4 PARTS OF SCRIPT
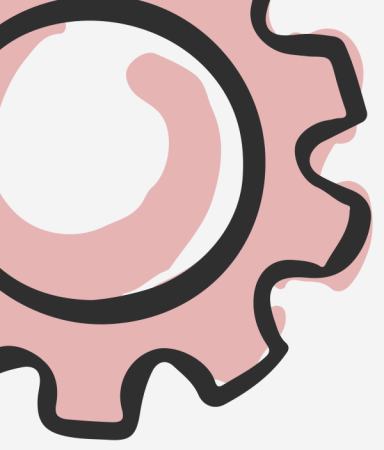
Tools and trends

SCRIPT OUTLINE

HOOK

- first 3-5 seconds
- grabs the attention
- stops the scroll
- one sentence

FOLLOW UP HOOK

- keeps audience interested
- answers the question "what do i miss out on if I don't listen?"
- answers the question "so what?"

CONTEXT

- the details of the video
- the promise you said in the hook
- get straight to the point

CALL TO ACTION

- what should the viewers do next?
- follow
- like
- commen

SAMPLE TEMPLATE

ANSWER THE ORANGE ONE

YOUR ANSWER

YOUR VIDEO FLOW

YOUR VIDEO GOALS

YOUR VIDEO SCRIPT TO PUT IT ON YOUR VIDEO

who is the audience you're talking to	*example: teens*	*example: teens*
what is the purpose of the content	*is it to educate, entertain, or sell?*	*example: educate*
audience takeaway	*Is there a main takeaway that your audience will learn?*	*get clear skin using product X*
hook	*goal: stop the scroll*	*are you struggling with pimples?*
follow up hook	*goal: keep the audience interested*	*here's one product that helped me get rid of them*
context	*goal: talk about your topic*	*start using this product daily. it's less than PHP500 and you can get results after 3 days. it's called X*
call to action	*goal: ask them to take action*	*follow for more*

CREATE YOUR OWN

who is the audience you're talking to	**example: teens**	
what is the purpose of the content	**is it to educate, entertain, or sell?**	
audience takeaway	**Is there a main takeaway that your audience will learn?**	
hook	**goal: stop the scroll**	
follow up hook	**goal: keep the audience interested**	
context	**goal: talk about your topic**	
call to action	**goal: ask them to take action**	