



Script Brief

Write Your Script!

You know your services better than anyone but sometimes it's hard to put it into words. Fill out the blueprint below to help guide you to write your script so that is natural to you and covers everything!

1. What is the name(s) of the people reading the script?
2. What is the name of the company you want to reference in the video?
3. What is the topic of this video?
4. What is your goal or what do you wish to achieve? Why are we making the video in the first place?
5. Who is the audience of this video (current customers, new leads, age, profession, gender, etc)?
6. What do you wish the audience knew about this topic? What do you want them to learn by watching this video?
7. What's your solution to their problem? Why is that beneficial for them to know?
8. How does it work? Is it easy and time efficient?
9. What is your call-to-action (schedule, get started, book now, learn more, ask us anything, get a quote, etc)?

10. What do we want viewers to do after they've finished watching the video?

- Call this phone number: ____ - ____ - ____
- Visit this website: _____
- Fill out a form located here: :_____
- Book an Appointment by:_____
- Other:_____