

SCRIPT TEMPLATES & EXAMPLES

Template

Circa 60 to 90 seconds / 180 to 250 words

1. A positioning question to introduce what you do?
2. Introduction – Who you are
3. Why is what you do important to your client?
4. Via a Story demonstrates you have knowledge/experience of the problem you are solving
5. Call to action
6. Close

Example

Are you a small business owner struggling with the age old problem of.....

How to find more customers, how to get more sales and how to create more revenue..... BUT in a way that's not only sustainable BUT that's also not going kill you with all the follow activity involved in?

Then I have something I think you'll want to hear.

Hello..... my name's Terry Malloy and I help business owners just like you to stand out from the crowd in a world full of marketing hype.

Right now video is hotter than ever with YouTube receiving a staggering 4 billion views a day... but did you know that over 60% of those views are actually SEARCH DRIVEN..... they're NOT cute cats or funny kids videos that have just gone viral..... as most people might suspect..... No.....they're SEARCHED for video..... which basically means that real people are searching EVERY day for services just like yours

BUT you can't cash views in at the Bank.

What you need is a workable strategy to turn those views into leads and that requires a correctly made video.

So if you'd like to know what *correctly* made video is and how it could genuinely help you tofind more customers..... and add more profit to your bottom line..... without drowning you in a heap of extra work.....

Then just click on the "Free Strategy Session" button below this video.....fill out the short form and I'll get back to you to arrange an informal no obligation conversation about your specific video marketing needs.

Bye for now.