Kymora.

CREATOR BRIEF

WHAT YOU GET

- **A$30** for every approved batch of 3 videos (first 2 batches each month)
- **A$3.50 per 1,000 views** when your video runs as an ad (up to A$2,000 per video)
- **A$25** for every booked call from your ad that shows up
- **A$400** for every clinic that signs from your ad. No cap.

Paid every Friday. We estimate most creators earn **A$50 to A$300** over their first 2 months, and a winning video can clear **A$2,000+**. That's an estimate, not a promise.

WHAT YOU DO

1. **Watch** the example video at **kymora-creators.pages.dev** and read the formula below.
2. **Record** it your way: you, talking to camera, about 30 seconds, vertical, on your phone.
3. **Send it in** with the ticked checklist.

THE FORMULA (6 parts, about 5 seconds each, one idea per part)

1. PERSON (0–3s) · open on a person or a place, never a number

> *"There's a laser clinic in Sydney that never has a slow week."*

2. PROOF (3–8s) · the real numbers, straight after

> *"They texted their old clients. 1,012 texts, 131 booked back in."*

3. WHAT CLIENTS GET (8–14s) · a person doing something for a person

> *"Each old client gets a text from the clinic. Their name, their last treatment, and when they're due back."*

4. IMAGINE (14–20s) · paint the owner's picture

> *"Imagine hundreds of your old clients answering within seconds, and booking within minutes."*

5. FREE COUNT (20–26s) · the no-catch offer

> *"Before you decide anything, Kymora goes through your client list and shows you how many stopped coming back, and what they'll spend when they return."*

6. ASK (26–30s) · short and warm, smile here and nowhere else

> *"Tap below, and see yours."*

Say it your way, keep the numbers exactly as written. Page 2 explains why each part is there.

HOW TO FILM

- Phone at eye level. Light in front of you (face a window), bright and even.
- Start talking the instant you hit record. Calm, about 3 words a second, like you're telling a friend. No energy spike on the numbers.
- Captions on from the very first frame. A fresh shot every 4 to 6 seconds if you can. No music, no intro, no logo.

THE CHECKLIST (send it ticked with every video)

- ☐ Vertical (9:16), phone at eye level
- ☐ Clean audio, no music
- ☐ Captions on, accurate, easy to read
- ☐ Roughly 30 seconds (25 to 40 is fine)
- ☐ You speak as yourself (never as a clinic owner or client, unless true)
- ☐ Light in front, not behind
- ☐ Talking from second one, no intro
- ☐ Quick cuts, no dead air
- ☐ Only the numbers written in this brief
- ☐ "Clients" not "patients", no clinic names

Good to know: your video runs as an ad from Kymora's account, on our ad budget, so your follower count doesn't matter at all.

STUCK OR UNSURE? Message us in Trybe any time. A real person answers every day, and your first video does not need to be perfect. Send it and we'll help you from there.

WHAT KYMORA ACTUALLY IS

Kymora is an Australian company that helps skin and cosmetic clinics bring back clients who stopped coming in. Most clinics have hundreds of past clients who came once or twice and never returned, and the reminder texts their software sends get ignored. Kymora sends each of those clients a personal message, with their name and their history, and books them back in. The clinic pays for the result. That's the whole business. A real Sydney laser clinic let us message their old clients: 1,012 texts went out, 131 clients booked back in. Those are the only numbers you use.

THE PERSON WATCHING YOUR VIDEO

A woman who owns a skin, laser or cosmetic clinic, usually 35 to 55. She is busy, good at her job, and sceptical, because she has seen a thousand marketing ads and been burned before. Hype makes her scroll. Calm, specific and real makes her stop. Talk to her like a smart friend giving her a tip, not like an ad.

WHY EACH PART OF THE FORMULA IS THERE

- **Person first:** we tested our ads second by second. Openings about a person or place score at the top. Openings with a number score near the bottom. So the number waits.
- **Proof straight after:** by second 5 she knows this is real, while she's still watching. Most people decide in the first 8 seconds.
- **What clients get:** the highest-scoring lines we own describe a person doing something for a person. Not features, not software talk.
- **Imagine:** "imagine" lines measurably lift attention. She sees her own quiet weeks filling up.
- **Free count:** a free, no-catch first step ("before you decide anything") is our single best measured moment.
- **Short ask:** long sales endings always score worst, so the ask is seven words on the high point.

WORDS THAT WORK, WORDS THAT HURT

- **Good:** booked, back, answered, their name, old clients, "imagine", plain everyday words.
- **Bad:** "guaranteed", prices or dollar figures, "patients", "system", "AI", discounts, anything negative ("don't", "stop losing", "you won't"). Negative lines are the worst-scoring moments in every ad we measured.
- Never say you own a clinic or use Kymora (unless you truly do). You're a creator presenting a real story, and that's exactly enough.

WHAT GOOD LOOKS LIKE

The example video at **kymora-creators.pages.dev** is a real Kymora ad that performed. Watch it twice before you film: notice the calm pace, the captions from the first frame, the fresh shot every few seconds. Then be yourself inside the formula. Then just send it in: we'll tell you exactly where it's at, kindly, every time.