

# TikTok, Reels and Shorts: 10 Scripts

Business Vision Academy · affiliate program

Document 3.4

Vertical 9:16. These are the cheapest impressions available for this offer, and the cheapest place to find out whether an angle works at all.

**TikTok policy notes that matter here:** - Raw affiliate links are prohibited. Traffic goes to a landing page from folder 02. - Income claims and "get rich" framing are prohibited outright. - Prices must be stated in full. "\$28" alone is a violation; "\$28 a month for ten months" is not. - Before/after framing implying a guaranteed result is prohibited. - Organic posts promoting a paid link require `#ad` in the caption, not only in the bio.

**Format rules:** burned-in captions, no letterboxing, first two seconds carry everything, end card uses a `_social-story` banner from folder 04.

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## TT-1 — The confession · 25s · Persona P1

**tid:** `tt-simple28-confession-v1` · **Landing:** `ai-made-simple_sub_v4-quiz`

[0-3s] TO CAMERA, no cut  
I've had ChatGPT open in a tab for two years and I've used it maybe six times.

[3-8s]  
And every time it was for something stupid. Birthday message. Rewriting a text so it sounded less annoyed than I felt.

[8-15s] CAPTION ON SCREEN: "the actual skill"  
The thing nobody explains is that the skill isn't the prompt. It's knowing which parts of your job are even worth handing over. That's the part free tutorials skip, because it's boring.

[15-22s]  
So I stopped bookmarking videos and did an actual course instead. Ten of them. One a month. In order. Built for people who don't work in tech.

[22-25s] END CARD  
Twenty-eight dollars a month for ten months. Link in bio.

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## TT-2 — The list · 35s · Persona P1/P5

tid: `tt-simple28-list-v1` · Landing: `ai-made-simple_sub_v3-listicle`

[0-3s]  
Seven things at work that stopped taking me all afternoon. None of them need code.

[3-8s] CAPTION: "1. the weekly report"  
One. The status report nobody reads but everyone requires. Used to be an hour every Friday. Now about eight minutes.

[8-13s] CAPTION: "2. long documents"  
Two. The forty-page document I only need two things out of. Not summarising it – asking specific questions and making it show me where the answer came from.

[13-18s] CAPTION: "3. the difficult email"  
Three. The email I rewrite six times because the tone's wrong. Declining something. Chasing a payment.

[18-24s] CAPTION: "4. broken spreadsheets"  
Four. The spreadsheet somebody exported badly. This one surprised me most – I assumed it needed formulas I don't know.

[24-30s]  
Five, six and seven are meeting notes, first drafts, and explaining my own work to a different audience.

[30-35s] END CARD  
I learned it from a ten-course program, one course a month. Link in bio if you want the structure instead of the highlight reel.

## TT-3 — The contrarian · 18s · All personas

tid: `tt-simple28-contrarian-v1`

```
[0-3s]
Stop learning prompts. Prompts aren't the skill.

[3-10s]
Every prompt guide you've saved becomes useless the next time the tool
updates. What doesn't go out of date is knowing what to delegate, how
to describe it, and how to check what comes back.

[10-15s]
That's a curriculum, not a cheat sheet. And it takes about ten hours,
not ten minutes.

[15-18s] END CARD
Ten courses, one a month, no coding. Link in bio.
```

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## TT-4 — The question · 12s · Engagement driver

Built to collect comments, which is how organic reach compounds. Reply to every comment.

