three steps. First, name the problem your client actually feels, not the service you sell. Second, show one real example or result. Third, explain the simple process you follow, in plain words.

CALL TO ACTION:

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16. How I write a bio that sells

HOOK:

Stop scrolling — how i write a bio that sells is simpler than you think, and most freelancers get it wrong.

BODY:

Here is the truth in three steps. First, name the problem your client actually feels, not the service you sell. Second, show one real example or result. Third, explain the simple process you follow, in plain words.

CALL TO ACTION:

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17. My invoice routine, step by step

HOOK:

Stop scrolling — my invoice routine, step by step is simpler than you think, and most freelancers get it wrong.

BODY:

Here is the truth in three steps. First, name the problem your client actually feels, not the service you sell. Second, show one real example or result. Third, explain the simple process you

FREELANCER TOOLKIT

follow, in plain words.

CALL TO ACTION:

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18. Freelancing myths that hold you back

HOOK:

Stop scrolling — freelancing myths that hold you back is simpler than you think, and most freelancers get it wrong.

BODY:

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CALL TO ACTION:

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19. How I deal with scope creep

HOOK:

Stop scrolling — how i deal with scope creep is simpler than you think, and most freelancers get it wrong.

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CALL TO ACTION:

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20. A day in my freelance life

HOOK:

Stop scrolling — a day in my freelance life is simpler than you think, and most freelancers get it wrong.

BODY:

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CALL TO ACTION:

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