



Video Script Ideas

12 starting points to film your own way. Real you beats any ad.

Format that works: hook in 3 seconds, 15 to 30 seconds total, vertical 9:16, captions on, a new cut every 1 to 3 seconds, **#ad shown and spoken**, link in bio and your code at the end. Replace **[CODE]** with your own ?via= code.

Faceless

Phone screen-record, text on screen, optional voiceover, trending sound. No camera needed. Best for scale.

Talking-head

You to camera. Best for trust. Mix both for the healthiest account.

Faceless · text-decode reveal (the workhorse)

1. What he said vs what he meant (~25s)

- 0-3s** (blurred text, bold overlay) "he sent this and I spiraled for 3 days"
- 3-6s** (overlay) "so I put it in Bestea instead of texting the group chat at 2am"
- 6-18s** (screen-record) paste the text, the read appears line by line, tap to roster, his tag shows "slow burn." Hold each beat about 2s.
- 18-22s** (overlay) "Bestea: 'he's keeping his options open. you're carrying more.'"
- 22-25s** (overlay) "decode yours free 📄 link in bio, code [CODE]" with a small #ad

pair with **Caption A**

2. Decoding "we should hang sometime" (~20s)

- 0-3s** (overlay on a chat mockup) "decoding 'haha yeah we should hang sometime'"
- 3-14s** (screen-record) the read appears: "translation: I like the attention, I'll never actually plan it."
- 14-20s** "I stopped guessing. link in bio, code [CODE]. #ad"

pair with **Caption B**

3. Texts with my situationship: a horror series (~25s)

- 0-3s** (overlay) "texts with my situationship: a horror series, ep. 4"
- 3-18s** (swipe-style screen-record) 2 to 3 blurred texts, each followed by Bestea's one-line read.
- 18-25s** "the app keeps the receipts so I don't gaslight myself. free to start 💙 link in bio, [CODE] #ad"

pair with **Caption C**

4. I scored my talking stage (~20s)

- 0-3s** (overlay) "I scored my talking stage out of 100 and it's bad"
- 3-14s** (screen-record) logging him, the score lands on 34/100, green flags 2 / red flags 9.
- 14-20s** "and honestly? fair. score yours free, link in bio, code [CODE] #ad"

pair with **Caption D**

Talking-head · storytime and trust

5. 8 months of "no labels" storytime (~30s)

- 0-2s** (spoken disclosure first) "quick heads up, this is a paid partnership."
- 2-5s** (hook) "you won't believe what he texted me after 8 months of 'no labels.'"
- bridge** "I used to overanalyze every 'haha' for three business days. my friend put me onto this app that's basically a no-judgment bestie."
- insert** 3s screen-record of logging him and the score.
- payoff** "it gave him a 34 out of 100. and honestly? fair."
- CTA** "free to start, code [CODE], link in bio."

pair with **Caption E**

6. I wish someone told me this (~25s)

- 0-2s** "this is an ad but I actually mean it,"
- 2-6s** "I wish someone told me this before my last talking stage:"
- 6-18s** "if he calls it a situationship, he already knows he's not picking you. I only saw the pattern once I started logging it."
- 18-25s** (screen-record of the trend/roster) "Bestea showed me the pattern. link in bio, code [CODE]."

pair with **Caption F**

7. POV: your 73rd talking stage (~20s)

- 0-3s** (to camera, exhausted) "POV: it's your 73rd talking stage and you're so tired of decoding 'wyd' at 11pm."
- 3-14s** "I made a rule, I stopped explaining his texts to my group chat and started running them through Bestea. no judgment, just the truth."
- 14-20s** "#ad, link in bio, code [CODE]."

pair with **Caption G**

Participation / stitch-bait (reach loops)

8. Reply with his text (~20s)

- 0-3s** "reply with his last text and I'll tell you green flag or red flag 🙄 "
- 3-14s** read 2 example texts, verdict each ("wyd' at 11pm? ...red.").
- 14-20s** "or just get the app that does it for you, no judgment ever. link in bio, code [CODE]. #ad"

pair with **Caption H**

9. Tell me you're in a situationship (~15s)

- 0-3s** "tell me you're in a situationship without telling me you're in a situationship. I'll go first:"
- 3-12s** "I have a whole roster logged in an app and he's tagged 'slow burn' going on 7 months 🙄 "
- 12-15s** "stitch me with yours. app's in my bio, code [CODE]. #ad"

pair with **Caption I**

10. Stitch the green flag that turned red (~18s)

- 0-3s** "stitch this with the green flag that turned out to be the reddest flag"
- 3-12s** "mine: 'good morning' texts every day that stopped the second I caught feelings."
- 12-18s** "I track how he treats me now, not the vibes. link in bio, code [CODE]. #ad"

pair with **Caption J**

Controversial / hot-take (debate equals reach)

11. The talking stage is a scam (~20s)

- 0-3s** "hot take: a situationship is just a relationship he's getting for free."
- 3-14s** "and the only way I saw it clearly was writing down who actually shows up vs who just texts. spoiler: not the same people."
- 14-20s** "the app I use is in my bio, code [CODE]. #ad. fight me in the comments."

pair with **Caption K**

12. Everything you think is a green flag (~18s)

- 0-3s** "everything you think is a green flag is actually a red flag. let me explain."
- 3-14s** "'he texts good morning every day,' okay, but does he plan anything? Bestea made me track the difference between attention and effort."
- 14-18s** "link in bio, code [CODE]. #ad"

pair with **Caption L**

golden rules

Never name, show, screenshot, or "rate" a real person. **Blur everything**, keep it about your experience.

Never say "track him / spy / monitor him." It is **your** journal, on your side.

New visual every 1 to 3 seconds. Hold the "aha" frame long enough to read.

Tag **#besteabestie** so I can find you and repost.

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