

ok, the aesthetic vids are done (i did 4 of them), and the 3 problem-solution vids are done. what are the last vids supposed to be

Show thinking

The final set of four videos is the "**Feature Focus**" series.

The purpose of these videos is to individually highlight the high-value bonuses that make the "\$27 Ultimate Edition" a compelling purchase. You are educating the customer on the specific assets they get when they select the premium variant.

Here are the four videos to create.

## 1. The Custom Builder

- **Concept:** Show the blank "My Custom Ritual" template. Quickly show a cursor dragging a new header image into the top and typing a custom title like "My 2025 Hot Girl Plan." This demonstrates creative freedom.
- **On-Screen Text:** Don't like our planners? Build your own. The Custom Ritual builder is included in the Ultimate Edition.

## 2. The Skincare Glossary

- **Concept:** A fast-paced, satisfying scroll through the A-Z glossary page. The cursor briefly stops and highlights the definition for "Retinol" or "Niacinamide." This demonstrates authority and utility.
- **On-Screen Text:** Finally understand what you're putting on your face. The A-Z Skincare Glossary.

## 3. The Digital Stickers

- **Concept:** Show the grid of all 35+ digital stickers. Then, show a sticker being copied and pasted onto one of the daily planner pages to mark an event. This shows personalization.
- **On-Screen Text:** Make it yours. 35+ aesthetic digital stickers included to customize your planner.

## 4. The Exclusive Archetype

- **Concept:** A slow, aesthetic scroll through one of the most compelling exclusive planners, like "🎸 The Rockstar Recovery" or "✨ The Supermodel Reset." Treat it like the "Aesthetic Showcase" videos.
- **On-Screen Text:** For the morning after the night before. The Rockstar Recovery planner, one of 5 exclusive archetypes in the Ultimate Edition.