main char: honey vendor

supporting: market attenders

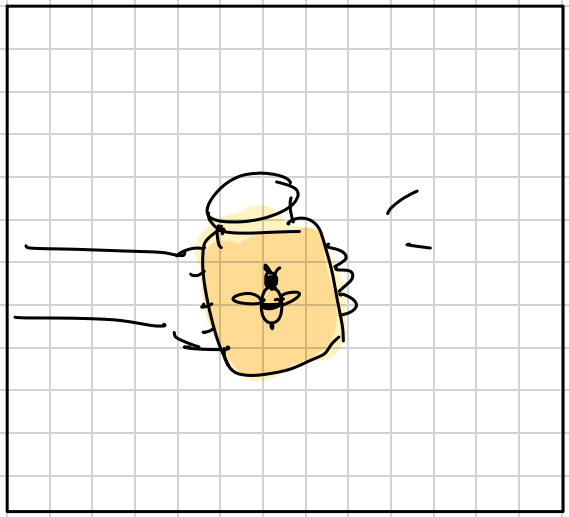
Scene 1: intro, market liveliness!

gloomy (pre telly) (sad music)

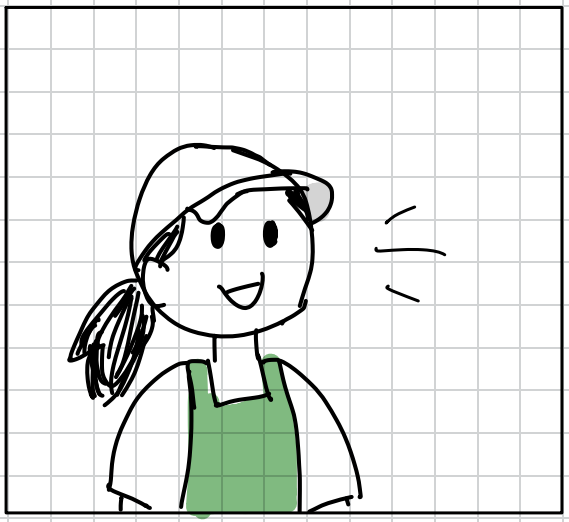


passionate convos @ market

wide shot



highlighting her story IRL

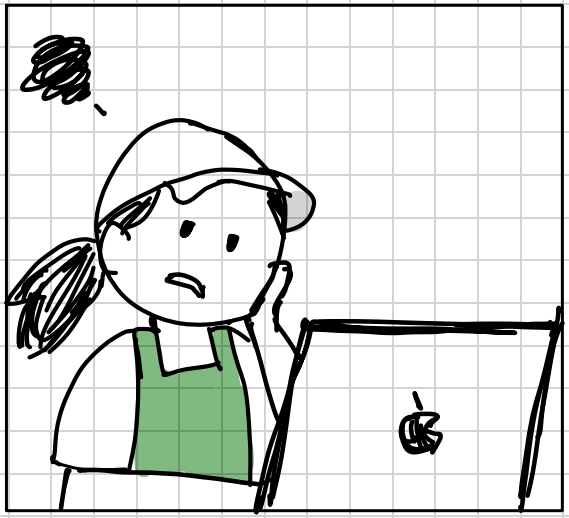


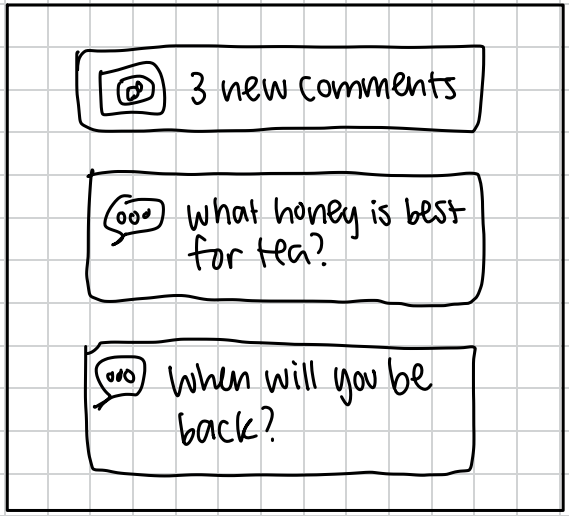
fulfillment from feeling connected!

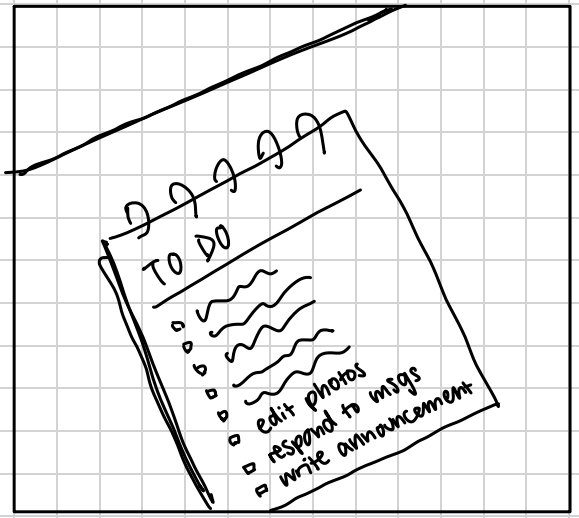
happy explaining

happy customers

scene 2: the problem







feels exhausted & overwhelmed at home

needs to make effort to stay connected w/ customers

social media feels like a full time job

show she is OVERWHELMED (blurry?)

