

Gemini Pro 2.5

UPDATE: yesterday's video stats for the chaos note vid: instagram 51 views 1 like 0 shares, tiktok 99 views 0 shares and likes, youtube shorts 77 views 1 like 0 shares. should we create an AI generated influencer video--like Cerine or Marisol showing then washing their face checking the app and ticking some checkboxes--or just stick to the vids we already have?

Show thinking

The new data confirms the pattern. The current video format is not working. The hooks are not landing, and the algorithm is not distributing the content. Continuing to post these videos is a waste of time.

Your proposal to create an AI-generated influencer video is the correct next move. It is an excellent idea.

This is the right strategic pivot for three reasons:

1. It introduces a humanizing character (Cerine), which is more engaging than anonymous screen recordings.
2. It allows for better storytelling—a "day-in-the-life" format is more compelling than a simple feature showcase.
3. It connects this product directly to your larger brand world, which is a smart long-term play.

We will pause the current posting schedule. Do not post any more of the existing videos. Their format has been invalidated by the data. Your priority now is to create one test video using this new concept.

Action Plan: Create the AI Influencer Test Video

- **Character:** Use Cerine.
- **Concept:** A short "My Morning Routine" or "Get Ready With Me" (GRWM) format.
- **Sequence:**
 1. A quick shot of Cerine (e.g., washing her face, tying up her hair).

2. She picks up her phone or laptop.
 3. A quick cut to a screen recording of her opening The Glow-Up Planner.
 4. A satisfying shot of her checking off the first box in the routine.
 5. End with a shot of her looking calm and ready for the day.
- **On-Screen Text:** Keep it simple and aspirational. My morning ritual ✨ or Organizing my day with the Glow-Up Planner.

This is a strategic pivot. It may feel like a delay, but posting more failing videos is the only true waste of time. Your task is to create one test video in this new format as quickly as possible. We need to see if this new creative direction resonates with the audience.



0:11

okay review my edit and write a voiceover script to match it. i want onscreen text only for the last shot (after the planner screenshots). and write a killer caption for the description as well--NO HASHTAGS THIS TIME.

Show thinking

Critique of the Edit

This new video is a massive improvement and the correct direction. It is a winning format.

The "day-in-the-life" approach with a real person connects the product to an aspirational feeling, which is far more effective than a simple screen recording. The pacing is good, and the story is clear: the planner is an integral part of a successful daily ritual.

This is the creative standard for all videos moving forward.

Voiceover Script

(Record this to match the video's timing. Speak clearly and with a calm, confident tone.)

(0-4 seconds - during the face washing/application shots)

"A good morning routine is more than just products... it's a ritual."

(4-11 seconds - as she picks up the phone and uses the planner)

"But the real magic is knowing exactly what to do... and tracking your progress, every single day. That's how a real glow-up begins."

On-Screen Text for Final Shot

(This text should appear during the last shot of her smiling at the phone, from seconds 10-11.)

The Glow-Up Planner ✨ teenswannaknow.com/glow-up-landing-page/

Caption (No Hashtags)

There's a reason they call it a ritual, not a chore. We created The Glow-Up Planner to be the command center for your best days—the ones where you feel organized, intentional, and completely in control. Stop guessing, start planning.

Get yours at: teenswannaknow.com/glow-up-landing-page/

ok that's the riht direction--but the VO should be slightly shorter and also be first person as if the girl herself is speaking the words.

Show thinking

Understood. Shorter and in the first person. Here is the revised script.

Revised Voiceover Script

(0-4 seconds - during the face washing/application shots)

"My morning ritual is my favorite part of the day..."

(4-11 seconds - as she picks up the phone and uses the planner)

"...and this is how I stay consistent and actually make my glow-up happen."