

How to Polish Your Script to a Crisp Shine

OK -- you've asked the client GREAT questions up front, organized their answers into a logical "story" format, and authentically described their customers' problem AND explained the solution.

Now it's time to polish your script so that it's ready to show to the client. This doesn't have to be a long, difficult, or complicated process.

The following checklist will take you the rest of the way:

- ☐ Are you clearly describing a problem, explaining a solution, and prompting the viewer to take a specific action?
- ☐ Can you make your sentences shorter and punchier? (You can do this by removing unnecessary words, replacing two or more words with one more powerful one, and breaking up long sentences.)
- ☐ Can you replace any "telling" words with visual words that create vivid mental images?
- ☐ Can you pump up the drama by amplifying *degree* or adding *contrast* when describing the problem?
- ☐ Can you make the call to action more exciting, specific, or benefits-focused?

- ☐ Is your word count right on target (or at least close)? If not, refer back to the core material of Module 4 for quick and easy ways to get it there.
- ☐ Have you read your script out loud at least once?

That last step is very important -- it's much easier to spot "problems" with your script when you read it out loud. You'd be amazed at how quickly and easily you get insights when speaking the words aloud versus scanning them on the screen.

You'll often only need a few small edits, but those are precisely the things that turn a really good script into one that knocks it out of the park.