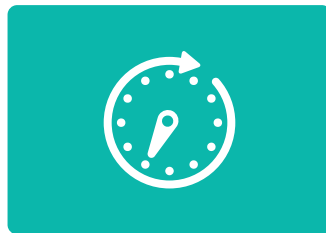




Four Simple Steps to Writing Your Video Script

A script tipsheet & storyboard template



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Introduction

So You Want to Write a Marketing Video Script?

A marketing video is a great way to show off your brand, entice people to buy your product, and convey your company's culture in a matter of seconds. The challenge is how to do all that in a matter of seconds. This script tipsheet and storyboard template will help you organize your ideas and create a concrete plan that will streamline the production process, saving you time and frustration.

STEP 1

Video Outline

Before you write the first line, you need to decide what the video will accomplish. The outline should include:

- The goal of the video
- The target audience
- The topic (what the video is about)
- Key takeaways
- The call-to-action

Refer to this outline throughout the production progress to keep your team focused.

STEP 2

Decide on Length

Depending on how the video will be used, the length could be 30 seconds to two minutes. A good rule of thumb for dialogue pacing is that people speak between 125 and 150 words a minute. Try to cram in more words in your script than this and the people talking will sound hurried and the viewer won't have time to soak in your message.



STEP 3

Write the script



A script should include the exact words the people in the video will say. It should use conversational language that speaks directly to the viewer. Avoid using lots of long sentences, jargon, technical terms, and acronyms. And make sure it grabs the viewer in the first few seconds.

For a one minute **testimonial** video, use this format:

- 10 seconds to introduce the subjects and why they love your company
- 40 seconds to provide specifics about how the subjects and your company have interacted
- 10 seconds for a call-to-action

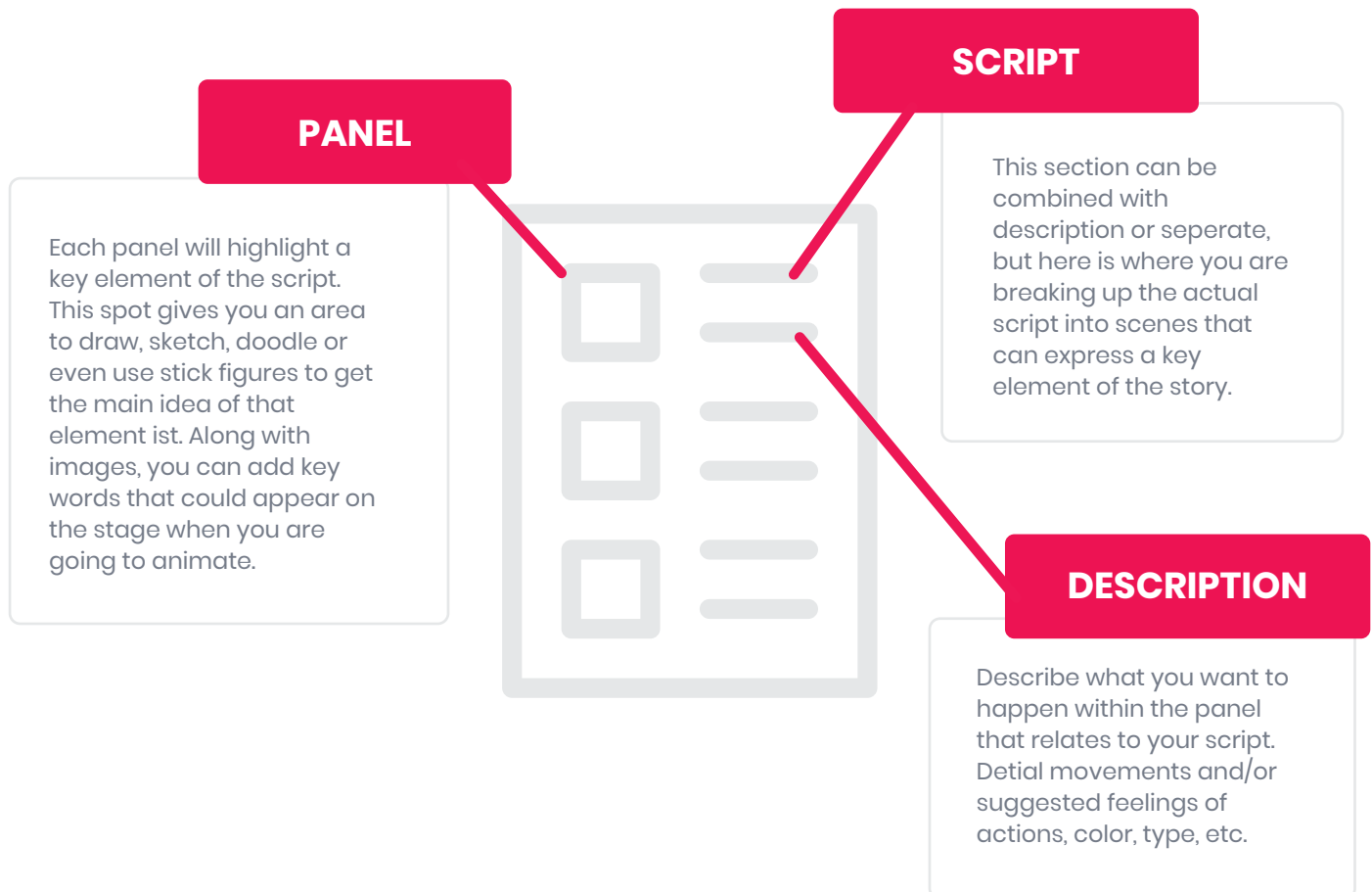
For a one minute **explainer** video, use this format:

