Viralframe
CONTENT MARKETING AGENCY

FREE RESOURCE

Shoot 30 reels *in one afternoon.*

A plan and checklist for filming a month of reels in a single session.

Group by setup, *not by date.*

Filming one reel a day means setting up, getting ready and finding your energy thirty times. Filming in batches means you do it once.

One session

Same place, same light, same outfit. Film every video that fits that setup before you move.

Scripts first

Write every script before the day. On set you only perform, you do not think.

Hooks while fresh

Film the hooks first, when your energy is highest, and read the rest after.

Edit later

Label every clip and move on. Editing during the shoot kills the rhythm.

The XLSX that goes with this plan

It has a shot list for 30 reels, a schedule and a gear checklist. Fill it in before the shoot day and bring it with you.

The week *before.*

Seven to three days out

- [ ] Choose the 30 ideas. Mix attention, education and decision content.
- [ ] Write the full script of each reel, with the hook first.
- [ ] Group the reels by setup: location, outfit, props, format.
- [ ] Book the location and tell anyone who will appear.

Two to one days out

- [ ] Charge every battery and clear your phone storage.
- [ ] Print or open the shot list on a second device.
- [ ] Lay out outfits and props, and test the light and sound.
- [ ] Plan food and water for the session.

An example *schedule.*

Example timing for four hours. Change it to fit your pace and the number of reels you plan.

0:00	**Setup and test** Light, sound and framing. Record a short test and watch it back.
0:30	**Block A: talking head at the desk** Film all the hooks first, then the bodies. This block holds the most reels.
1:40	**Break and reset** Water, outfit change, new location.
1:50	**Block B: second location or format** Sketches, POV or demos that need a different setup.
3:10	**Block C: pickups and B-roll** Extra hooks, alternate calls to action, close-ups and cutaways.
3:40	**Back up and label** Copy the files twice before you leave. Name them with the reel number.

Gear and *location.*

Gear

- [ ] Phone with free storage
- [ ] Tripod or stable surface
- [ ] Microphone (wired or lavalier)
- [ ] Light, or a window
- [ ] Power bank and cables
- [ ] Teleprompter app or printed scripts
- [ ] Lens cloth
- [ ] Extra outfit and props

Location

- [ ] Quiet, with no echo
- [ ] Good light at the time you film
- [ ] A clean, simple background
- [ ] Permission to film
- [ ] Space for a second angle
- [ ] Power outlet nearby
- [ ] No busy street noise
- [ ] A spot to reset between blocks

Rules on set

- Record the first line twice. The second take is usually better.
- One idea per take. If you stumble, restart the sentence.
- Say the reel number out loud before each take. It saves you hours later.
- Do not review every clip. Trust the plan and keep moving.

Turn the footage *into a month.*

The same day

- [ ] Back up all files to two places.
- [ ] Rename clips with the reel number.
- [ ] Note anything that needs a pickup.

This week

- [ ] Edit the strongest reels first.
- [ ] Write the caption and call to action for each.
- [ ] Schedule them across the month, spread by funnel stage.

Every week after

- [ ] Check which reels got saves, shares and messages.
- [ ] Make a new version of the one that worked best.
- [ ] Use the next session to fill the gaps.

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Want us to film and edit *the whole month?*

We plan the shoot, film it and edit the reels, so you get a month of content from one session.

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