

*Basetwo Media Presents...*

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# Scriptwriting 101

with Andrew Muir

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*Presenter*

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**Andrew Muir**

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Scriptwriter  
Basetwo Media

[andrew.m@basetwomedia.com](mailto:andrew.m@basetwomedia.com)



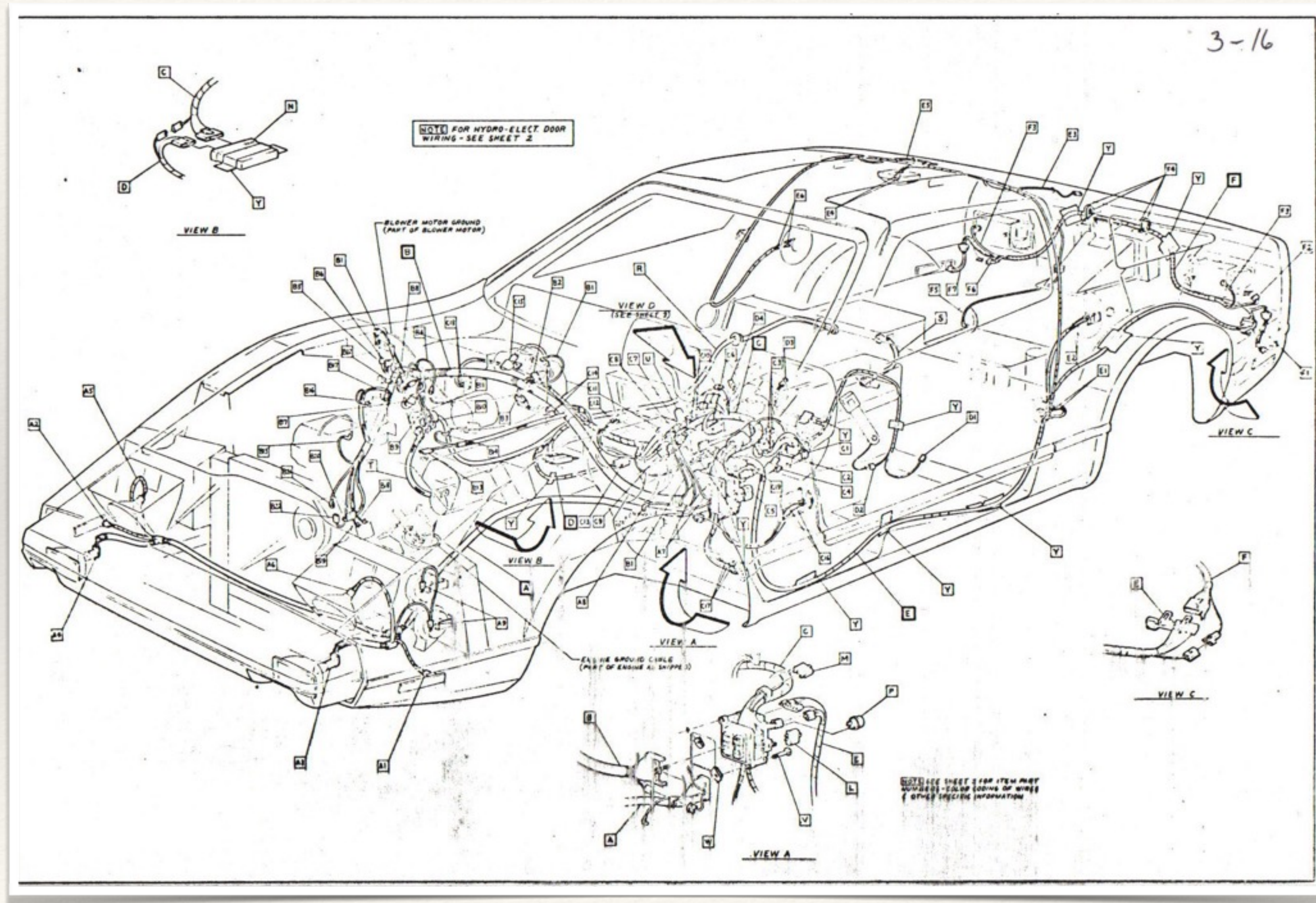


# Introduction





# How to Write a Script





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# The Videos We're Talking About Today...