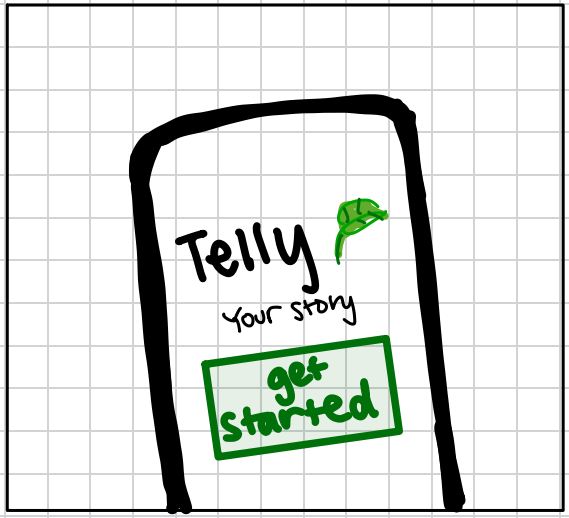
Scene 3: discovering telly

BECOMES MORE LIGHTED + happier music ("awakened")



she's overwhelmed...

another vendor recommends telly!



she decides to try it...

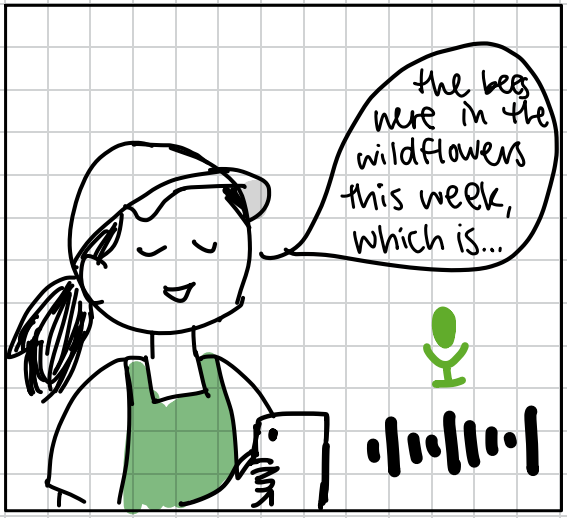
(duh duh DUH moment)



[BLACKOUT SCREEN as her world changes]

scene 4: task 1 (share week's selling options) + task 2 (storytelling)





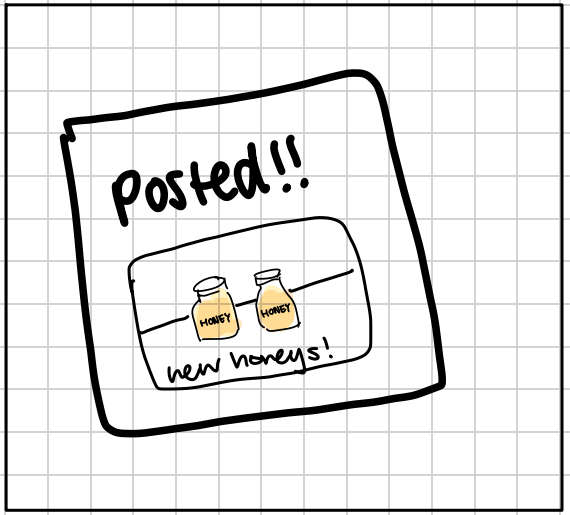


photo + quick voice note (seamless process)

post is ready/live in seconds!

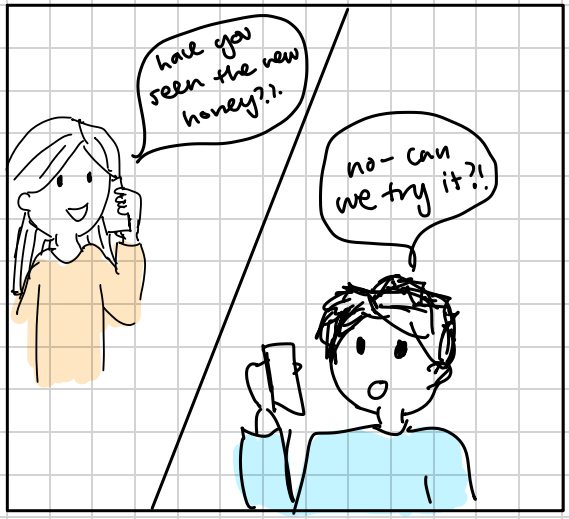
make these intentionally fast paced / "action" shots to show ease

scene 5 : task 3 - create network even beyond market days



customers see the posts, learn her story, feel more connected, get updates

the media 'takes care of itself'
- i.e set phone down but it's still handling it



(network creation!)

panning to show the flow of network



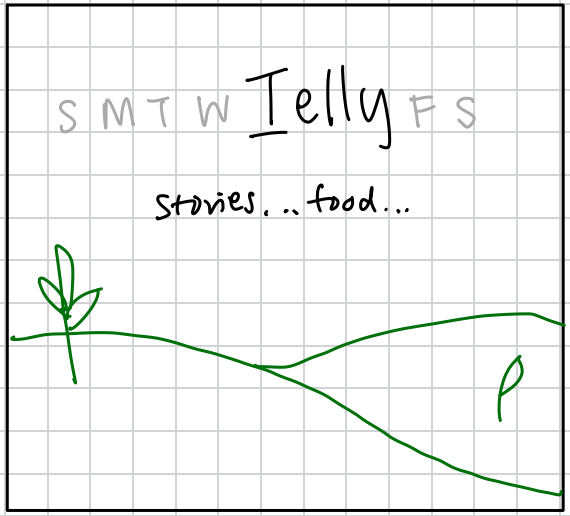
business grows & ppl know her story :)

customers reference the social media/network

scene 6: closing



she's less stressed, more connected, and excited for what's ahead!



the market closes, but the story is open 7 days a week :) Telly!