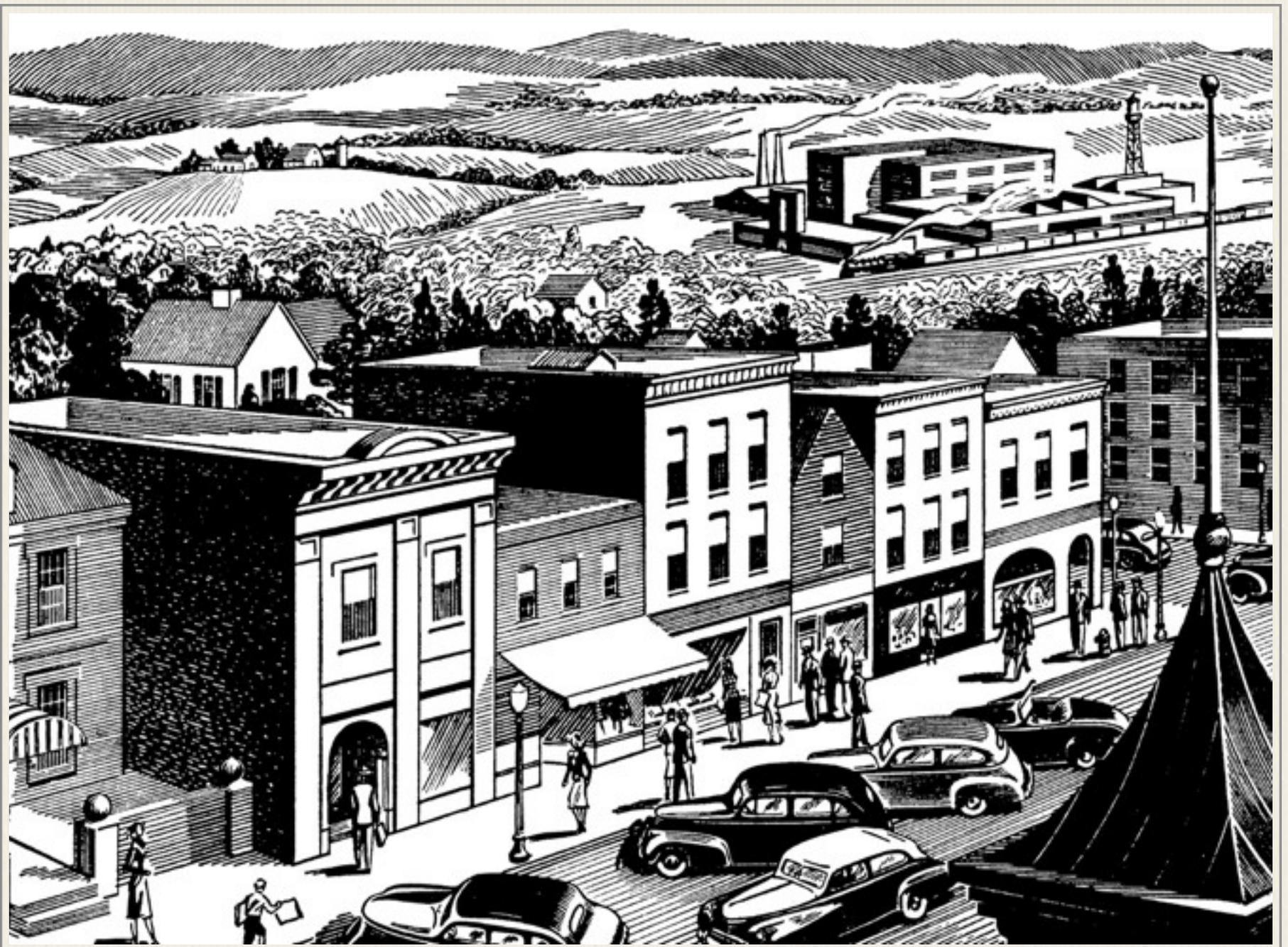




7 Easy Tips for Writing Great Video Scripts



AN E-BOOK BY HDSPLASH.COM





Getting Started

Creating a video for your business is an exciting opportunity. With content marketing at the forefront of everyone's mind, it seems everyone's talking about video. Especially, when you consider 60% of people prefer video over text. And 64% of customers are more likely to purchase after watching a video.