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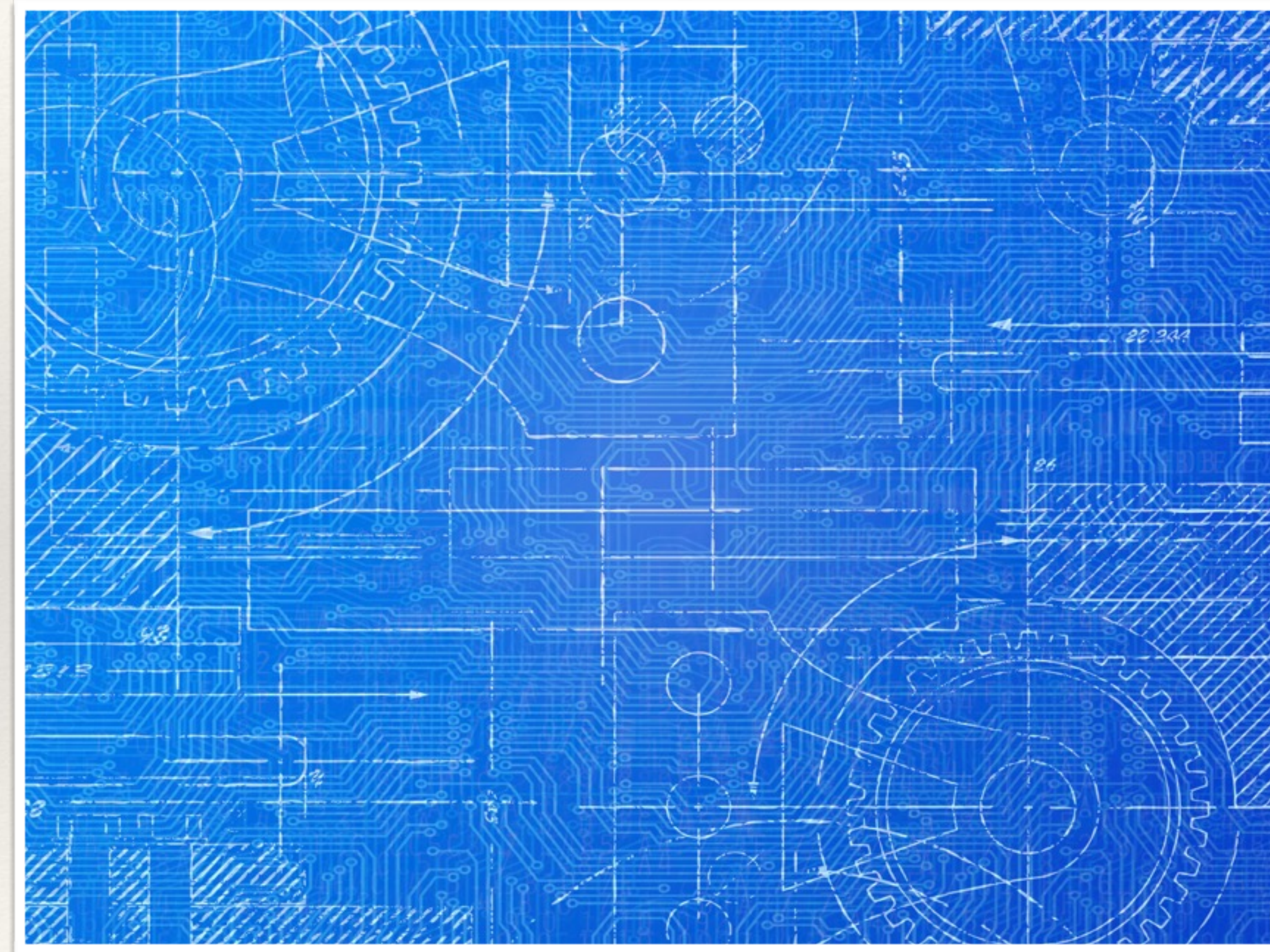
- ◉ Have a specific message
- ◉ Have some measurable business (or communications) objective
- ◉ Are subject to approval
- ◉ Are being produced internally
- ◉ And of course, have finite budgets



