SCRIPT GUIDE

'There is no such thing as good writing, only good rewriting.' Mark Twain

Before You Start

Who are your audience? What do you want them to think, feel and do as a result of seeing your video? Write down the answers to these questions on a piece of paper and refer back to them as you write your script.

Understand that the script drives everything. Not only will it drive the message to your audience, it will also highlight where you need to use any supporting video, pictures or PowerPoint.

Decide what the key messages are that you want to get across to your audience. There are only so many messages an audience can absorb, so limit your list to three or four main points at the most.

Remember, a longer script is not a better script - Keep it simple!

The Beginning

Writing the opening of your script is the hardest stage in the writing process, but it's also the most important part. It's your big opportunity to engage and grab your audience's attention.

Include in your opening a clear audience benefit; 'Watch this video because'..... 'By watching this video you will'.....

Remember, resist the temptation to use posh language. Use the same conversational language you'd use if you were talking to a friend.

The Structure

By applying a well thought out structure your script will flow effortlessly. We recommend the following structure:

PROBLEM – ANALYSIS – SOLUTION – BENEFIT - ACTION

Alternatively, try dividing your script up into sections. These could be based on your key messages or even simpler, the beginning, the middle and the end. Tackle each section separately, then when you're happy with what you've created, piece everything together.

Supporting Material

Supporting PowerPoint and video can help bring your message to life and we think you've probably already got what you need at your disposal. Each of our Virtual Studios has a screen which can be used to showcase your material.

You can add PowerPoint slides, company logos, pictures and clips from an existing video or a complete stand alone video. Alternatively, we can create the supporting PowerPoint or video for you.

Tips and Tricks

Your video script should engage your audience and deliver information in an easy to absorb format. Using language such as 'you', 'we' and 'us' helps to make your audience feel like the video is targeting them directly and thus makes them more responsive to the key messages.

If you're finding it hard to explain something complicated think about how you'd explain it to a friend in the pub. Say it out loud and take note of what you say.

We advise against humour as it's difficult to gauge whether your audience will find it funny or not, and if they don't it's a real turn off. If you want to add humour then use lightness of touch, not jokes.

As a guide, one page of A4 text printed in size 12 font will take a presenter roughly two minutes to read.

Recruit a volunteer to read your script. You already know what you're trying to say; a second opinion will spot areas of confusion that you may miss.

If you need to include complicated data or technical information it might be easier to illustrate this in a PowerPoint slide or picture. Pictures are incredibly effective and you can get great royalty free pictures at www.istockphoto.com.

Highlight in your script where you want to use your supporting material. Write the file name in brackets so we can see clearly where each element goes. For example,

'Now let's take a look at what the Preston team have been doing to help the 'Keen to be Green' programme'. (Insert Preston, Keen to be Green clip)

If you feel yourself struggling at any time, please give us a call. Whether you want one of our scriptwriters to write your script from scratch or use two hours of their time to tidy up your first draft, we're always here to help.