

# *The Influencer*

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The First Five  
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**INT. JESSIE'S APARTMENT - MORNING.**

TIGHT ON:

JESSIE RHINER's sincere look of concern, we PULL BACK--

JESSIE  
The world is a scary place...

He's 28, has bleached blonde hair, ripped skinny jeans, and Yeezy's. If he had a spirit animal it would be Diplo.

JESSIE (cont'd)  
For real y'all.

He's on a stool in front of a gray studio style backdrop.

JESSIE (cont'd)  
I mean, doesn't it seem like some  
horrifying terror lurks around every  
freakin' corner, like, am I right?

FURTHER - A small crew operates camera, sound, lights.

JESSIE (cont'd)  
That's why my team and I hooked up  
with the good "peeps" over at CUSH  
airfoam mattresses, because what's  
more terrifying than being unable to  
get a good night's sleep? I know if I  
don't get at least nine and half, I'm  
a total wreck bro.

FURTHER - We're in a small Silverlake studio.

JESSIE (cont'd)  
Comment on this post with the hashtag  
"J-Illy", tag a friend or two and  
we'll choose one lucky follower to  
receive half off your next CUSH  
purchase. I know, that's like huge-  
huge. Good luck fam. Peace.

TITLE OVER:

The Influencer

JESSIE (cont'd)  
And cut. Alright, that's a wrap guys.  
Don't forget your gift bags, they're  
in the kitchen. Shoot was sponsored  
by CUSH so give them a follow if you  
can.

(MORE)

JESSIE (cont'd)  
 Oh and uh include my hashtag J-Illy  
 if you have sec, really helps with  
 the brand, thanks.

The crew cross out and exit, taking their gift bags as they go.

Jessie waits until they're gone then crosses to the camera and removes the magazine. Then to the Zoom, grabs the sound card, and finally over to a computer desk where he sits and slides on his Beats.

#### MONTAGE - The Influence Machine

- Electronic music pumps while we watch a progress bar creep across the screen.
- Jessie opens a browser, cycles through Instagram, liking posts, commenting, replying, following, always tagging "@J-Illy".
- He pulls up his Instagram page @J-Illy - 54,000 followers.
- His photos are professional, glossy, slick, but also overly serious and definitely trying too hard.
- A text from SIS pops up on his iPhone, he flicks the notification away.
- He scrolls through his DM's, replying to as many as possible.
- Daylight outside hardens as morning turns to midday.
- A flurry of activity as Jessie SYNCs, CUTS, GRADES the footage.
- BUZZT- Another ignored text from SIS.
- Jessie photoshops acne from his forehead, massages his jawline.
- The amber light of afternoon begins to flood in, he's been at it nearly all day.
- Finally Jessie exports the video then uploads it to Instagram.
- He quickly logs out, then back into a series of alternate Instagram accounts where he likes and comments on his own, "@J-Illy" page.
- "Solid post Jessie" "Yoooo, I'm following CUSH rn, forreal." "Crushing it J!" "Damn, If I didn't already own two CUSH airfoam mattresses I'd be in on this bro."*
- He watches as likes and comments begin to flow in, a big and happy smile on his face.

#### INT. JESSIE'S APARTMENT - BATHROOM - DAY.

Jessie finishes his three part skin care routine: *Face Wash, Delicate Oil Toner, and Moisturizer.*

A skincare company FRSH, the box reads: *Custom Prepared for @J-Illy.*

His phone is face up on the counter's edge - We notice notifications streaming in.

**INT. JESSIE'S APARTMENT - KITCHEN - DAY.**

Jessie, phone in hand, opens the fridge. Inside several products sent by wannabe sponsors - "*For @J-Illy*".

Behind him, we see on the counter - PAST DUE NOTICES, UNPAID BILLS, REMINDERS...

Jessie heads to the door, but suddenly stops, realizing he's forgetting something. He quickly trots to the side window, closes and locks it. As he is about to lock the next window - HIS PHONE BUZZES. He grabs it.

JESSIE

Yo?

**INT. UBER - DAY.**

AMBER RHINER (Mid 20s, Jessie's ambitious younger sister) in the back of an Uber. *Intercut.*

AMBER

Why aren't you texting me back dick?

JESSIE

Ah- been working all day, what's up?

AMBER

So are we still going or what?

Jessie scratches his head, grabs the door and exits.

**EXT. JESSIE'S APARTMENT - BACKYARD - DAY.**

Jessie uses his key to lock two heavy deadbolt locks.

JESSIE

Going to what?

AMBER

You forgot?

JESSIE

What did I forget?

AMBER  
You promised you'd bring me to your  
Influencer thing?

JESSIE  
Tsk, ah shit Amber. You can come next  
time, I'm in an Uber right now.

AMBER  
What's your problem? I'm not going to  
embarrass you in front of your little  
"Insta-friends".

JESSIE  
They're not friends, they're business  
associates.

He glances back at the balconies of the apartment complex  
nearby before continuing around the side of his house and  
down the sloping driveway past a broken down Honda civic.

AMBER  
You're not flaking on me again! Wait  
why are you in an Uber, what's wrong  
with your car?

JESSIE  
Nothing, it just needs a little  
work...

Jessie opens his Uber app and is about to call for a car  
when--

AMBER  
Oh you lying asshole.

JESSIE  
What?

A BLUE PRIUS pulls up, the rear window rolls down and Amber  
pokes her head out.

AMBER  
What the fuck?

JESSIE  
Shit. My bad.

AMBER  
Get in.

He sheepishly nods as he trots over and climbs in.

**INT. INFLUENCER MEET-UP - EVENING.**

Jessie and Amber sit at the back of a medium sized room with rows of chairs and a stage at the front.

JESSIE

If you really want to do this, first thing is you gotta find your niche.

They watch as Influencers of all types pour in.

JESSIE (cont'd)

Like everybody here has their own little slice of the pie, you find your slice and that's where you live.

She nods. Notices TWO BLUE COLLAR MEN.

AMBER

Who are those guys?

JESSIE

Hydraulic press, they run a page where they crush shit, with like a pressing machine.

AMBER

That's it?

JESSIE

Don't knock their game, 500,000 followers and growing. The shit is mindless, non-political, consistent, and somehow weirdly fascinating...

AMBER

Is that important?

JESSIE

Absolutely it's important. You know when you go to their page exactly what you're going to get.

AMBER

A machine crushing like fifty skittles.

JESSIE

Yup. Consistency. Do what you do, day in and day out. So that's what you need to decide, what market do you want to go after? Uh, see those girls over there?