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# 1. A Script is a Blueprint

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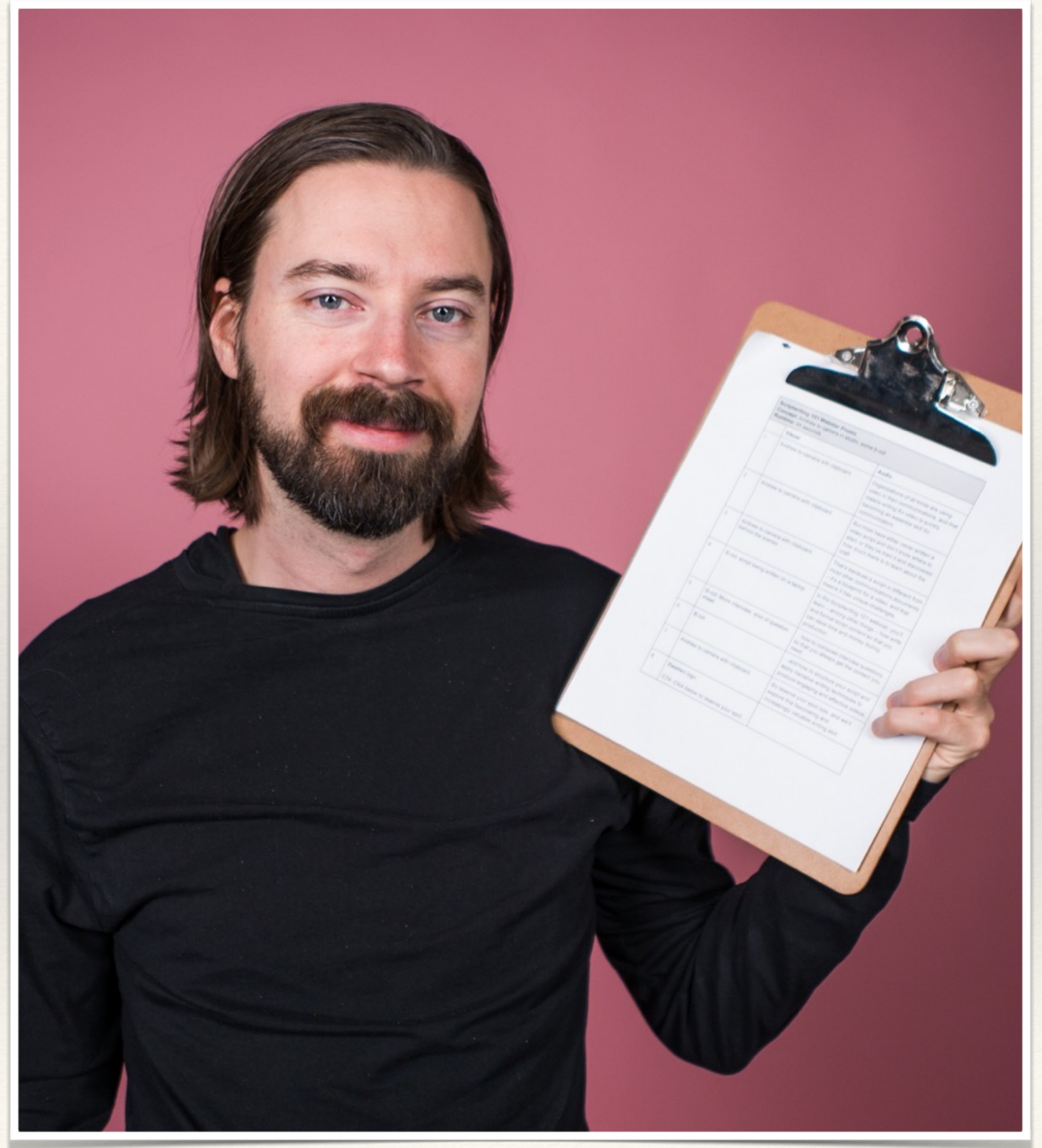




