

SHELeads India

A practical, downloadable template for women entrepreneurs.

Reel Creation Guide

Plan your hook, point, on-screen text, and CTA before you record.

Fill this in before you press record, not while editing. Read the blog post for the full "score 1 vs score 5" description of each part.

1. Hook (first 2-3 seconds — write this first)

A question, bold claim, or visual that stops the scroll. Example: "Nobody tells new tailors this..." Your hook: _____

2. Point (one sentence, not three ideas)

What's the ONE thing this reel teaches? Example: "Always confirm measurements before cutting fabric." Your point: _____

3. On-Screen Text (works muted)

The key words you'll put on screen, even while speaking. Your on-screen text: _____

4. CTA (write your last line before recording anything else)

One clear ask. Example: "Follow for more tips like this" or "Comment MEASURE and I'll send you the checklist." Your CTA: _____