

# One-Page Faceless Shot Planner

Turn one loose reel idea into one clear filming plan.

**How to use:** Fill this page in order. Keep every answer short. If one box turns into a paragraph, narrow the idea.

## Plan fields

- Outcome
- Hook
- Setup
- Proof
- Detail
- CTA
- Must-Capture Shots
- Filming Note

## Compact example

**Outcome:** Show how a handmade mug looks warm and gift-ready.

**Hook:** Five calm shots for a handmade mug reel.

**Setup:** Mug on folded linen in morning light.

**Proof:** Tea pour close-up.

**Detail:** Handle and glaze edge.

**CTA:** Save this shot order for later.

**Must-Capture Shots:** wide table shot, in-hand shot, pour shot, detail close-up, closing frame.

**Filming Note:** Record the pour first while the steam is visible.