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## 2. The Audio/Visual Format

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	<b>Visual</b>	<b>Audio</b>
	Visual instructions go here.	Spoken dialogue goes here.



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## 2. The Audio/Visual Format

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	Visual	Audio
1	Spokesperson speaking to camera  Sales graph Pie chart Video marketing	This graph shows us that there was a sharp increase in sales in Q3, and this pie chart may hold the key to understanding why. As it turns out our video marketing efforts in Q2 made a big difference.



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## 2. The Audio/Visual Format

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	Visual	Audio
1	Spokesperson speaking to camera  Image next to speaker: Sales graph	This graph shows us that there was a sharp increase in sales in Q3...
2	Spokesperson speaking to camera  Image next to speaker: Pie chart	...and this pie chart may hold the key to understanding why.
3	Spokesperson speaking to camera  Text above image of pie chart: VIDEO MARKETING	As it turns out our video marketing efforts in Q2 made a big difference.



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## 3. The Interview Format

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# 3. The Interview Format

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1. Our company is the national leader in fleet management.
2. We are currently introducing a new suite of solutions.
3. Our new suite of solutions is designed to increase mine efficiency, and reduce operational costs.



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## 3. The Interview Format

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1. Our company is the national leader in fleet management.
2. We are currently introducing a new suite of solutions.
3. Our new suite of solutions is designed to increase mine efficiency, and reduce operational costs.

Question 1: Is our company the national leader in fleet management?



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# 3. The Interview Format

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1. Our company is the national leader in fleet management.
2. We are currently introducing a new suite of solutions.
3. Our new suite of solutions is designed to increase mine efficiency, and reduce operational costs.

Question 1: Our company has been quite successful nationally. Can you talk about that success?



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# 3. The Interview Format

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1. Our company has been quite successful nationally. Can you talk about that success?
  - a) Our company is the national leader in fleet management
2. Tell me about our current and future product line-up.
  - a) We are currently introducing a new suite of solutions
3. What is the purpose of the new suite of solutions?
  - a) Increase efficiency
  - b) Reduce operational costs



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## 3. The Interview Format

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1. Please introduce yourself. Tell me your name, and role in the company.
2. What are your thoughts overall on what we've discussed?
3. Do you have anything you'd like to add that we haven't talked about?