But enthusiasm for creating a video will only take you so far. You still have to write the script. This is where the challenge lies. Communicating your message in a concise manner. The truth is, knowing where to start can be intimidating. But at HDSplash.com, we're here to help. This e-book is designed to help you map out your idea and write concise content.

You'll discover ways to narrow your focus, dig deep on key talking points, and inspire people to take action. All great tips to help you make the most of your video. Let's get started.



Getting Started

Getting started. It's full of enthusiasm and fear all at the same time. What to say and how to say it can leave you paralyzed. That's why some helpful guidance can steer you in the right direction.

So, let's do as the title suggests. Let's get started. The key to getting started is to not let your thoughts get the best of you. Fear of leaving something out is often what holds people back. It can happen to the best of us. But the truth is activity breeds activity. Here's what you do. Grab a piece of paper, your tablet, or even a napkin and a pen. Oh and don't forget to grab your beverage of choice. Creativity can make you thirsty. It's time to brainstorm a few ideas.

If you have ever done brainstorming, you know what this entails. Write down as many ideas as come to mind. The trick is to not edit while you're writing. Just let the ideas flow. Don't try and organize them in any way. Most of all, be careful to not dismiss an idea. Sometimes the idea you think is horrible will lead you to the best idea ever. The point is there will be plenty of time to judge and scrutinize. Now is not the time. So, go ahead and take the time you need. A good marker or starting point is to list about 20 ideas or topics. See you in a few minutes when we start to put some order to the free-form mess we created.



Making the Cut

Ahh, making the cut. Makes you think of the days of playing dodge ball in middle-school. Doesn't it? Well, don't worry. It's not you that's vying for a top spot. It's the scribbles and type-faces of ideas you jotted down.

Now listen. There's going to be some "screaming", even some "whining" or "belly-aching" from the list. It will seem as though they are all shouting, "Pick me. Pick Me." Well, it's time to get tough. Only the best deserve to be on the team. The others will have to wait for a different chance to shine. Today, might not be their day. It's okay. It's not personal. It's business. So, let's get to pickin'. You can hear the murmuring already.

The first step is to look for patterns. Can any of the ideas be grouped together? If so, go ahead and put them together. Do this as often as you can. Once all the groups are formed. It's time to dig a bit deeper. Now, look and see if one group shouts at you the loudest. Groups can shout out at you for different reasons. Take a look.

1. A key part of what makes your business unique.
2. Benefits of a key product or service.
3. Elements of a new guarantee or payment plan
4. Discounts or Loyalty Programs
5. A unique suite of services.
6. Credentials or Testimonials
7. Locations, hours and methods of payment



Narrow and Deep

The biggest mistake most people make is going too wide with their content. When you go too wide, it can leave you standing in a shallow pool. Truth is shallow pools give you nothing to anchor into. When that happens, you invariably drift off into a land no one wants to enter, “The Land of the Misunderstood.” It’s a scary place. Digging out is hard and time consuming. And when you have less than a minute to communicate your message, being understood quickly is key.

With that said, it’s time to give thought to the ideas you and your audience can dig into. Choose something with some depth. For example, if you chose a new guarantee or payment plan. There’s sure to be 3 to 5 great benefits you can dig into. The same applies to a unique suite of services.

Have a few ideas in mind? Good. If not, don’t worry. Sometimes stringing 3 to 5 independent ideas can do the trick just fine. You just have to make sure they flow naturally together. Think about it. If you have a new location, you can string locations, hours and even payment methods together. From there, you can mention a key product or service. Perhaps it’s one that makes you unique. Add in a few credentials or a testimony for credibility and you have your 3 ideas. See how it works?

