30 Ready-to-Post Reel Scripts for Small Businesses

Each script is for one short vertical video. Every script works without showing anyone's face. Film with hands, products, tools, and close-ups.

1. Cafe: The First Cup of the Day

Hook: This is what 6 in the morning looks like here.

Visuals: Hands pouring milk into coffee, steam rising, cups lined up on the counter, the shop door opening, morning light through the window.

Script: The first pot goes on before the sun is up. The beans are ground fresh, the milk is steamed to order, and every cup goes out the same way. No shortcuts. If you are passing through before work, the first cup is on the counter waiting.

Caption: Mornings start here. Fresh coffee, poured to order, every day.

Call to action: Come by before work and try the house blend.

2. Bakery: Out of the Oven at 7

Hook: These came out of the oven two minutes ago.

Visuals: Hands pulling a tray from the oven, steam, close-up of golden crust, a knife slicing a loaf, paper bags being filled.

Script: The dough was mixed last night and left to rise. This morning it went into the oven at 6, and it comes out like this. Crusty on the outside, soft inside. We bake a small batch each morning, and when it is gone, it is gone.

Caption: Baked this morning, gone by lunch. Small batches, every day.

Call to action: Order ahead and we will set a loaf aside for you.

3. Hair Salon: The Before and After

Hook: Same hair, one hour apart.

Visuals: Close-up of hair before, hands parting it, tools on the station, hands cutting and styling, the finished style from behind, a mirror shot showing only the back of the head.

Script: She came in with hair down to here and no plan. We talked through what she wanted, cut it to the shoulders, added soft layers, and finished with a smooth blow dry. The cut grows out well, so it still looks good in six weeks.

Caption: A fresh cut that still looks good in six weeks.

Call to action: Book a cut and consultation through the link.

4. Barbershop: A Clean Fade, Start to Finish

Hook: Watch a full fade come together in 30 seconds.

Visuals: Clippers moving through hair in close-up, hands brushing away cut hair, the neckline being cleaned up, the finished fade from the side and back, aftershave being applied to the neck.

Script: Start with the guards, work up from the skin, blend the lines out, and finish the edges. The whole thing takes about 25 minutes. Walk in, sit down, walk out looking sharp.

Caption: Sharp fades, no appointment needed.

Call to action: Walk in today, we are open until 8.

5. Gym: Your First Week, Mapped Out

Hook: New to the gym? Start here.

Visuals: Hands chalking up, a treadmill screen, dumbbells being racked, a water bottle on a bench, a coach's hands adjusting a bar, a timer on a phone.

Script: Day one is a walkthrough, not a workout. We show you the machines, set your weights, and build a simple plan: three days a week, 40 minutes. You do not need to know anything. You just need to show up.

Caption: Three days a week, 40 minutes, and a plan that fits you.

Call to action: Try a free first session this week.

6. Boutique: Three Ways to Wear One Dress

Hook: One dress, three outfits, no new spending.

Visuals: The dress on a hanger, hands pairing it with a jacket, then a belt, then boots, close-ups of fabric and details, the three looks laid flat on a bed.

Script: This dress works three ways. With a denim jacket and trainers for the day, with a belt and boots for the evening, and with a long cardigan for cold days. One piece, three outfits, and it is in store now.

Caption: One dress, three ways to wear it.

Call to action: Shop it in store or send us a message to reserve your size.

7. Cleaning Service: A Kitchen, Before and After

Hook: This kitchen took two hours. Here is the change.

Visuals: A sink full of dishes before, hands wiping a counter, a stove being scrubbed, sparkling taps close-up, the finished kitchen, products lined up.

Script: We start with the dishes, then the counters, the stove, and the floor. Everything gets wiped down, and we finish with the taps. Two hours, and the kitchen looks like this. Weekly or one-off, your call.

Caption: Two hours, one clean kitchen.

Call to action: Book a clean through the link in our profile.