# 4. The Structure Script

75%

Average Engagement

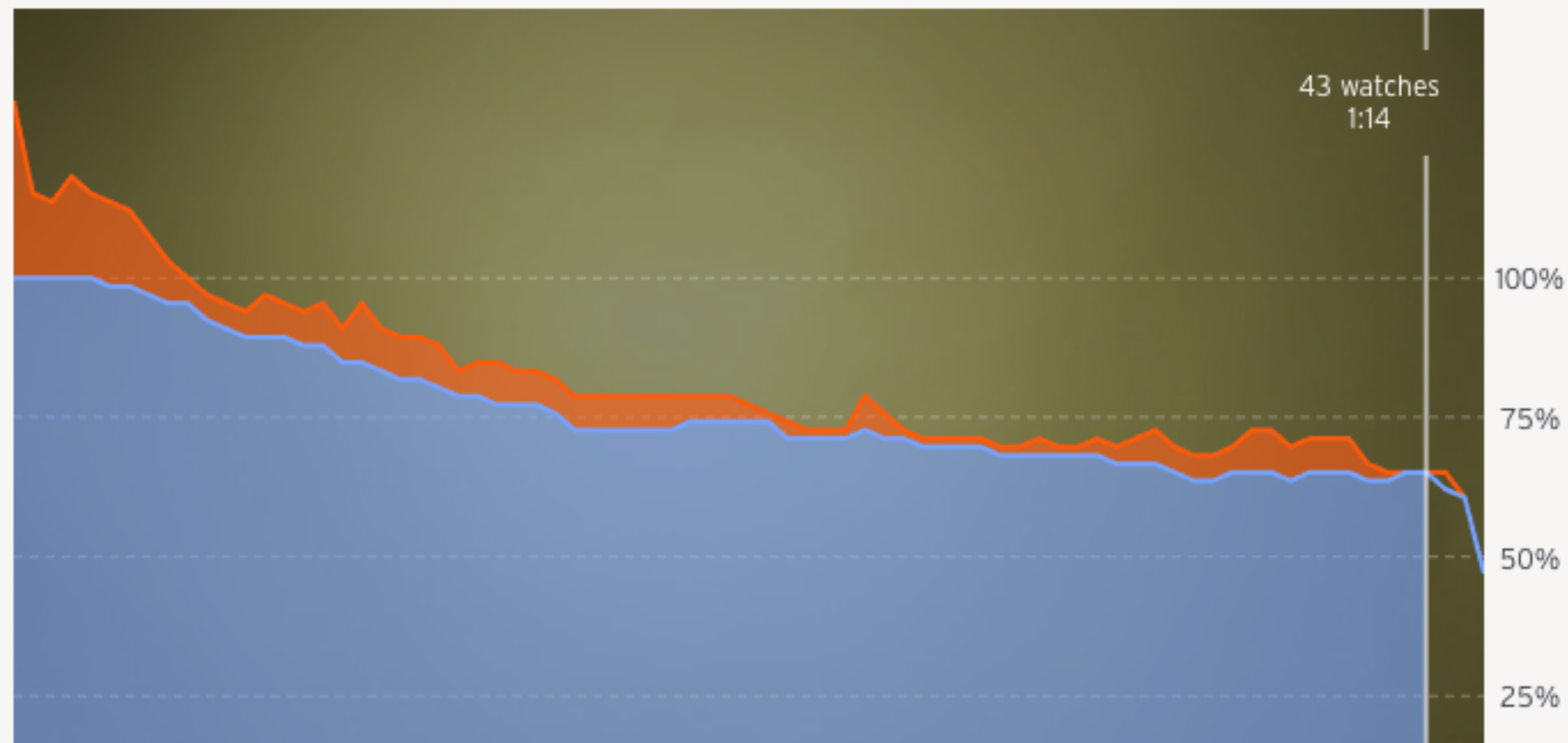
66

Total Plays

79%

Play Rate

[Show Details](#)





