

Video Script How to Guide

Project name:

The most important part of any script is to know and understand your audience, answer their questions and satisfy 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 90 seconds. More importantly, if your video is destined for a social network, you have 8-10 seconds to catch the attention of your audience. To challenge you further and 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 8 second 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 and stop them scrolling through their social media feed to engage in 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 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, detail your solution, answers or services.

Draft your video script so that you say/show things in an organized, easy to understand manner. Start simply with the benefits of your products or services, then expand out and experiment with the delivery tone. Humour 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 use an explainer video to make the 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 the action you want them to take.

Simply remind them what you'd like them to do, subscribe, buy or get in touch, a simple ask is all you need to do. If they are still watching this means they find the video interesting and are likely to take the action.

If you don't include a call to action, they will jump 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. Please drop us a note at:

video@tagtheagency.com