8. Florist: A Bouquet, Built in Front of You

Hook: Pick the flowers, watch it come together.

Visuals: Hands choosing stems from buckets, trimming stems, arranging in paper, tying ribbon, the finished bouquet, a hand placing it in a vase.

Script: Pick any five stems and we build the bouquet while you wait. This one has roses, eucalyptus, and one tall stem for height. Wrapped in paper, tied with ribbon, and ready to go in under ten minutes.

Caption: Five stems, ten minutes, one bouquet.

Call to action: Come in and build your own bouquet today.

9. Restaurant: How the Special Is Made

Hook: This is the dish everyone orders on Fridays.

Visuals: Hands chopping vegetables, a pan on the stove, plating close-up, steam rising, the finished plate, a hand placing it on a table.

Script: The special starts with fresh vegetables, chopped to order. It goes into the pan for eight minutes, then onto the plate with the sauce we make every morning. It is on the menu every Friday, and it sells out most weeks.

Caption: Friday special, made to order, gone by 8.

Call to action: Reserve a table for Friday night.

10. Pet Grooming: From Muddy Paws to Clean Coat

Hook: He came in covered in mud. This is 40 minutes later.

Visuals: Muddy paws close-up, a bath with hands lathering, a towel dry, brushing, the clean dog shaking, a bow tied on the collar.

Script: First a warm bath, then a blow dry, then a brush out. The whole thing takes about 40 minutes. He leaves clean, dry, and smelling good. Book a slot before the weekend rush.

Caption: Muddy in, clean out, 40 minutes.

Call to action: Book a groom through the link.

11. Candle Maker: Pouring a New Batch

Hook: This is how a candle starts.

Visuals: Wax melting in a pot, hands stirring, fragrance oil being added, pouring into jars, wicks being centred, finished candles with lids.

Script: The wax melts at a low heat, the fragrance goes in, and then it is poured by hand into each jar. The wicks are set straight, and the candles cure for two days before they are sold. Small batches, poured here.

Caption: Poured by hand, cured for two days, ready to burn.

Call to action: Shop the new batch on our website.

12. Bookstore: Three Books for a Slow Sunday

Hook: Three books, one slow Sunday.

Visuals: Hands pulling books from shelves, covers facing the camera, pages being turned, a bookmark being placed, a stack of three books, a coffee cup next to them.

Script: If you have a slow Sunday coming, these three will fill it. One story that moves fast, one that makes you think, and one you can dip in and out of. All three are on the front table this week.

Caption: Three books, one slow Sunday.

Call to action: Come in and browse the front table.

13. Plant Shop: The Plant That Forgives You

Hook: Kill every plant you touch? Start with this one.

Visuals: Hands holding a small pot, watering, placing it on a sunny windowsill, close-up of new leaves, a row of pots on a shelf.

Script: This one needs water once a week and light from any window. That is the whole routine. It grows new leaves fast, and it tells you when it is thirsty by drooping a little. If you have killed plants before, this is the one to try.

Caption: Water once a week. That is the whole job.

Call to action: Pick one up in store, we will show you how to care for it.

14. Handmade Jewellery: From Wire to Ring

Hook: This ring started as a straight piece of wire.

Visuals: Hands bending wire, shaping it around a mandrel, polishing, a close-up of the finished ring on a stand, rings lined up in a box.

Script: Start with the wire, bend it into shape, solder the join, and polish it until it shines. Each ring is made to order in your size. No two are exactly alike.

Caption: Made to order, no two alike.

Call to action: Order yours through the link, in any size.

15. Nail Salon: A Full Set, Start to Finish

Hook: Naked nails to finished set in 60 seconds.

Visuals: Hands filing nails, polish being applied close-up, a hand under a lamp, the finished set, hands holding a coffee cup to show the nails.

Script: First the shaping, then the base coat, two coats of colour, and a top coat under the lamp. The whole set takes about an hour. This colour is the most requested shade this month.

