POSTFERTIG / WORKSHOP EDITION



The Detailing Playbook.

30 reels for car detailers. Shot lists, edit timings and ready-to-post copy for your shop.

QUICK START

Your first shoot

01 Pick a job

Choose a car you are already working on. Get permission before posting. Keep plates, faces, paperwork and personal belongings out of frame.

02 Get the before shot

Start with day 02 for a wheel or day 04 for a seat. Record the starting condition. Mark your camera position and lock focus and exposure if your phone allows it.

03 Film three angles

Shoot vertically. Leave a spare second before and after each movement. Film the work and the result in the same light.

04 Edit and post

Follow the timings on your reel card. Put the opening line on screen in the first two seconds. Use the short overlays on later shots. Read the caption aloud and replace anything in square brackets.

05 Update your planner

Open Content-Planner-EN.html in your browser. Pick the day, copy the caption, set a posting date and return later to record your results.

REEL SCRIPTS / DAYS 01–02

DAY 01

First impressions

SETUPS D01, D08

Where would you start on this car?

0–2 s Show the whole car before the detail.

2–7 s Point to the grime inside the door handle.

7–12 s Match the angle after cleaning.

On screen · Handle recess before / After cleaning

The first thing we spotted was the dirt tucked behind this handle. What catches your eye first when you look at your car?

#CarDetailing #AutoDetailing #DetailingShop

DAY 02

One wheel spoke

SETUPS D02

Keep your eye on the left spoke.

0–2 s Frame the dirty spoke straight on.

2–7 s Follow the brush into the recess.

7–12 s Return to the same angle on the clean spoke.

On screen · Brake dust / Same angle

Most of the brake dust on this wheel was hiding along the edges. Replay the first two seconds and compare that inside corner.

#WheelCleaning #Detailing #WheelCare