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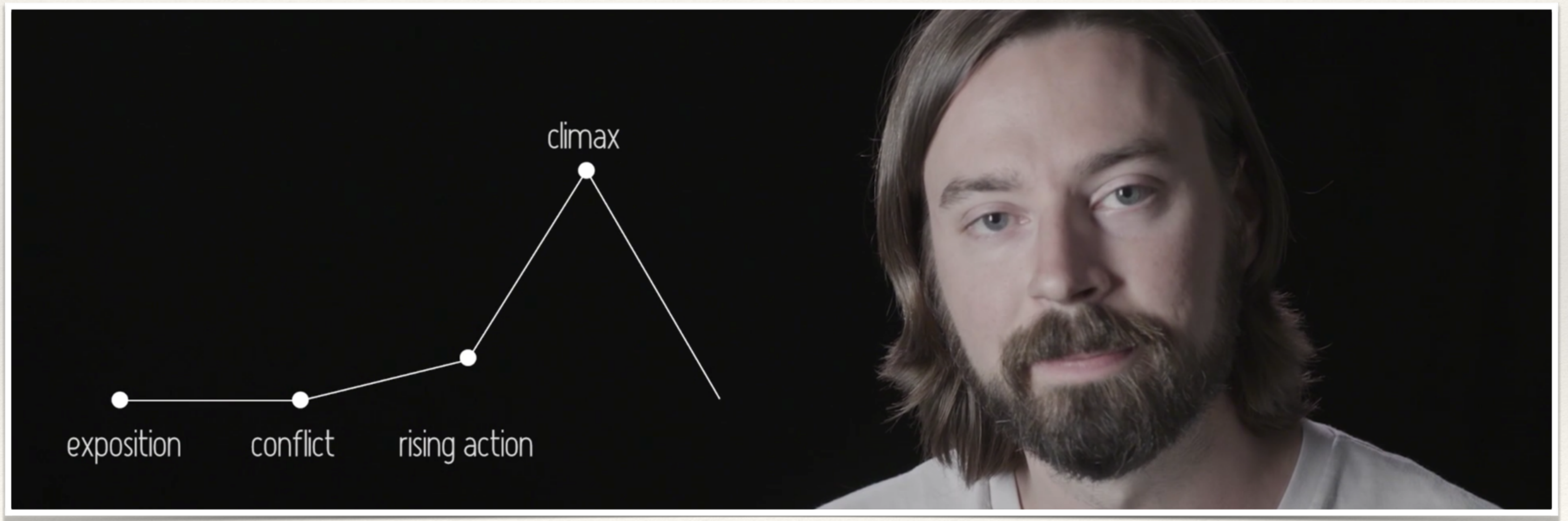
# 4. The Structure Script

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	Visual	Audio
1	Dave's Interview	Dave reflects on the successes of the last year.
2	Dave's Interview Graphics: Graph of last year's profits Images: Photographs of our team working together	Dave goes into detail about these successes: <ul style="list-style-type: none"><li>• Increased profits</li><li>• New teamwork initiatives</li></ul>
3	Dave's interview iPhone footage of our staff events	Dave talks about his favourite memories from last year's staff events
4	Dave's interview	Dave talks about his vision for the upcoming year.



# 5. Storytelling: The Logic of Narrative





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# 5. Storytelling: The Logic of Narrative

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Hello. In this video I'm going to discuss our business over the past year, and discuss the reasons for our success. First, productivity has increased significantly. Second, we improved many of our processes in order to become more efficient. Third, our company raised money for charity through fundraisers and company events. Thank you for making last year one of our best!



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# 5. Storytelling: The Logic of Narrative

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When this year began, we had no idea it would turn out to be one of our best. But it has been great, and that's because of the work that we've done. We've gotten more productive, and that's because we improved many of our processes to become more efficient. And this effort has shown up in other ways too, like our recent fundraising events, which have helped make a difference. That's why I'd like to say Thank You, for making last year one of our best. Let's make next year even better.



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# 5. Storytelling: The Logic of Narrative

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# 5. Storytelling: The Logic of Narrative

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# 6. Reading Out Loud

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1. It helps you check the pace



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# 6. Reading Out Loud

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1. It helps you check the pace
2. It's proofreading specifically for the spoken word



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# 6. Reading Out Loud

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1. It helps you check the pace
2. It's proofreading specifically for the spoken word
3. Emphasis is VERY important in scriptwriting



# 7. Overcoming The Curse of Knowledge





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# 7. Overcoming The Curse of Knowledge

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“When you know something, it’s extraordinarily difficult to imagine what it’s like *not* to know it.”

