FIELDNOTE SOCIAL / CLIENT: COPPERLEAF MOBILE GROOMING

Three clips, reworked for the first two seconds

New hooks, a new cut order, one caption style for every client, and caption files for all three. Every frame and every spoken line comes from footage the client already shot.

Doodle before/after
0:48 → 0:27

Nail-trim talk
1:04 → 0:30

Van tour
0:41 → 0:24

Your last batch: 9 reels, 1.6s average watch time, steepest drop at second 2. The goal here is a clip that gives people a reason to stay in second one.

DIAGNOSIS

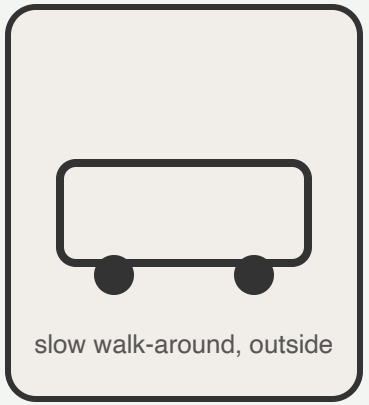
What second one shows right now



Doodle: logo card. Nothing to watch, nothing to wonder about.



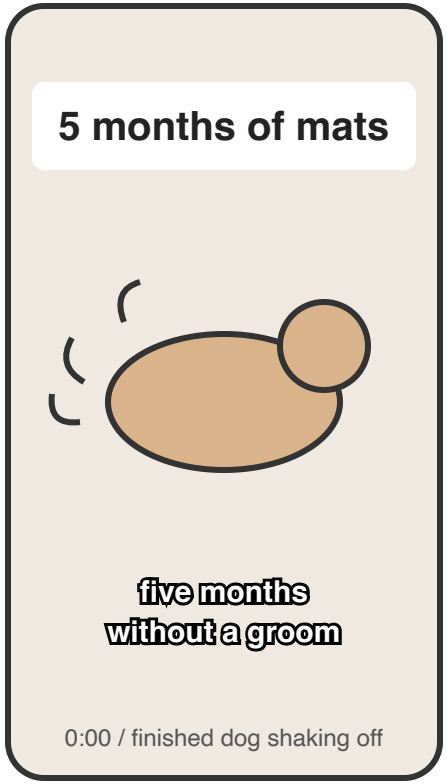
Nail trim: a warm-up sentence. The best line is buried at 0:37.



Van tour: a parked van. The inside is the point, and it shows up at 0:09.

The rule for every client: open on the payoff or the problem. Never the logo, never "hi everybody." Branding goes on the end card.

CLIP 1 / DOODLE BEFORE-AFTER / 0:48 → 0:27



HOOK A

5 months of mats

Opens on the finished shake-off, then cuts to the mats.

HOOK B

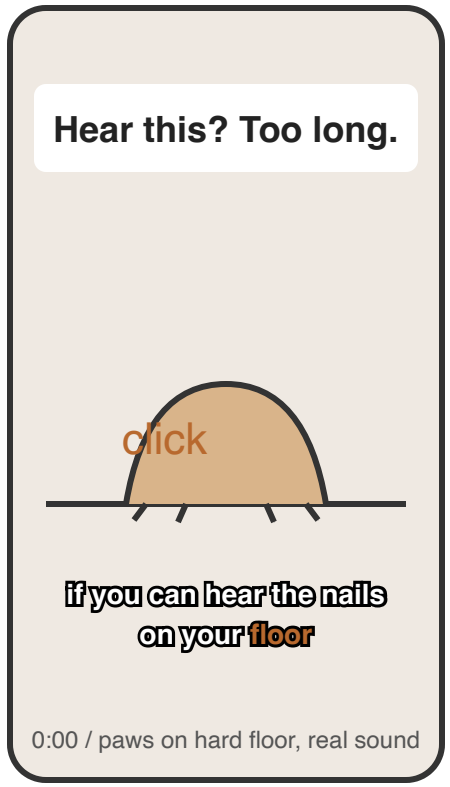
Same dog. Same morning.

Opens on the mats, then a hard cut to the reveal.

0:00-0:02	src 0:42	Reveal: shake-off. Groomer's "five months" line laid under it.
0:02-0:05	src 0:12	Close-up of the matted coat.
0:05-0:13	src 0:15-0:31	Bath and brush-out at 2x speed, voice at normal speed.
0:13-0:21	src 0:31-0:39	Face scissoring.
0:21-0:27	src 0:42-0:48	Reveal again, plus the end card: logo and "Book a driveway groom".

