



# VIDEO SCRIPT TEMPLATE

by

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# A BIT O' STRUCTURE

## ***Hey VideoStar!***

Below you'll find the template that your biz videos should generally follow.

Print it up and use it as you plot out the flow for your biz video scripts/talking points.

Do it up!

And as always...

Dream up,



Sarah Michelle Brown  
Your Virtual Video Director



# THE TEMPLATE

**Here's the order that each of your videos should follow:**

- 1. HOOK** – Tease ‘em, pique their interest
- 2. BUMPER** – A quick moment for moving graphics of you and/or your company.
- 3. INTRO** – Quickly let them know who you are.
- 4. PROBLEM** – Identify the challenge your audience is facing.
- 5. SOLUTION** – Give them a lovely solution.
- 6. SUMMARY** – Recap what they just learned.
- 7. CALL TO ACTION** – Keep it simple, specific + actionable.
- 8. OUTRO** – Say your farewells.
- 9. BUMPER** – Another quick graphics + music moment.
- 10. COPYRIGHT INFO** – Protect your stuff!



*Be sure to share your  
questions and ah-hahs in the  
Facebook group!*