

# VIDEO SCRIPT SWIPE FILE

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# VIDEO SCRIPT SWIPE FILE

When you make a marketing video do you just hit record and start saying whatever pops into your head?

This is not recommended. Too often it leaves us awkwardly looking for the right words and this is the fastest way to stop someone from listening to you.

To look professional on camera it's important to have a script as it will not only take the stress out of being seen, it will have you showing up as a confident person who really knows your stuff.

**Without a script people are less likely to be engaged.**

A script doesn't have to be complicated, so don't worry if you're not a particularly good writer. It just needs to contain a few key components:

1. An introduction
2. Descriptive and engaging words
3. The information you want to tell them
4. Variety in voice tone, pitch and pauses
5. A conclusion with a call to action of some type

You may also want to have the translated words included at the bottom of the video so they can refer back to the information without having to listen.

Always keep it concise, as including too much detail in your script can be a mistake.

Listed below are our top tips for creating an engaging, informative marketing video.

## **1. Find a comfortable place to write**

Whether you're using pen and paper or typing on your computer, choose an environment that inspires creativity and will allow you to focus without interruptions. Not all communication is verbal so think about the other ways you typically convey your message, because you won't have to create speech for that.

Think about your words carefully and write as if you were just having a conversation with a friend, not making a late night infomercial.

## **2. Consider your language**

The words you use should be specific and focused solely on your message. Speak to your ideal client, however keep industry-specific buzz words to a minimum so that anybody can clearly understand you. Too many complicated words do not make for an engaging experience.

## **3. Use good storytelling technique**

Any good story has a clear introduction, body and conclusion so be sure to give your script a good structure. Basically the introduction is telling them what you're about to say, the body is the information you want them to know and the conclusion summarises what you've just said, with a call to action at the end.

This structure takes your audience on a journey and it's a fact that humans love stories.

## **4. Edit your script**

It's common to write too many words so give each one a purpose for being there. When you're finished go back and cut out anything that is not necessary and make sure your script is arranged so it's easy to follow and understand. You want every word to give value to your message, not be something irrelevant that just pads out the script.

## **5. Practise your delivery**

It's important to practise your script out loud as spoken words are different from written words, so find a place to practise where you won't be disturbed. Keep doing this until you're confident that your message flows and sounds conversational. If it doesn't then go back and adjust, particularly if any of the words are difficult to say. The last thing you want is to be stumbling over awkward phrases.

## **6. Ask for feedback**

Sometimes it helps to get another person's opinion. You may think you've nailed it, however it doesn't hurt to test it on someone who doesn't know the material like you do to see if they understand it. Don't take negative feedback personally. It's better to know up front and take their advice on board than deliver a video that makes no impact.

You can ask for feedback either online or ask a few people over so you can see their reactions in person. If you're doing this, choose people who are genuinely interested in what you're offering and will be honest and constructive.

As you read your script look at their reactions and listen to their comments. Ask them if your message is clear and achieves its objective. If not, perhaps they can suggest parts that could be amended.

## Scripts

Below we have designed a number of useful scripts for you to use that are suitable for marketing your products or services. These will help you launch into being a kick-ass Boss Bitch video presenter.

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For each of these examples shown, insert your own details and content wherever the writing is in bold. Specific instructions are shown in italics in the first example.

#### EXAMPLE #1

Hi, my name is **(your name)** and welcome to **(website or page name)**

You're about to discover the secret of how to create effortless sales without working harder. **(add your outcome)**

We've created a free video series **(insert what you created)** for you that explains the three biggest hurdles every female entrepreneur faces AND how to overcome them **(insert what you cover in your freebie)**.

So, go ahead, put in your name and primary email address, click the "**Send My INSERT WHAT IT IS**" button right now and we'll see you on the inside.

#### EXAMPLE #2

Hi, my name is **(your name)** and welcome to **(website or page name)**

In the next few minutes you are going to discover how to have more **income, impact and influence** just like other **female entrepreneurs** from all over the country/world.

We've even put together a **Free video series** showing you the **three biggest hurdles every For Sale By Owner faces AND how to overcome them**.

Just enter your first name, your email address and click the "**Send My Free video series**" button below and you'll instantly receive the Free video series by return email.

So go ahead... enter your first name, your email address and click the **"Send My Free video series"** button to instantly receive the **Free video series** by return email.

### **EXAMPLE #3**

Hi, my name is **(your name)** and welcome to **(website or page name)**

**Most entrepreneurs think that marketing is all about attracting the right clients when actually most of the time marketing is about polarising the wrong clients.**

I have put together a **proven and effective lead magnet system that helped me build a 7 figure business in only 18 months.**

I reveal the secrets the gurus don't want you to know!

So go ahead... enter your first name, your email address and click the **"Send My Free video series"** button to instantly receive the **Free video series** by return email.

### **EXAMPLE #4**

Hi, my name is **(your name)** and welcome to **(website or page name)**

Do you have trouble with **getting booked on stages for speaking gigs? There are a few things you need to know as a female entrepreneur about how to stand out and be noticed in this highly competitive area.**

I have put together a **video toolkit that explains exactly what you need to do so that promoters are knocking down your door.**

To get access go ahead and enter your first name, your email address and click the **"Send My video toolkit"** by return email.

### **EXAMPLE #5**

Hi, my name is **(your name)** and welcome to **(website or page name)**

I know how important it is to **look good on camera by creating the right image.** Until I met **(name)** I had no idea about the **psychology of styling for success... and found out I was actually doing lots of things wrong.**

This is why I decided to record an exclusive interview with **(name).** **In our chat she shares some of her best tips on how to style for your brand. And yes it is an art!**



If you'd like access to this interview, all you need to do is enter your first name and your email address, then click the "Teach me How" button to get instant access to a new you.

