

Average Sentence vs. Great Sentences

When you're writing an explainer video script, short, punchy sentences are key. And I'm going to show you why I'm here in a second.

But you've got to think about the person who's going to be reading your script on voiceover. It is very difficult to read long, clunky, drawn out sentences, and they sound bad. Short, punchy sentences sound much better.

I'm gonna do a demonstration for you right now. I'm going to read you a portion of a real explainer video script. And I'm going to do two versions -- I'm going to do one version that has longer, clunkier sentences and one version with shorter punchier or sentences, so you can see the difference for yourself.

Here's going to be the long sentence version:

Michael and Kim are cruising along, when all of a sudden the dreaded check engine light comes on and their car starts rattling.

First of all, I'm already exasperated, seriously exasperated just reading that. So the voiceover artist is gonna feel the same way, it's gonna be very difficult for them. I'm gonna keep going anyway after I catch my breath here. Okay.

Michael manages to get them home safely, but Kim is freaking

out because she has a common disorder called car-repair-a-phobia. How will they find a reliable place to get their car fixed properly at a fair price?

So you see it's exhausting to read and it doesn't come out in a very natural way.

Now here's what I'm going to do. I'm going to flip it now, and I'm gonna read you a shorter sentence version of the same script so you can see how much better it sounds.

Okay. Here's the short sentence version:

Michael and Kim are cruising along. All of a sudden, the dreaded check engine light comes on. Oh oh. Now the car is rattling. Oh boy.

Michael manages to get them home safely. But Kim is slightly concerned. Actually, she's freaking out. A common disorder called car-repair-a-phobia.

How will they find a reliable place to get a car fixed? What if it doesn't get fixed properly? How will they know if they're getting a fair price?

So you see how much smoother that flows. What you really want to do is just make sure that if you have any long sentences after your first draft, no big deal, just put extra periods in.

That's the whole trick. If you have anything that you can delete, take it, out but otherwise just make sure you replace some of your commas with periods, and you'll end up with short, punchy sentences that rock.