Explainer Video Script Template

This is the exact template I use to write explainer video scripts quickly and easily.

Simply take all of the client's answers to the questions you've asked them, and plug them into the appropriate section below. (For example, everything they told you about their product/service/company should go into one of the "solution" sections, and so on.)

Once you organize all of the information you have, you'll have the bones of your script in place, ready to turn into a narrative and polish into an awesome finished product.

Introduce the problem

Expand the problem / raise the stakes

Introduce the solution

Explain the solution in more detail

Overcome an objection

Call to action

Remember, you won't always use each section -- and there's no "perfect" length for each section.