

# **SCRIPT EXAMPLES**

## **TOOLS**

**BETTER VIDEOS**



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# Video Script Structure

## GENERAL VIDEO SCRIPT

Keep your videos short and sweet. People have short attention spans. Follow these steps and write a script. See how you go. Practise makes perfect. I even write emails with this structure and they get me instant responses. Use these steps with your videos. I find introducing yourself second is great because you tell people what is in it for them first.

1. Tell them what to expect in the video
2. Introduce yourself
3. Deliver the content
4. Go over what they have learnt
5. Provide a clear call to action



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# Video Script Sample

## BOOK TRAILER SCRIPT

If you are an entrepreneur and find video overwhelming, if you have an inner knowing that video is for you and don't know where to start or perhaps you are terrified about being on camera, this book is for you.

Hi, my name is Rachel Dunn, and I have been working with video in all facets for over 20 years. I am now excited to help women around the world like you to step into a greater calling to grow your business and on a deeper level make a greater difference.

I have struggled with my own fears in front of the camera. In the past I hated the person looking back at me whenever I filmed a video. I never felt good enough, beautiful enough or thin enough.

I know that by reading this book you are going to be inspired. You are going to be armed with the latest techniques in making your videos stand out and attract clients. I am very passionate to help women come out from being invisible so they shine on screen and communicate freely, feeling authentic and free to be themselves. I want women to like what they see on camera, in turn attracting the business and clients they really want.



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# A Longer Example

You are a woman who wants to make a difference. You have a great business but you want more. You want to see how far you can take this thing that you've worked so hard to create. You know that there are old beliefs and patterns stopping you from moving forward, and you are SO ready to do something about it.

Hi, I'm Rachel Dunn, from Girl Director, and I'm so glad you're here with me.

You know there's a much better way to leverage yourself and reach people on a global scale, and you know it's video, but you're frustrated because there's never enough hours in the day. You've tried making videos but it's too hard, and whenever you look back at the vision you don't like how you look, the background doesn't look right and they sound terrible and unprofessional.

You want every piece of marketing that you put out there to reflect you and your brand. You want to leave a legacy, to leave behind something for your children to be proud of.

You don't want to put your videos out because you're worried they will damage your reputation, and misrepresent your brand.

You're put off by most of the videos you see out there online and feel overwhelmed. All you want is to create content that works and you know will engage people.

Hi, I'm Rachel Dunn from Girl Director, and I'm so glad you're here.



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**cont...**

How would it be if you had all your videos looking perfect?

How would it be if they represented you and your brand, with you talking authentically and speaking from the heart so people were really drawn in by your videos.

What would it be like if you knew all the tricks to making yourself look great on camera?

If you knew how to make videos easily to bring in more clients, giving you more time and reaching more people?

How would it feel making that bigger difference in the world that you know you were born to make whilst adding an extra \$200k to your bottom line? Just by adding the power of video to your business!

That's exactly what video can do for your business. That's what we teach people to do all the time.

If that's what you want, then [click here](#) to talk to us. Join the hundreds of women entrepreneurs who have been exactly where you are now and have totally transformed their businesses with video. There's no mistake that you are reading this right now, so don't miss this opportunity.

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As you can see, the two scripts here are quite different, but they use a similar structure with a bit variation. Start off creating a simple script and then try expanding on it. All the while you are creating awesome copy that you can use in your videos, landing pages and advertisements.



# Video Script Using Music

## USE THE STRUCTURE OF A SONG TO CREATE YOUR VIDEO SCRIPT

Another powerful way to communicate your message is to use powerful music that evoke emotion. Choose a song that tells a story. Use text on the screen to speak to your audience. You don't always have to have your face or voice in the video. Add emotion and take the viewer on a journey. Make sure there's a clear start, middle and end with a clear call to action.

I love making videos this way. Emotion is why people buy and connect with you.



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