



Creating a Video script

How to start your podcast (what to include in your intro)

- **Your podcast name**
- **Your name**
- **Your podcast tagline or catchphrase**
- **Your episode number and title**
- **The name(s) of any guests**
- **The name and details of your sponsors, if you have them**
- **What this episode is about**
- **Your Calls To Action (CTA) – seasoned podcaster listeners will skip your intro and outro so make sure that you include your most important CTA in the middle of your podcast episode.**

Starting a Video script example

Intro music – some podcasts play the intro music later in the episode eg after the introduction. Intro music should play for a maximum of 10 seconds before listeners hear the content. Listeners have tuned in to listen to you, not your music.

“Hello and welcome to the **[PODCAST NAME]**, I am your host **[NAME]**. Thanks for tuning in **[TAGLINE or CATCHPHRASE]**. This is **[EPISODE NUMBER]** and the title of today’s episode is **[TITLE]**. I am pleased to be joined by **[GUEST]**, **[GUEST BIO]**. This episode is about **[TOPIC]**. Before we crack on with today’s episode just a reminder of how you can support the podcast **[CTA]**.”

What to include in your main script body

- The ideas or topics you're discussing in the episode
- Some indication of these ideas build upon one another and link together
- Try to think of questions you would have as a listener and answer these
- Think about the structure and flow of your episode eg what is the end goal, what do you want listeners to take away from listening? What subtopics are you going to cover, do they flow naturally?
- Make sure to not repeat yourself – make new valid points and then move on to your next point

How to end your Video Script (what to include in your outro)

- Summarise what you have spoken about in your episode
- Thank your listeners for tuning in
- Let them know when to expect new episodes
- Your CTA again – this could be asking them to follow or subscribe, follow you on social media, download a resource etc.
- Include your show notable eg a notable thing about your podcast. This is not your show title, tagline, intro or outro music, it's something else listeners remember about your show. The best way to do this is by having a catch phrase – sounds cheesy but it works! Mark's podcast, Excellence Expected, taught business founders how to achieve success. His catchphrase (which he ended every episode with) is as follows, *"the more you expect from yourself the more you will excel."*

Ending a Video Script example

"That's all we have time for! Thanks for tuning in to this week's episode. Today we covered [SUMMARISE]. We'll be back, in fact you can expect new episodes every [DAY] [TIME]. Quick reminder again of how you can support the podcast [CTA]. [SHOW NOTABLE]. Take care everyone, and until next time!"

ANATOMY OF A SUCCESSFUL VIDEO SCRIPT

In this video, I'm going to show you how to [INSERT VIDEO TOPIC] step-by-step.

Attention

Hi, I'm [NAME] from [COMPANY].

If you're struggling with [INSERT PAIN OR PROBLEM], this video walks you through exactly what you need to do so you can [INSERT SUCCESS].

Agitation

Let's get started.

So, let's get started with step number 1. [INSERT STEP 1]

[WALK THROUGH STEP 1].

Now that you [SUMMARIZE STEP 1], it's time for step 2: [INSERT STEP 2]

[WALK THROUGH STEP 2].

And once you've [SUMMARIZE STEP 2] it's time for step 3: [INSERT STEP 3]

[WALK THROUGH STEP 3].

Activity

There you have it. In just a few steps, you can [INSERT VIDEO TOPIC].

If you don't already have [INSERT PRODUCT/SOLUTION], there's a link in the description to [INSERT CALL TO ACTION]

Action

Thanks for watching!