

# 5-POINT VIDEO SCRIPT AUDIT





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We're on a mission to double the size of 10,000 businesses and want to help you:

Drive more traffic, produce stellar content, write emails that generate clicks, ...and become the smartest marketer in the room.

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Here's the Audit we use to QA our video scripts before we begin shooting. Go through this list and check the items off one-by-one. While you don't need to check off every item on here, the more you do, the better your script will be. Meaning, the better your video will be at conveying your message and moving your audience toward taking you up on your CTA, like buying your product. Aim to check off as many items as you can:



## READ YOUR SCRIPT OUT LOUD

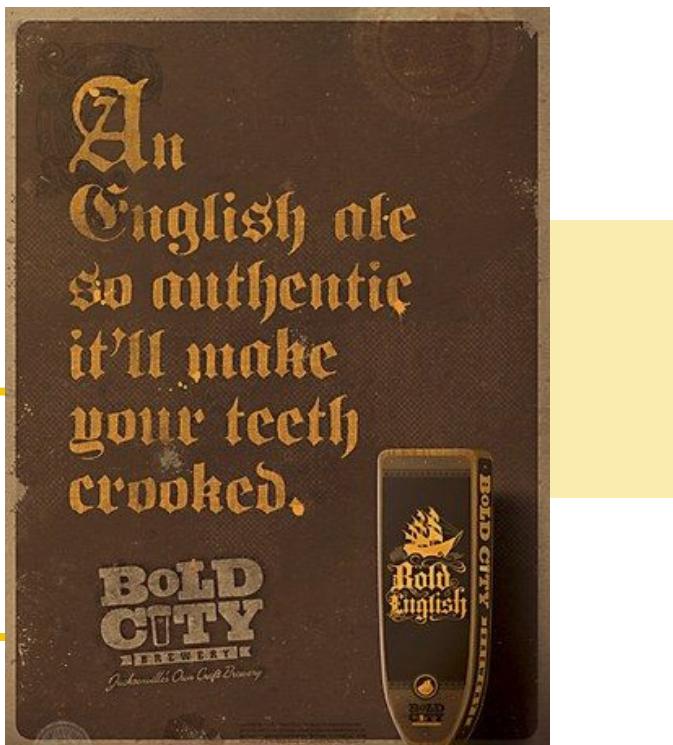
- Ask yourself: is it conversational? You should write like you talk. Use lots of short, punchy sentences. Like this. And sentence fragments. Use those, too.
- Ask yourself: do you use any complicated words and/or confusing phrasing? To find this out, the trick is to read your script out loud at 2x speed. Pay attention to any places where you get tripped up or tangled up in the words. Those are the parts you need to rewrite and simplify.

## USE EVOCATIVE LANGUAGE THAT CREATES VIVID MENTAL IMAGES

- We like to use something called the "Eyes Shut Test." Read the script to someone while their eyes are closed. Afterward, ask them what images came into their head. If they didn't have any images—or if they had the wrong images—that's a sign you need to use more evocative language (i.e., specific nouns and action verbs).

## GET RID OF WEAK WORDS

- Cut down on adverbs and adjectives. These are generally weak words that don't pack much punch. Instead, focus on specific nouns and strong action verbs.
- Eliminate clichés and "ad speak," and replace tired phrases with fresher, more unique language. In the ad below, Bold City could have said: "An English Ale so good it'll knock your socks off." But instead they twisted the cliché into something clever:



## DEPLOY SURPRISE, PATTERN-INTERRUPTS, AND ATTENTION RESETS

- Anytime it seems like your video script is getting dull, insert something to shake things up—a pause, or a camera angle change, or a question. Something unexpected to grab hold of the viewer's attention and keep them watching.



## REPLACE GENERALITIES WITH SPECIFICS

- Generalities are easily forgotten, but specifics are memorable. Look at these two sentences:

"Our product saves people about \$100 a month."

"Our product saves people an average of \$108.35 a month."

See how much more memorable and credible the second version is?



## USE RHYME AND METER WHENEVER POSSIBLE

- Have you ever noticed that many successful infomercials almost sound like a song? That's because they employ meter and rhyme. Rhyming language actually passes by the critical parts of our brain (Broca's area), making it more believable and memorable. Don't overdo this technique to the point where it sounds like you're reading a Dr. Seuss book... but a little bit of musicality in your script can help it to make a lasting impression in your viewers.