

# How to Choose the Right Words –Every Single Time

For an explainer video script copywriter, visual words are king.

What do I mean by visual words? I'm talking about any word, phrase, or sentence that immediately gives you a mental image.

Let me explain why that's so good.

Number one, when people are watching the video, it is going to give them a mental image that tells a story inside their head when you use visual words.

But also, when your script goes from your desk to the desk of the visual artist whose job it is to draw out images that turn your script into a little movie, they are going to be able to get better images faster if you use the right words.

Let me give you a real example.

Let's say you're writing a script about a guy named Dave who hates his job. So, you say, "Well, this is Dave. Dave hates his job."

Now that goes over to a visual artist, the visual artist is looking at it, and they need to come up with some kind of image that they are literally going to draw for that.

So, what are they going to do? They don't really have a lot of

options when you use a sentence like, “Dave hates his job.”

But, on the other hand, if you were to say, “This is Dave. Dave is chained to his desk every day from 9:00 to 5:00, and he’s miserable,” now, guess what, it’s very simple.

They just are going to draw a little figure, they’re going to draw a little chain, or a ball and chain, or some image that shows that Dave is chained to his desk, and maybe an unhappy face.

Boom! All of a sudden, it makes their job easier, the video comes out better, the client loves you, and everybody wins.