

HIGH Converting Video Script Formula



There are different kinds of videos, but in general, script writing for videos are divided into 3 parts – introduction, body, and conclusion.

But since we are creating marketing videos, we will focus on learning how to write a script for these types of videos. In fact, even marketing videos have different types. But today, I'll show how to write a script for videos that convert well. In general, you can apply the principle to any kind of promotional videos.

Let's talk about the 3 main parts of a video and what you should include in them:

1. Introduction

The introduction is very important in any marketing videos because it is your way to encourage your audiences to stay and watch your video until the end. If you fail in this part, you'll fail at everything because this is your **ONLY** way to let your viewers watch and listen to what you have to show and say.

In the introduction, you should include 2 things – WHAT’s the topic/product you want to talk about and WHO are you.

You should say the topic right away because viewers should know whether this videos is something they are interested in or not. You must also introduce yourself because they need to know if you are worth watching or not.

In introducing yourself, you can either tell yourself as an “authority” or a “user” of a certain product. If you’re an “expert” in the topic, you should position yourself as an authority so that viewers will realize that they have to listen to what you have to say. If you’re a user of the product, just mention that as well because people love to see testimonials and experiences of other people in using a certain product.

But while introducing yourself is important, don’t make it too long because the truth is, the video is not really about you. Rather, it’s about the product or the topic you’re going to talk about.

You can do this either way – you can introduce yourself first or mention the topic/product you’re going to talk about first. You only got 10 seconds to do this so you have to find a way to mention these 2 in a shortest way possible.

Here are examples on how your lines go in the introduction...

Authority

“Hi, my name is Cham, a professional video editor with over 10 years experience. And today, I’m going to show you how to edit videos using Camtasia...”

User

“Hi, my name is Johnny. I’m a total beginner when it comes to videos, but using Camtasia with Cham’s training, I was able to create professional videos in no time. Let me show you how you can do the same...”

As you can see, these are 2 different intros. But anyone who wants to learn how to edit videos using Camtasia will be interested to continue watching the video after watching those intros.

2. Body

So just after the introduction, you should proceed to the body right away. It is here that you will take more time to showcase the details of the topic or product. You can show and talk about all the features of the product, demonstrate how to use it, show step-by-step processes, etc.

Continuing the example I used earlier, the script can go something like this...

“So as you can see, I’m now here in Camtasia, and the first thing you have to do is import your assets, then place the first one in the timeline... (and just continue to demonstrate the process here).”

In many cases, the script for the body part doesn’t even have to be written in details. Personally, I just create an outline of the pointers I want to talk about in the body part of my video, and just talk about them naturally. In my experience, this is better because my audience can feel that I’m more genuine and natural (and don’t sound very scripted).

Still, if you want to write down your script word per word, that’s completely up to you. Just make sure you don’t sound like a robot and do your best to talk naturally.

3. Conclusion (Call-to-action)

The conclusion in promo video is the call-to-action. This is the part where you tell them what to do after watching your video. Of course most people already know what to do but you still have to tell it to them. I don’t know but many times, we people still need to be told to on what to do next.

Here, you can tell them to buy your product, contact you for more details, sign up to your list, or any other action you want your viewers to do. Like the introduction, this part must be short and straightforward.

Here’s an example...

“So as you can see, that’s how easy it is to edit videos using Camtasia. If you want to learn more, you can get access to my complete training by clicking the button below this video. Thanks a lot for watching, my name is Cham, and I’ll talk to you soon.”

As you can see, this formula is very simple and straightforward. Some people add some drama or fun in their videos and of course you can try that too, if that's your personality. However, make sure that those things won't distract your viewers from the main thing you wanted to show to them.

For Review Videos

One type of promo video that we marketers usually do is the review videos. If you are selling products as an affiliate, here's a script formula you can do...

1. Introduction

The principle is just the same above. Just introduce yourself like I showed above or simply tell your name and your website, then tell them the product you're going to review.

Example...

"Hi, my name is Cham of inmotion.press and today, I'm going to show you my personal Prospectrr review."

2. Demo

Here, just demonstrate how the product works. Again, you don't really have to write things word per word here. You can write an outline as your guide, although personally, in most cases, I don't even write any script in this part. I just demonstrate the product and do things organically.

3. Pros and Cons

Even if a certain product is good, there are times when there are still some flaws. If you find some, just be honest about them and mention them in your review. As marketers, we tend to overemphasize the good points and just hide the bad things. But if you'll be honest by mentioning some things you might not like about the product as well, your viewers will love your review because they will see you as a real and honest person.

I'm not saying though that you always have to find flaws for each product your review. In fact, there are products that I reviewed that I really love and I can't say any bad about them. I'm just saying that if there are some flaws, be honest and mention them in your review.

4. Bonus

Remember that buyers can purchase the product you're reviewing, directly from the vendor or from any other affiliates. To encourage them to buy the product from you, it's a great idea to give some bonuses. And in giving bonuses, do not give lousy bonuses like PLRs or obsolete products. Even if they are just bonuses, you should still give valuable ones so that your viewers will be encourage to buy from you.

5. Call-to-action

Of course, in your call-to-action, tell your viewers to buy the product through your link so that you can also give them your bonuses.

That's it!

If you just follow these formula, you can create HIGH converting marketing videos that can bring your MORE money each and every time.

I hope you learned how to structure your video scripts from this simple guide and apply them in your own and clients videos.

Thanks for reading and I look forward to seeing your HIGH converting videos soon.

Cham

Inmotion.press