



VIDEO SCRIPT TEMPLATE - WELCOME VIDEO:

HI, THIS IS _____ AND IN THE NEXT ____ MINUTES, I'M GOING TO (tell, reveal, explain, demonstrate) SHOW YOU HOW TO _____ (final outcome or key benefit).

(Optional: Insert show open, graphics or animation here)

AS A _____ (your expertise), I'VE HELPED (your target marketing) DO/HAVE/BE (result your target market gets). THAT'S WHY I WANT TO HELP YOU _____

(go into a bit more detail about what you do for people - What is the ultimate benefit they can gain from working with you?) I CAN HELP YOU (benefit(s)) SO YOU CAN (ultimate outcome)

Share a key tip here or give them a small taste of what you provide - offer some value here to enhance your credibility... HERE'S HOW YOU CAN _____

(or HERE ARE 3 QUICK TIPS TO _____)

IF YOU'D LIKE TO FIND OUT MORE (tease other benefits you provide), (call or sign-up)

JUST ENTER YOUR NAME AND EMAIL ADDRESS IN THE SPACE PROVIDED, AND I'LL

SEND YOU (your freebie or offer) _____

SIGN UP NOW, SO YOU CAN START (benefit of your freebie or giveaway) _____

(Be sure to reiterate your call to action! Tell the viewer exactly what you want them to do next - whether it's to sign up on your email list, call you, email you, visit your store location, etc.)

THANKS FOR WATCHING, AND I HOPE TO TALK WITH YOU SOON...

Script Cheat Sheet - Using the AIDA formula...

- What are you going to talk about/Why should they listen
- Who you are and who you serve (target market)
- What you can do for them - What's the result you get?
- Why they want what you can provide - Ultimate benefit
- Small taste or sample of the value you provide
- Call to action - What should they do next?
- Give the viewer specific directions for the next step...