Think of it as a conversation. What might you say if you only had a minute or two with a customer? Just remember to anticipate needs. Everyone doesn’t know what they don’t know. It’s your job to get them thinking. This brings us to our next topic, “Get ‘Em Talking”.



Get ‘Em Talking

Get ‘Em Talking. It’s the goal of your video isn’t it? You want people sharing your video with others whether through social media, at the golf course or over dinner. So how do you do it? Throw them a curve ball.

Throwing a curve ball simply means do the unexpected. Look at your competition. How do their videos start? Do it different. But what if you like how their video started? What if it works for them? Shouldn’t you repeat it? Well, yes and no. Repeat the approach. Change the topic. The last thing you want to do is get confused for your competition and accidentally promote their business. Am I right? After-all, if you want to differentiate yourself, you have to find what’s different about your business. Then talk about it. Or if nothing else, talk about something common in a whole new way.

One way to do this is to pick a perspective no one has thought about. If you’ve ever been through sales training you know the story. It’s the one about what a man or woman who buys a drill. What are they really buying? Holes. That’s right. They are buying the hole it creates, not the drill itself. Now, before you think this is simply a features versus benefits speech. Let me remind you why this story sticks so well in your head. It’s a contrarian perspective. It’s the other side of the story. The side no one is thinking about. So, while the competition was touting off drill bits and horsepower. The winning business was getting people to think about the possibilities. Their customers were dreaming about how easy it will be to run cable with some great holes from a new drill.

So, what’s the side of the story no one talks about in your business? Talk about it. It’s a sure-fire way to get people talking about your business.



Keep It Simple

Simple is good. Somewhere along the way, we got brainwashed into using big words half of us can't spell. So why do we use them? Well, there's lots of reasons. But for videos and marketing, let's make one thing clear. No \$50 words. No Thesaurus.

Look. We're all a little ADD. We've got too much on our brains. And everyone is competing for our attention. It's no different for your customer. So, ask yourself this. When people watch your video, do you want them saying, "Wow, that was an impressive word. I wonder what that means?" Or do you want them saying, "Yeah, that's me. I need that." I'll let you decide.

Alright. Now that you have a handle on the \$50 words, let me throw another one at you. Lose the jargon. I know you have been using the word, flux-capacitor for 25 years and it just rolls off the tongue. But you have to lose it. Find a different word. One with no more than two syllables. Can't do it? Change topics or find a different audience. It's that simple. Okay, now that we have jargon and vocabulary out of the way. Let's move on to our last topic. And for good reason. we will keep it "Short and Sweet".



Short and Sweet

Make it short and sweet. You've heard it before. It was when you had 30 minutes of material and had to say it in 5 minutes or less. But what happens when you only have 30 seconds or 60 seconds? This is where most people start to break a sweat. Don't. It's not as hard as you think. The trick is to think sound-bytes. If you can't think sound-bytes, go borrow your neighbor's dog. You'll catch-on really quick.

Think I'm kidding? Think again. Dogs are smart. But they are simple creatures. Few things motivate them and they have the attention-span of a gnat. This makes them the perfect "practice audience". Let's say you wanted the dog to come with you on a walk. First, there's all the information you need. Then there's the information the dog needs.

Let's look at your information first. You know there's three different leashes to choose from, different paths to take or doggie parks to visit. You know what to bring to clean-up after Fido and what treats Fido likes to eat. Now, let's look at the dog's information.

Walk. Outside. Leash. Treats.

You see the difference? The hardest part is knowing which word motivated Fido the most. Not too different than your customers right? Now, let's take a look at your information. Grab your edited list. Get rid of the jargon. Remove everything that's not essential. Now, you can begin to write your message short and sweet. Remember the drill story?

Run cable faster.

Save time.

Save your knuckles.

Your hands and your wallet will thank you.

The new drill from Black and Decker.

Get it today.

Only at Smith's Hardware.

Short messages are easy to remember. So, keep your sentences under 50 characters and you'll be on the right track. What's more, your customers won't miss a second of your video. Sounds pretty good already. Wishing you great success with your video. Sincerely, the team at HDSplash.com.