Caption: One hour, one finished set.

Call to action: Book a set through the link in our profile.

16. Car Detailing: A Winter Interior, Restored

Hook: Salt, sand, and crumbs. Gone in one visit.

Visuals: A dirty car mat, a vacuum nozzle moving across seats, hands wiping the dashboard, clean mats being placed back, a close-up of a clean steering wheel, the finished interior.

Script: Winter does a number on car interiors. We vacuum every seat, wipe every surface, and clean the mats properly. About two hours, and the car feels new again. Book before the spring rush.

Caption: Two hours, and it feels like a new car.

Call to action: Book a detail through the link.

17. Massage Therapist: What Happens in a First Session

Hook: Never had a massage? Here is what happens.

Visuals: Hands folding towels, oils lined up, a treatment room with soft light, hands pressing a shoulder with the client facing away, a glass of water, a calm room.

Script: First we talk for five minutes about what hurts and what you need. Then you lie down, and the work starts slow. You can say stop or softer at any time. Most people leave feeling looser than they have in months.

Caption: Five minutes of talking, then the work starts.

Call to action: Book your first session this week.

18. Dog Walker: A Midday Walk, Step by Step

Hook: This is what your dog does at noon while you work.

Visuals: A lead being clipped on, paws on pavement, a dog sniffing grass, a water bowl, the dog settling back at home, a photo update being sent.

Script: We pick up at noon, walk for 30 minutes, and send you a photo update while we are out. Water when we get back, and a note about how the walk went. Your dog gets the break, you get the update.

Caption: A midday walk, and a photo while we are out.

Call to action: Book a week of walks through the link.

19. Custom Cake Maker: A Cake, Built to Order

Hook: This cake was a sketch three days ago.

Visuals: Hands levelling cake layers, frosting being spread, piping close-up, decorations being placed, the finished cake on a stand, a slice being cut.

Script: It starts with a sketch and a flavour. The layers are baked the day before, stacked, and iced by hand. This one took three hours to decorate. Order at least a week ahead for custom designs.

Caption: From a sketch to a cake in three days.

Call to action: Order a custom cake at least a week ahead.

20. Stationery and Print Shop: A Notebook, Bound by Hand

Hook: This notebook was a stack of paper this morning.

Visuals: Hands folding paper, stitching a spine, a cover being pressed, pages being trimmed, finished notebooks in a row, a pen writing on the first page.

Script: The pages are folded, stitched, and pressed into the cover by hand. The paper takes ink well, so it works for fountain pens too. They come in three sizes, and you can pick the cover colour.

Caption: Folded, stitched, and pressed by hand.

Call to action: Shop notebooks in store or online.

21. Thrift Shop: Five Finds for Under Twenty

Hook: Five pieces, all under twenty, all in store now.

Visuals: Hands pulling items from a rack, close-ups of labels and fabric, items laid flat, a price tag being shown, a bag being filled.

Script: New pieces go out every morning. Today there is a denim jacket, two shirts, a skirt, and a scarf, and none of them cost more than twenty. They go fast, so if you see something you like, come in soon.

Caption: New pieces every morning, nothing over twenty.

Call to action: Come in early for the best picks.

22. Meal Prep Service: A Week of Lunches, Done in One Day

Hook: Five lunches, cooked once, ready all week.

Visuals: Hands chopping, containers being filled, lids going on, a fridge shelf of labelled containers, one container being heated, the finished lunch on a plate.

Script: One afternoon of cooking covers five lunches. Each box has protein, vegetables, and a grain. They keep in the fridge for five days, and you just heat and eat. Order by Sunday for the week ahead.

Caption: Cook once, eat well all week.

Call to action: Order by Sunday for next week.

23. Soap Maker: A Batch of Soap, From Scratch

Hook: This soap started as oil and lye this morning.

Visuals: Oils being poured, stirring, colour being swirled in, pouring into a mould, cutting bars, finished bars wrapped in paper.

