WHY I MADE THIS EDIT

My Life Is So Boring

ABOUT THE VIDEO

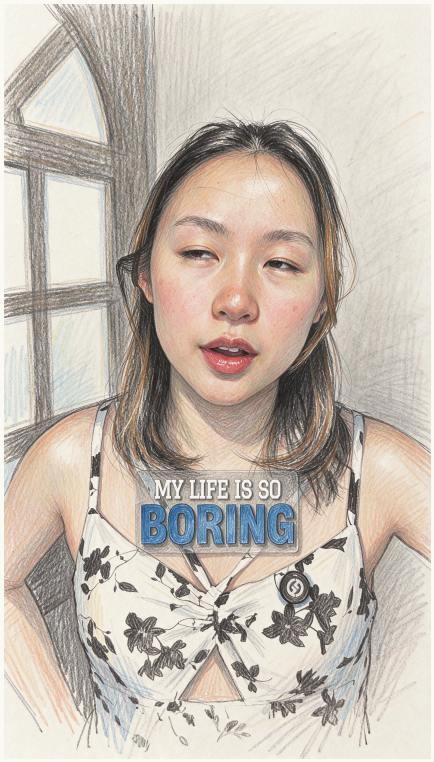
The speaker says she keeps hearing clients describe their lives as boring, then invites them to look for the story behind that feeling. I edit her explanation from the repeated phrase to a brief story spotlight and an on-screen invitation to follow for more.

INSPIRATION

I wanted the repeated client phrase to feel personal, then shift attention to the story behind it and finish with a clear follow action.

CREATIVE CHOICES

I use selective desaturation, a few caption changes, a window-side cutaway, a spotlighted social post, and a familiar profile-card interaction to guide the eye without adding a new message.



00:01

A close-up of a woman appears in a mostly black-and-white frame, with her face in color. A transparent, orange-outlined box near the lower center reads “MY LIFE IS SO” and “BORING” in blue lettering.

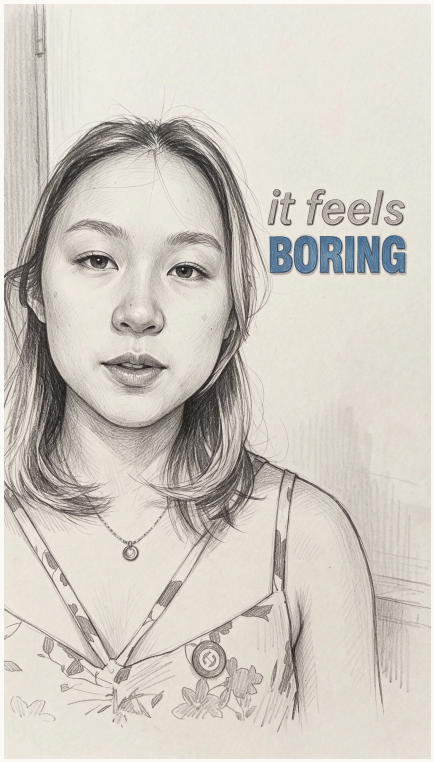
I desaturate everything except her face so the story feels like it is about her while the rest of the frame feels boring. I use the transparent orange container, subdued blue text, light in the letters, and orange outline to hold attention on the phrase.



00:03

A smiling woman fills the frame. Three comment-style cards with profile circles appear behind her on the right, each reading “My life is so Boring.” A large blue-and-white “1” and the words “problem that I hear all the time” cross the lower center.

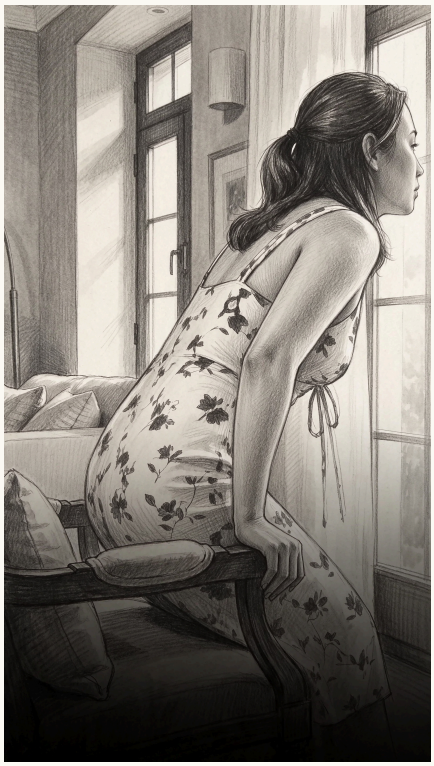
I bring in the number one and three comments from right to left behind her. They represent the repeated messages from clients saying “my life is so boring.” The subtitle beside the number gives that graphic a little personality.



00:11.8

The woman faces the camera against a pale background. To her right, the words “it feels” sit above the larger blue word “BORING.”

I give “BORING” the larger blue treatment while keeping the rest of the phrase lighter, so the word she is discussing carries the emphasis.



00:13.8

The woman in a white dress with a dark floral pattern leans toward a tall bright window, seen in profile from behind. A sofa and framed wall art sit in the dim room behind her, and the bottom of the frame is darkened.

I cut to this quiet window-side moment as a visual pause from the talking head, without adding text or another graphic.



00:22.2

A darkened vertical frame centers a social-post card with a photo of two people at a table, small heart, comment, and share icons, and several short lines of post copy. The words “own story” appear in white italics beneath it.

I darken the surrounding frame and keep the post image lit while “own story” appears below it, directing attention to the story idea without reproducing client-identifying copy.



00:24.7

The woman looks toward the camera with one index finger raised. The caption “so follow for more” appears above a white profile card with a circular avatar and anonymous profile/stat lines; “Following” and “Message” buttons sit along the bottom, with a hand cursor over “Following.”

I keep the familiar profile-card layout and the cursor on “Following” to make the invitation feel like an in-app action, while leaving identifying profile details unreadable.