- 10 seconds to introduce the problem and how your product or service will fix it
- 40 seconds to provide specifics about your product or service and how effective it is at solving the problem
- 10 seconds for a call-to-action

STEP 4

Add to Storyboard

Here comes the part where your video takes shape. A storyboard sketches the visuals and how they align with the script. Using the template you downloaded with this tipsheet, you can outline each scene, getting a clearer picture of how the dialogue or narration fits with your vision.



Thank you!

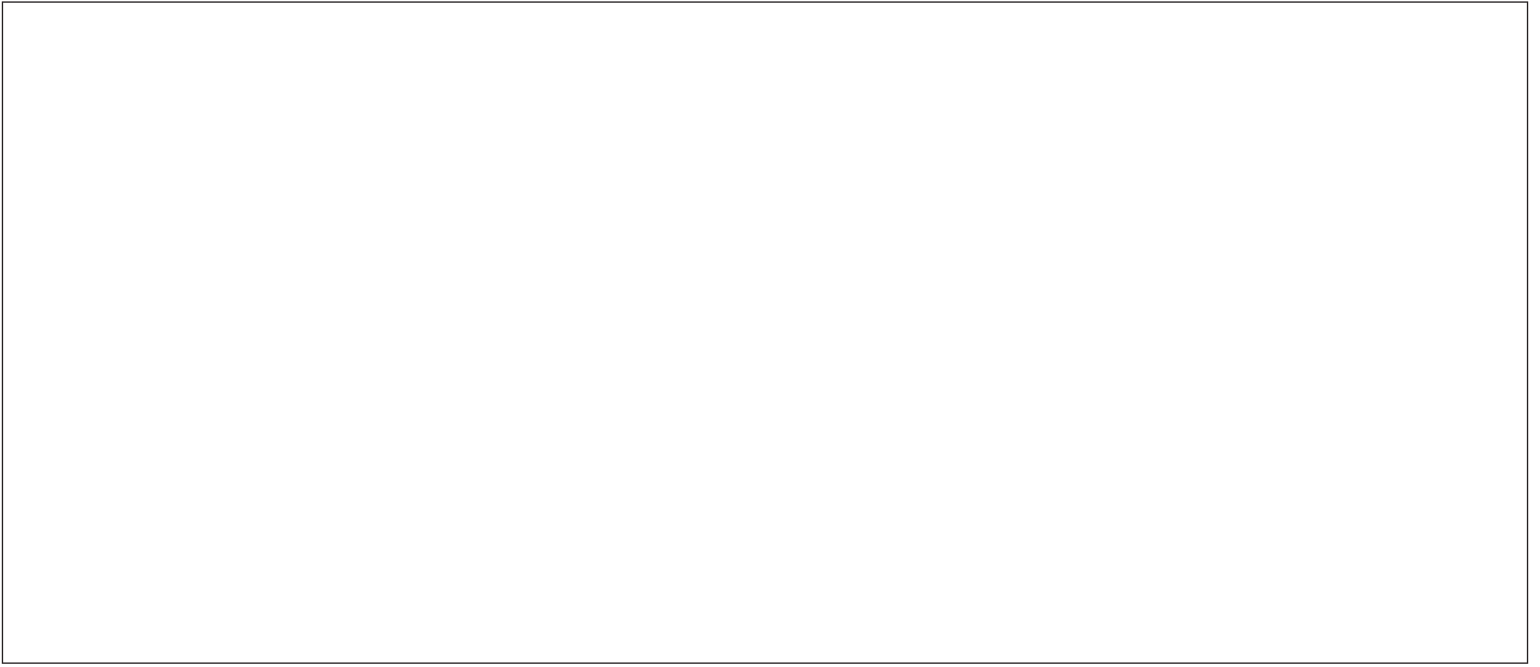
You've got the tools to start your marketing video script and storyboard. Now it's time to get to work. Remember, Raka has an in-house marketing video production team that can help. Just let us know if you have any questions.

