

How to write a video script?

1. Choose a goal/topic
2. Identify the point of the video

This boils down to a very simple exercise: tell someone why they should watch this video in one sentence.

3. Write out visual and audio elements

4. Write your script, then trim to fit

Here are a few brief tips for writing dialogue:

Speak directly to the audience. Use “you” and talk to your viewers. It’s more personable, and people prefer being spoken to rather than being spoken at.

5. Write it the way you would say it.

Your audience isn’t going to read your script. So write what you would actually say, not what looks best on paper.

Read your script out loud. This is the only way to find out if your dialogue sounds natural. If you make changes, read it out loud again.

Once the dialogue is clean, you’ll know roughly how much footage you need to shoot and what shots you need. If you’re using a voiceover, be sure to shoot some extra footage to account for pauses in the dialogue and visuals that don’t make the cut.

6. Writing the right script

Marketing videos accomplish two things:

- They educate viewers.
- They persuade viewers.

Educational videos: Presentation and explainer video scripts

Presentation and explainer videos fall into the educational category.

These videos are usually for:

- Demonstrating how to do something.
- Explaining how your product or service works.
- Introducing what your brand does.

The keys to success with educational videos are brevity and visuals.

Concise information is easier to remember. That’s why phone numbers are seven digits long.

So keep your video short and break it up into manageable blocks of information to help viewers retain what you’ve shown them.

Also, include relevant visuals to show and tell the viewer what you’re explaining, which will increase retention even more.