Cut: logo card (0:00-0:04) and the intro to camera (0:04-0:06).

CLIP 2 / NAIL-TRIM TALK / 1:04 → 0:30



HOOK A

Hear this? Too long.

Opens on the nail-click sound, with the groomer's line underneath.

HOOK B

Your floor is telling you something

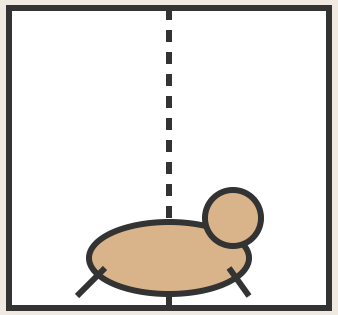
Same opening frame, different text. Swap only the top line.

0:00-0:03	src 0:37-0:41	The best line, over the paws-on-floor B-roll. Keep the clicks loud.
0:03-0:05	src 0:41-0:43	Jump to the groomer on camera: "they're already too long."
0:05-0:14	src 0:19-0:30	Why it matters, tightened. Jump-cut out the "um"s.
0:14-0:26	src 0:46-0:58	"A little every visit," cut against the trim close-up.
0:26-0:30	end card	"Nail trim with every groom."

B-roll needed: 3 seconds of paws on a hard floor. If it's not in the clip, ask the client for it; one phone take is enough.

CLIP 3 / VAN TOUR / 0:41 → 0:24

The salon parks outside



we don't have a shop
the shop comes to you

0:00 / side door opens, dog hops in

HOOK A

The salon parks outside

Opens on the door sliding open as the dog hops in.

HOOK B

Your dog never sits in a kennel

Opens inside, on the tub filling.

0:00-0:03	src 0:09-0:12	Door opens, dog hops in. Hook text goes on top.
0:03-0:08	src 0:14-0:19	Warm-water tub, then a whip-pan to the table.
0:08-0:13	src 0:22-0:27	Dryer, then the tool wall.
0:13-0:20	src 0:30-0:37	The groomer's "never waits in a kennel" line.
0:20-0:24	src 0:00-0:04	The exterior shot, moved to the end, with the end card.

The walk-around isn't deleted. It moves to the close, where it works as a "here's how to spot us" shot.



- **Frame:** 1080 x 1920. Captions sit centered between 62% and 78% of the height.
- **Font:** a heavy sans-serif, 64 px, white with a 6 px black stroke. No drop shadow.
- **Length:** 2 lines max, about 28 characters per line. All lowercase, no period at the end.
- **One keyword per caption** goes in the client's brand color (here, copper **#b8692e**).
- **Hook text** is a separate layer: the top third, a white box, dark 56 px type, on screen for the first 3 seconds only.
- **Numbers as digits:** "5 months," not "five months," in the hook. Captions match the speech.

CAPTION TIMING AND THE FILES

Caption files in, burned-in captions out

- The first caption appears on frame 1. No blank first second.
- Each caption stays up 1.5 to 4 seconds. Split anything longer.
- Break lines where people pause, never mid-phrase ("on your / floor," not "on / your floor").
- Sound that carries the meaning gets a cue: [nails clicking].
- Leave a 0.3 second gap at hard cuts so a caption doesn't jump across a cut.

Three files included:

doodle-recut.srt / 7 captions / 0:27
nails-recut.srt / 9 captions / 0:30
van-recut.srt / 7 captions / 0:24

Burn them in using the style sheet. Also upload the .srt as the platform's caption track where it's allowed, so muted and screen-reader viewers both get it.

The recut-order sheet lists every shot with its source in/out, so the edit can be rebuilt line by line.

FOR THE OTHER 10 CLIENTS

The two-second checklist, before anything posts

- Find the payoff (the reveal, the result, the best line) and move it to 0:00.
- Delete logos, hellos and "so today" openers. Branding goes on the end card.
- Write two hooks. Post A first; use B on the repost or the next clip.
- Something must move or make a sound in frame 1.
- Captions on, per the style sheet, on every clip.
- The client approves the recut, especially any line moved out of order.

Ask clients to film:

- The "after" shot first, before they put the phone away.
- 3 extra seconds of the sound or the detail (paws, sizzle, drill).
- Their best sentence said twice, the second time shorter.

> Track 3-second views and average watch time per clip in the same sheet as last batch, so hook A and hook B can be compared side by side.