tid: `tt-simple28-question-v1`

```
[0-4s]
Quick question. What did you actually use AI for this week?

[4-9s]
Not what you could use it for. What you did. Most people, if they're
honest, it's nothing – or it's rewriting one email.

[9-12s]
That's not a you problem. Nobody gave you a starting point. Link in bio.
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## TT-5 — The peer observation · 20s · Persona P5

Written in the third person on purpose. Do not rewrite this as an accusation aimed at the viewer.

tid: `tt-simple28-peer-v1` · Landing: `ai-made-simple_sub_v2-story`

[0-3s]

Most people at most companies are quietly pretending to know how to use this.

[3-10s]

They've opened it, typed something vague, got something vague back, and decided it was overrated. That's the normal experience and it has nothing to do with being smart.

[10-16s]

What changes it is order. Ten courses, one a month, each one assuming the last. About ten hours total.

[16-20s] END CARD

Twenty-eight a month for ten months. Built for non-technical roles. Link in bio.

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## TT-6 — Screen recording · 22s · Demonstration

Highest-converting format on TikTok for software-adjacent offers, because the value is visible rather than described.

tid: `tt-simple28-demo-v1`

VISUAL: screen recording throughout, face cam in corner

[0-3s]

This is the spreadsheet a client sent me. Four different date formats and merged cells.

[3-12s]

I used to fix this by hand. Two hours, minimum. Watch what happens when you describe the mess and describe the shape you want instead.

[12-18s]

That's it. That's the whole thing. And no, there's no formula involved and nothing to install.

[18-22s] END CARD

It's course four of ten. Twenty-eight a month for ten months. Link in bio.

**Note:** the recording must show a real, unremarkable result. Do not speed up the footage in a way that misrepresents how long it takes, and do not cut away from a failure. Both are policy problems and both get caught in comments.

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## TT-7 — Career listing angle · 22s · Persona P3 · AI Mastery \$260

tid: `tt-mastery260-resume-v1` · Landing: `ai-mastery-accelerator_inst_v5-review`

[0-3s]

Go look at job listings in your field right now. Count how many say "AI proficiency."

[3-9s]

Two years ago that line was on developer roles. Now it's on marketing, operations, finance, HR, admin. Jobs with nothing to do with tech.

[9-16s]

And you can't put "I watched some videos" on a resume. You definitely can't demonstrate it when someone asks you in an interview to walk through how you'd use it.

[16-22s] END CARD

Twenty-one courses, beginner to advanced, no coding. Link in bio.

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## TT-8 — Time recovered · 20s · Persona P2 · AI for Professionals

tid: `tt-pro152-time-v1`

[0-3s]

The report that takes you four hours takes about six minutes.

[3-11s]

Not because the tool is magic. Because there's a specific way to set it up once, and nobody showed you. That's the entire difference between people who get value out of this and people who don't.

[11-17s]

Eleven courses on exactly that kind of work. Reports, documents, decisions, meetings. No coding.

[17-20s] END CARD

A hundred and fifty-two dollars once, or thirty-nine a month for ten months. Link in bio.

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## TT-9 — Solo operator · 24s · Persona P4 · AI Mastery \$260

tid: `tt-mastery260-solo-v1`

[0-4s]  
A competitor of mine started delivering in two days what takes me two weeks. They didn't hire anyone.

[4-12s]  
When you run a business by yourself, the constraint isn't ambition. It's how many hours you can personally put in. That's the number that moves here – proposals, research, drafts, admin.

[12-19s]  
Twenty-one courses, beginner to advanced. The last third is systems, which is where the actual time comes back. No developer, no new stack to maintain.

[19-24s] END CARD  
Two hundred and sixty dollars once. Link in bio.

## TT-10 — The objection · 16s · Retargeting

Run to people who visited a landing page and didn't buy.

tid: `tt-simple28-objection-v1` · Landing: `ai-made-simple_sub_v5-review`

[0-4s]  
"Isn't all of this free somewhere?" Yes. All of it.

[4-11s]  
So is every language, every instrument, and every trade. People still pay for the version that's in order, has an ending, and doesn't make them work out what comes next.

[11-16s]  
You're not buying information. You're buying sequence. Ten courses, one a month, twenty-eight dollars. Link in bio.

## Script anatomy — for writing your own

| Seconds | Job     | Rule                                                           |
|---------|---------|----------------------------------------------------------------|
| 0-3     | Hook    | A specific sentence. No greeting, no logo, no context-setting. |
| 3-10    | Problem | The viewer should think "that's me"                            |
| 10-18   | Reframe | Name what the real problem is                                  |
| 18-end  | Offer   | Short. Price always stated in full.                            |

## Hook bank

I've had ChatGPT open in a tab for two years and used it maybe six times.  
Most people at most companies are quietly pretending to know how to use this.  
Stop learning prompts. Prompts aren't the skill.  
Forty videos watched. Zero systems built.  
Four hours of work. Six minutes. Same output.  
Go count how many job listings in your field say "AI proficiency."  
Quick question: what did you actually use AI for this week?  
Free tutorials aren't bad. They're just not a curriculum.  
Nobody tells you which parts of your job are even candidates for this.  
I paid for the AI subscription and used it to write birthday messages.  
The spreadsheet fix I assumed needed formulas I don't know.  
A competitor started delivering in two days what takes me two weeks.

## Campaign settings

|           |                                                                         |
|-----------|-------------------------------------------------------------------------|
| Objective | Website conversions (Complete Payment)                                  |
| Budget    | \$30/day per ad group, minimum 3 days without edits                     |
| Targeting | Broad. Do not narrow – the algorithm outperforms manual interests here. |
| Age       | 25-54                                                                   |
| Location  | United States                                                           |
| Placement | TikTok feed only. Disable Pangle and news feed apps.                    |
| Creative  | 3 videos per ad group, 15-35s, captions burned in                       |
| Landing   | Bridge page from folder 02, required                                    |
| Spark Ads | Use where you have an organic post with traction                        |

**Length:** below 12 seconds there isn't room to sell. Above 45 seconds retention collapses. The productive band is 15-35.