How To Use The Script Template

The script template is easily customizable to fit your individual needs. For example, you may choose not to divide each video up into sections; or you may not opt against using b-roll, text overlays, or inserts. Nevertheless, we have included all these options on this document, just in case.

Remember the "Three Act" Structure
1. **Setup-** Introduce the characters, give the setting, and/or explain the purpose of the video
2. **Conflict-** Something is wrong, circumstances are challenging, build up the story
3. **Resolution-** Conflict resolved, punchline, happy ending, and/or solution is presented

**If you are making a long video, it's important that the payoff is great. In other words, make sure the length of your film or video is worth the time spent watching it. Provide value.

Two Methods for Great Intros
APP Method
1. **Agree**- Begin with a statement that the viewer can easily agree with.
   Ex. "I think we can all agree that... [insert Pain/Conflict/Challenge HERE]"
2. **Promise-** Explain that you have a solution, and that brighter days are ahead.
   Ex: "And what if I told you that... [insert promise of a brighter day HERE]"
3. **Preview**- Elaborate on how you intend to communicate the solution.
   Ex: "In this video I'm going to... [insert 3/4/5 steps you're about to deliver HERE]"

Bridge Model
1. **Desired Situation-** Let the audience picture where they want to be.
   Ex. "Imagine you never had to worry about camera focus ever again."
2. **Current Situation-** Explain where they may be right now.
   Ex. "But right now, much of your footage is blurry."
3. **Offer a Bridge-** Position your video as the solution they've been looking for.
   Ex: "In this video I'm going to... [insert 3/4/5 steps you're about to deliver HERE]"

If you have questions about how to use the script template, please email me at antoine@katapult.biz.

SCRIPT SAMPLE:

Video Title: How To Start All Your Videos
Keyword: video marketing
Date: 4/30/2018
Intro: I think that we can all agree that how to start a video can be daunting. And what if I told you that there's an easy to start all your videos to ensure that people stay tuned. In this video, I'll be showing you the 3 steps all video marketing pros to start all their videos. Stay tuned. Let's go!
INTRO JINGLE
Intro Dialogue: Hi this Antoine Dupont with Katapult Marketing where we help Business Owners get more leads to grow their business! Before I start, please SUBSCRIBE to my channel and make sure to comment.
Start Video Content Intro The 3 step process is called the A-P-P. The A stands for Agree, the first P stands for Promise and the second P stands for Preview...also known as the APP method. Let me explain.
Section 1: A = agree - Ask for agreement: I think we can all agree that...
Section 2: P = promise - Make a promise: And what if I told you that...
Section 3: P = preview - Tell them what to expect: In this video I'll show you the...
RECAP • Review main points • "Download the free script template by clicking link below"
OUTRO Thanks for watching my video! Please Subscribe to my channel for more updates in the future.

SCRIPT TEMPLATE

Video Title:
Keyword:
Date:
Intro: I think that we can all agree that... And what if I told you that... In this video, I'll be showing you the... Stay tuned. Let's go!
INTRO JINGLE
Intro Dialogue: Hi this [YOUR NAME] with [COMPANY NAME] where we help [TARGET MARKET] be more/get more [WHAT THEY WANT MORE OF]! Before I start, please SUBSCRIBE to my channel and make sure to comment.
Start Video Content Intro
Section 1:
Section 2:
Section 3:
RECAP • Review main points • Tell them where the links are
OUTRO Thanks for watching my video! Please Subscribe to my channel for more updates in the future.