It will change your life.

### **EXAMPLE #6**

Hi, my name is **(your name)** and welcome to **(website or page name)**  
Are you having problems **converting your leads into sales?**  
It shouldn't be so hard right?

What if I told you I had a **foolproof system** that will not only **create more sales, but will have customers lining up to buy from you?**  
Yes you heard that right!

My **"Foolproof sales system"** is just a few clicks away.  
All you need to do is fill in your first name, email address and hit the **"Get me more sales"** button to get started.

### **EXAMPLE #7**

Hi, my name is **(your name)** and welcome to **(website or page name)**  
I sat down the other day with my good friend (name) who's an **incredibly gifted athlete. He has so many easy hacks on how to maintain a healthy body weight even when you're travelling a lot and can't get to the gym.**

I wanted to share this with you, because as a **female entrepreneur** myself, I know how important it is to **stay in shape. I've been there and since doing some of these things, I have so much more energy and feel good about myself.**

As **(name)** says **"You need to be stronger than your excuses"**  
To get immediate access to this interview enter your first name, your email address and click the "Send video" button and you'll receive it by return email.

### **EXAMPLE #8**

Hi, my name is **(your name)** and welcome to **(website or page name)**  
I just wanted to share with you today something which reminded me of why I do what I do.

**I have a beautiful client who's been working with me for about 6 months now.**  
**When I met her she was doing it tough as a single mum trying to build her dream business on a limited budget.**

**I gave her access to a video series that I'd created after building my first 7 figure business a few years ago.**

**This wasn't actually available at the time because I was upgrading it, but I felt that it would help her a lot so I granted her access anyway. Last week she had her first 5 figure month using just these techniques.**

**It reminded me that to be successful everything doesn't have to be perfect so I've decided to release this same video series to anyone who wants it.**

If that's you then go ahead and fill in your first name, your email address and click on the button **"Send me my videos"** and you'll receive them via return email.

### **EXAMPLE #9**

Hi, my name is **(your name)** and welcome to **(website or page name)** Christmas is nearly here so in the spirit of the festive season and to give you a kick start into 2021 I decided to give you a special gift.

I've been busy creating a new video series on **(name)** which is going to help you **learn how to run a successful online business. If 2020 taught us anything it was the need to have an online solution that could sustain any business in challenging times.**

**The clients who've done this have actually had more profits in the last 6 months than ever before.**

So if you're ready to **pivot or just create an alternative solution**, fill in your first name, your email address and click the button below to get instant access.

### **EXAMPLE #10**

Hi, my name is **(your name)** and welcome to **(website or page name)** In this video I'm going to share with you how I managed to **make 7 figures in my first business without spending any money on advertising.**

**When I started out as an entrepreneur, all I had was a computer and a huge mission in my heart. I really wanted to make an impact on the world but I didn't have a whole lot of money to spend. I'd just left my paid job to make my dream a reality.**

**I was so sick of exchanging time for money and never feeling like what I was doing would make a difference to anyone.**

**I'd spent a few years studying everything I thought would help me from religion and self help to marketing and business. When I came to finally putting what I'd learned into action these were the 5 things I did that helped me the most:**

**(list 5 things you learned and implemented and why they were important)**

If you can relate to this, I can offer you the chance to spend 90 minutes with me creating a roadmap of what you need to do in what order to start or scale your business to the next level.

Sound good?

If you have a big mission of your own and believe it's time to finally make it happen, then fill in your first name, your email address and click "Apply Here" and let's get started!

**EXAMPLE #11**

Hi, my name is **(your name)** and welcome to **(website or page name)**

When my clients come to me complaining that **their marketing isn't working, I find the biggest problem is they haven't spent enough time identifying the profile of their ideal client.**

**Your marketing is not going to work if your message is going to the wrong people.**

**A lot of people never do this process properly because they think it's OK to market to everyone.**

**Big mistake!**

To make it easier for you I've created a **worksheet that you can complete which will help you nail down exactly who you want to attract.**

To gain access to this just fill in your first name, your email address and click this button **"Yes give me access"**.

Then just keep an eye on your inbox.

**EXAMPLE #12**

Hi, my name is **(your name)** and welcome to **(website or page name)**

**Being an entrepreneur can be lonely at times.**

**And sometimes maintaining a healthy relationship can be challenging.**

**Unless your partner relates fully to what you're doing they can often feel ignored or left behind.**



I've created a free video and worksheet package that gives you important tips on how to keep your relationship going. This is actually good advice no matter what type of work you do.

So go ahead... enter your first name, your email address and click the "Send My Tips" button to instantly receive the Free relationship package by return email.

### **EXAMPLE #13**

Hi, my name is ***(your name)*** and welcome to ***(website or page name)***

If you're a **female entrepreneur** this could be the most important video you've ever seen. Did you know that **only 2% of women make it to 7 figures in business?**

**I'm determined to change this.**

If you're watching this I know that you **already believe in what you're doing and are the type of woman who doesn't give up easily.**

I want to help you **get to where you're going so please** join me in my next webinar where I'm going to **expose what's wrong with the business world right now and how as a female entrepreneur you have the edge.**

This will be held on ***(date and time)*** so to receive all the details enter your first name, your email address and click the "Register Now" button to get signed up and join a **movement of game changers who want to make a difference.**