– Steven Pinker

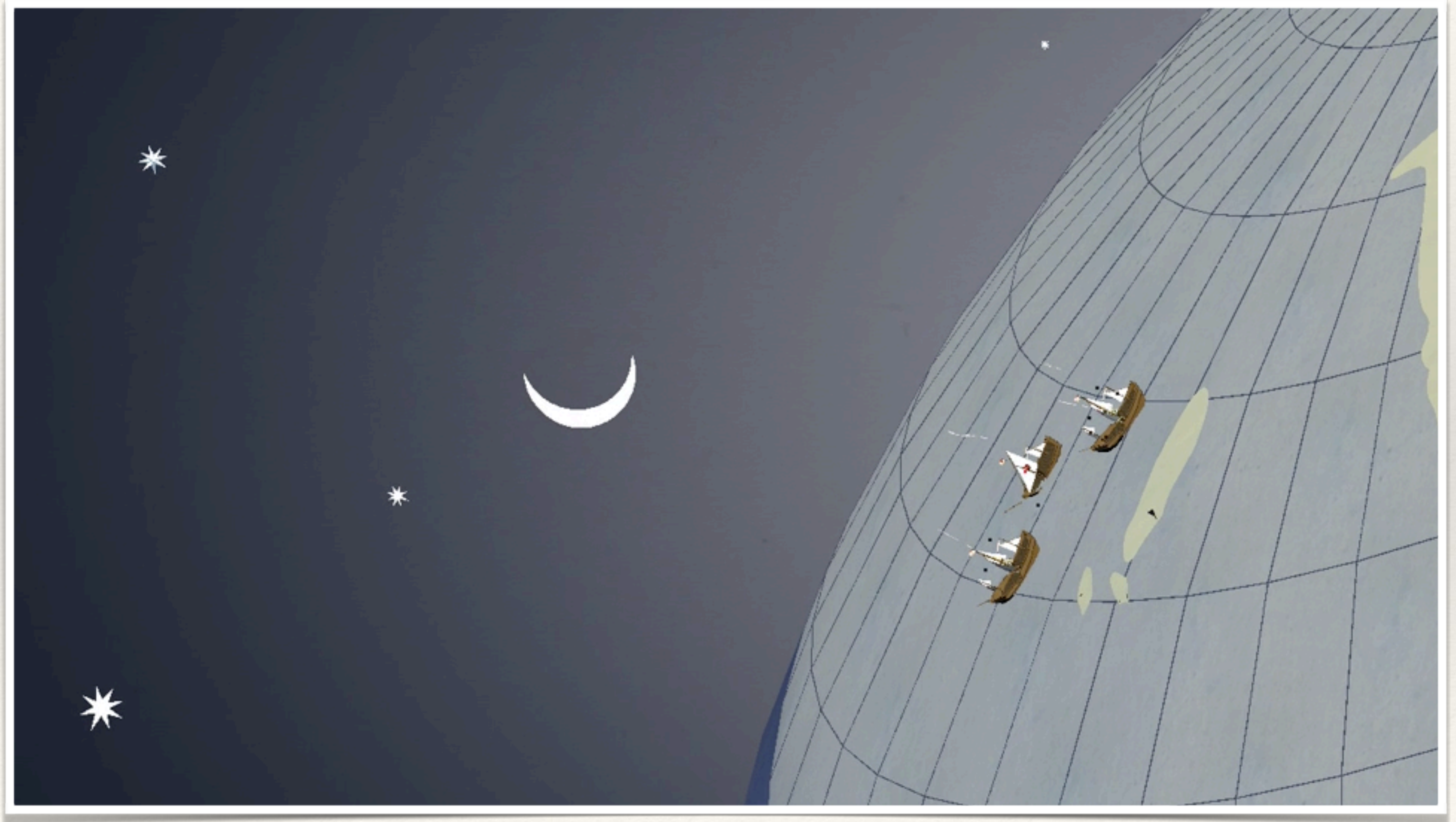


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# When to Hire a Scriptwriter

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- © Animated Videos





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# When to Hire a Scriptwriter

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- © Documentaries





# When to Hire a Scriptwriter

- © Large Scope Projects





# Questions & Answers...





[videoforbusiness.ca](http://videoforbusiness.ca)

# THANK YOU!

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[andrew.m@basetwomedia.com](mailto:andrew.m@basetwomedia.com)

Ph: 604.239.0975