Template: Instagram Reel Script (Hook–Value–CTA)

Script guide for short and engaging Instagram reels



Creating engaging Instagram Reels doesn't have to be complicated. This template breaks down the winning formula into three simple parts: Hook, Value, and Call-to-Action. In just 15-30 seconds, you can capture attention, deliver something useful, and inspire action.

Whether you're showcasing products, sharing tips, or building your brand, this script structure works every time. Ready to **dreamBIG** and use Instagram as a pro in 2026? This template is your shortcut to creating Reels that stop the scroll and grow your business.

The 3-Part Reel Formula

Part 1: THE HOOK (0-5 seconds)

Grab attention immediately. Make viewers stop scrolling.

Your hook should:

- Start with a question, bold statement, or surprising fact
- Be visible and readable on screen
- Promise value that's coming next

Hook Examples:

✓ "Stop! You're making this mistake with [your product]"

✓ "3 things I wish I knew before starting my business"

✓ "This hack saved me ₹5,000 last month"

✓ "Wait... you can do THIS with [product]?"

✓ "POV: You just discovered the easiest way to [solve problem]"

✓ "No one talks about this but..."

Part 2: THE VALUE (6-40 seconds)

Deliver on your promise. Give useful, actionable content.

Your value should:

- Be quick and easy to understand
- Show, don't just tell (demonstrate if possible)
- Focus on one main idea

Value Delivery Methods:

For Product Demos:

- Show the product in action
- Highlight 2-3 key benefits
- Display before/after results

For Tips & Tutorials:

- Break down into 3 simple steps
- Use on-screen text for each point
- Keep it practical and doable

For Behind-the-Scenes:

- Show your process honestly
- Share a quick story or insight
- Make it relatable to your audience

Part 3: THE CALL-TO-ACTION (41-60 seconds)

Tell viewers exactly what to do next.

Your CTA should:

- Be clear and specific
- Give one action (not multiple)
- Make it easy to follow

CTA Examples:

✓ “Save this for later!”

✓ “Try this and tag me in your results”

✓ “Follow for more [industry] tips”

✓ “Link in bio to shop”

✓ “Comment ‘YES’ if you want the full guide”

✓ “Share this with someone who needs it”

✓ “DM me ‘INFO’ for pricing”

Pro Tips for Better Reels

Visual Tips:

- Film in good natural light
- Keep camera steady (use a tripod or prop)
- Use bold, easy-to-read text overlays
- Add trending music (but keep it relevant)

Content Tips:

- Get to the point fast – no long intros
- Show your face to build connection
- Keep text on screen long enough to read
- Use captions for viewers watching without sound

Engagement Tips:

- Post when your audience is most active
- Reply to all comments quickly
- Use 3-5 relevant hashtags
- Pin important comments to the top

Quick Reel Checklist

Before posting, ask yourself:

☐ Does my hook stop the scroll in 3-5 seconds?

☐ Does my value deliver what the hook promised?

☐ Is my CTA clear and easy to follow?

☐ Can viewers understand without sound?

☐ Is the video under 60-90 seconds?

☐ Did I add relevant hashtags?

Start Creating Today

This template gives you the exact structure to create Reels that engage, educate, and convert viewers into customers. No more guessing what to say or how to structure your content. Simply fill in the template with your unique message, hit record, and watch your reach grow.

The Hook-Value-CTA formula works because it respects your audience's time while delivering real value. Every Reel becomes an opportunity to showcase your expertise, build trust, and drive action. Your next viral Reel is just one template away.

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