Script: The oils and lye are mixed, the scent goes in, and the batch is poured into the mould. It cures for four weeks before it is sold, so the bars last longer in the shower. Each batch makes twenty bars.

Caption: Mixed, poured, and cured for four weeks.

Call to action: Shop the new batch on our website.

24. Bike Repair Shop: A Full Service, Explained in 30 Seconds

Hook: Your bike feels slow? It probably needs this.

Visuals: Hands spinning a wheel, a chain being cleaned, brakes being adjusted, tyres being pumped, the finished bike, a test ride filmed from the bike with no rider in frame.

Script: A full service means new brake pads if they are worn, a clean chain, true wheels, and pumped tyres. Most bikes come in slow and leave feeling new. Drop it off in the morning, pick it up in the afternoon.

Caption: Drop it off in the morning, ride it home in the afternoon.

Call to action: Book a service through the link.

25. Landscaper: A Garden, One Season Later

Hook: This garden looked like a patch of mud in spring.

Visuals: Hands planting, soil being spread, a hedge being trimmed, a mower passing, the finished garden, a close-up of new flowers.

Script: In spring it was bare soil. We planted, mulched, and trimmed it back over the season, and this is where it ended up. Gardens take time, but the change is real. Book a spring clean-up now for next year.

Caption: Bare soil in spring, a full garden by autumn.

Call to action: Book a garden visit through the link.

26. Photographer: A Product Shoot, Behind the Scenes

Hook: This is how a product photo actually happens.

Visuals: Hands setting up a light, a product on a plain background, a camera on a tripod, test shots on a screen, the finished photo, prints laid out.

Script: One light, one plain background, and the product in the middle. We shoot from three angles, pick the best frame, and clean it up. Good photos sell products, and they start with good light.

Caption: One light, one background, one good photo.

Call to action: Book a product shoot through the link.

27. Tutor: One Hour, One Stuck Topic

Hook: Stuck on one topic? One hour can move it.

Visuals: A notebook with worked problems, hands writing steps, a timer on a desk, flashcards, a page of notes, a pencil being set down.

Script: Pick the one topic that keeps tripping you up. We work through it step by step for an hour, with examples you can keep. Most students leave the session able to do the problems on their own.

Caption: One topic, one hour, worked through step by step.

Call to action: Book a first session through the link.

28. Farmers Market Stall: What Is Fresh This Saturday

Hook: This is what is coming off the farm this Saturday.

Visuals: Hands filling a crate with vegetables, a basket of eggs, jars lined up, a chalkboard with prices, hands bagging produce, the stall from the front.

Script: This Saturday we have tomatoes, eggs, and jam from last week's batch. Everything is picked the day before, so it is as fresh as it gets. We are at the market from 8 until 1, or until it sells out.

Caption: Picked Friday, sold Saturday, gone by 1.

Call to action: Find us at the market on Saturday morning.

29. Tea Shop: A New Blend, Tasted for the First Time

Hook: We have not tried this blend yet either. Here goes.

Visuals: Hands opening a tin, leaves being measured, hot water pouring, steam, a cup being lifted, the tin on a shelf.

Script: This blend is black tea with dried orange and a little spice. The leaves go in, the water goes on, and it steeps for four minutes. It tastes warm and a little sweet. If you like it, the tin is on the shelf behind the counter.

Caption: Four minutes to steep, warm and a little sweet.

Call to action: Come in and taste it this week.

30. Home Organiser: One Drawer, Done in an Hour

Hook: One drawer, one hour, no more digging.

Visuals: A messy drawer, hands sorting items into piles, dividers being placed, items arranged neatly, the drawer sliding shut, a label being stuck on.

Script: Start with one drawer. Everything comes out, we sort it into keep, move, and toss, and then it goes back in with dividers. One hour, one drawer, and you can find things again. We do kitchens and closets too.

Caption: One hour, one drawer, everything findable.

Call to action: Book a first session through the link.