

TO THE 9's

9 Writing Tips: SCRIPT FOR VIDEO

Keys For Writing A Compelling Video Script

1 HOOK 'EM: Know your objective and give your audience a reason to care right away, start with a powerful story, interesting anecdote, different perspective, surprising stat, etc. as an emotional connection! Align your tone with your audience. Know the pain point(s) experienced and address it.

2 FOCUS IT: Keep the video to the point. Choose a single message and use every aspect of the video to reinforce it through imagery, animation, data, etc. The sweet spot video length is 6 minutes or less — viewers watch most of the way through these short videos. In fact, average engagement time of any video maxes out at 6 minutes, regardless of its length.

Marketers have just 10 seconds to capture and engage an audience before they continue to scroll down or click away; and engagement drops off significantly beyond that. If you have not fully engaged your audience after the first 30 seconds, you've likely lost 33% of viewers; and after one minute, 45% of viewers have stopped watching.
— AdAge

3 BE COMPELLING: Make it all about the viewer! Talk to them where they are and use personal pronouns like “you” and “your.” Focus on what they must hear to know, like, and trust you so they are willing to take action. Be consistent with the platform.

4 SOLVE SOMETHING: Say something unique, not what everyone else says. State your core message or solution early, then support it. This will ensure the message is delivered before viewers click away.

5 STAY SIMPLE: Use simple, everyday language your audience understands. Be conversational and clear. Edit. Edit. Edit. Keep it short and sharp. You have limited time. If there's a way to say it more simply, do!

6 SHOW 'N SELL: Give examples visually with graphic elements such as graphs, B-roll footage, images, charts, etc. Use active language to express a “word picture” or give the audience an experience by asking the viewer to do something. Be thorough in communicating the solution.

7 PUNCTUATE IDEAS: This is video: A picture is worth a thousand words. Add keywords to screen, take a pause, give a visual enhancement to drive home key points. Differentiate the main narrative from B-Roll, text overlays, and voiceovers by using different formatting or callouts.

8 CTA: Tell viewers what to do — “Subscribe to eNews” or “Enroll Now” or “Download This Report” or simple “Share This Video”— and make it easy to accomplish! When you want a viewer to take action, don't wait until the end, put it in the first 10 seconds. Then, build your narrative toward this.

9 BATTLE CRY: Leave them with a memorable moment, a resonating slogan “I have a dream” echos the sentiment and rings on in memory.

EVALUATE: 9 QUESTIONS TO ASK:

- Is this script likely to achieve its objective?
- Does it communicate the core message?
- Will it resonate with the viewer?
- Does it provide a solution to a problem?
- Does it tell an engaging story with a logical flow?
- Does it use an effective mix of sound and visuals?
- Does it include a compelling Call-to-Action?
- Is it memorable?
- Is it as short and simple as it can be?