

Video Script How to Guide

Project name:

First, before you start. The most important part of any script is to know and understand your audience, answering their questions or satisfying their demand for education, understanding what they need is fundamental.

Video scripts can be written for any length, but keep in mind the average video on social platforms such as YouTube is 90seconds. More importantly, if your video is destined for a social network, you have 8-10seconds to catch the attention of your audience, to challenge you further and to really take your social media video to the next level, make sure your video and script can engage an audience with no sound. Networks like Facebook have the audio off by default.

Now we have the basics covered, let's begin your script.

The 8second Hook

[I'd say this is the most important part of your script and of your video.

The hook should be like a newspaper headline. It needs to be catchy; it should grab people's attention so that they stop scrolling through their social media feed and want to engage and watch your video.

You only have 8 to 10 seconds, so make it good!

A good hook should do the following:

- tell the viewers people what is in the video
- make them want to watch until the end (because of an incentive)

The Body

The impact section of your video

Highlight the main reason for your video, detailing your solution answers or services.

You should draft your video script so that you say things in an organized, easy to understand manner. Start simply with the benefits of your products or services, then expand out and experiment with delivery tone. Humor or serious, this is where knowing your audience is important, as well as the delivery style.

Speak slowly and try to be as concise as you can with everything. Keep phrasing short sharp and punchy, don't waffle on, keep in mind time is short.

Use examples whenever you can, to simplify things. If you are talking about a complicated topic try to add visuals or even do an explainer video to make that concept easier to understand.]

The Call to Action

Many of your viewers, even if they really enjoyed your video, will simply forget to subscribe to your channel, like your video, or take whatever action you want them to take.

Simply remind them what you'd like them to do, subscribe, buy or get in touch, as simple as that is all you need to do. If they are still watching that means they found the video interesting and they will be very likely to take the action.

If you don't include a call to action, they will just jump on to the next video.

Last of all

Test your script; you don't want to sound like a video of bad dad jokes ;)

Need a hand? Get in touch one of the team at TAG The Agency would be delighted to help produce your next video. Just drop us a note at:

video@tagtheagency.com