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SCRIPT

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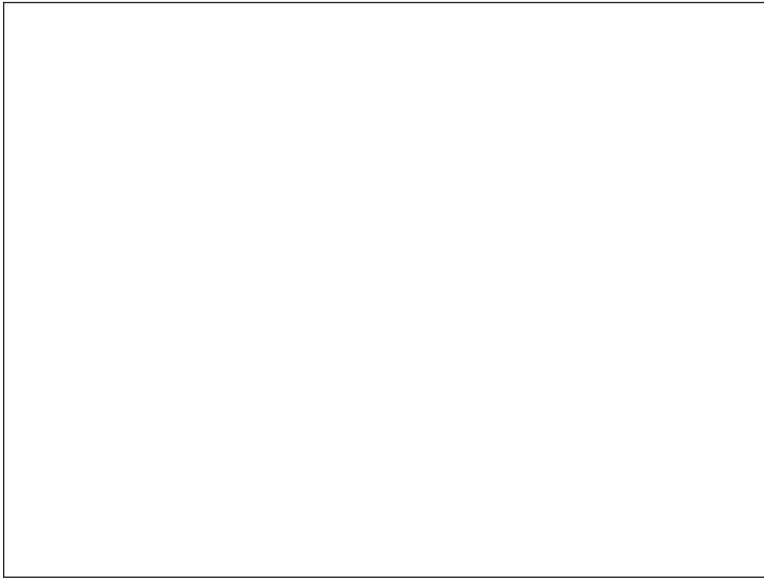
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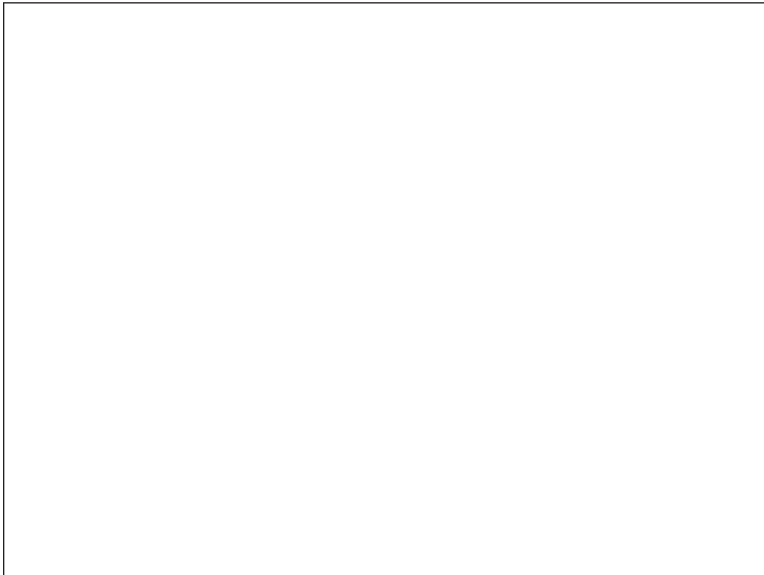
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