



THE PERFECT TEMPLATE FOR YOUR NEXT VIDEO PROJECT

Video Script Template Checklist



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CALLS TO ACTION IN VIDEO SCRIPTS

Encouraging action!
Before you wrap up your video, don't forget to add a call to action.

HOW TO HOOK YOUR AUDIENCE

A solid hook grabs attention right from the get-go.

MAIN CONTENT ESSENTIALS

The bigger picture

Now you have your hook and introduction sorted, it's time to move on to your main content.

This will be the longest part of your script, however this still needs to be concise and enticing to meet the needs of your audience.
This example should follow the flow from the introduction and offer actionable, easy-to-follow content to keep viewers engaged.

Example...

“So let me show you exactly how our tool works.”



First, all you need to do is upload your data or connect it directly to your software. From there, our automation feature kicks in and starts categorising and organising everything in the background.



No more manual input or wasted hours trying to make sense of it all.”

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STARTING YOUR VIDEO SCRIPT...

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Your go-to guide...

Ready to create engaging video content? It all starts with a solid script, and this template is here to help you get started.

This template will help you discover the secrets to writing video scripts that really connect with viewers and inspire action.

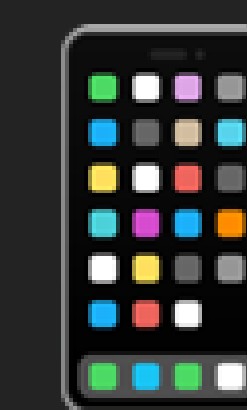
Video marketing checklist



→ **Define your goals.** What's the big win for your video? Know exactly what you want to achieve, and we'll make it happen.



→ **Know your audience.** Who's watching? We'll help tailor the style to speak directly to your ideal viewers.



→ **Pick your format.** From short-form clips to dynamic animations or live action, let's choose the style that best tells your story.



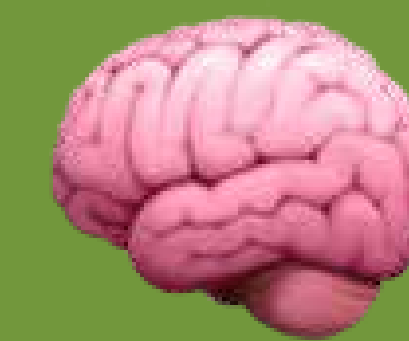
→ **Decide the next step.** What should your audience do after watching? Whether it's visiting your site, signing up for emails, or booking a consultation, we'll make sure your call-to-action hits home.

HOW TO HOOK YOUR AUDIENCE

A solid hook grabs attention right from the get-go.

When it comes to video marketing, having a great hook is key. It's what keeps viewers from just scrolling on by.

Ideas for a great hook



→ **Pose a Thought-Provoking Question.** Example: “Have you ever wondered where all your waste goes?”



→ **Share a Surprising Fact.** Example: “Technology can help us combat climate change?”

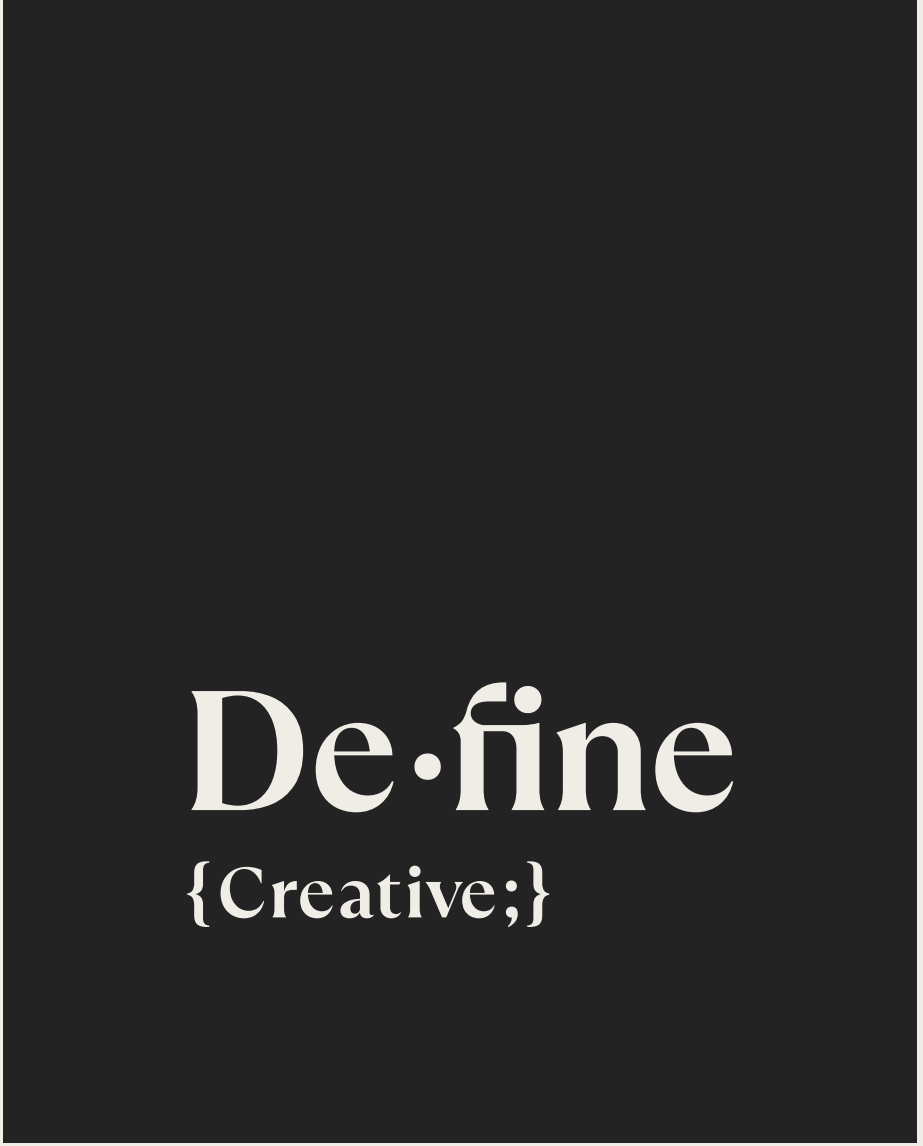


→ **Make a Bold Statement.** Example: “In just 30 seconds, you can change your life forever.”



→ **Add a Statistic.** Example: “Forests are home to over 80% of the world's land-based species of animals, plants and insects.”

TRY WRITING YOUR OWN HOOK



Get practising...

Feel free to jot down your thoughts and ideas for crafting your own hooks here:



Hook Idea:

Hook Idea:

TOPIC INTRODUCTION

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The introduction...

Now it's time for the intro! Quickly introduce the topic and give yourself a shoutout if you'd like. Share a sneak peek of what's coming, tease a tip, or drop an example. Keep it short, sweet, and engaging –just like the hook!

Introductory Examples



For a quick, direct approach:

“Want to set up your own website in under 10 minutes?

In this video, I'll walk you through it step-by-step, and by the end, your website will be live!”



For a curiosity-driven intro:

“Ever wonder how people make money while they sleep?

Today, I'll show you how to start generating passive income with just a few easy steps.”

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Example...



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CALLS TO ACTION IN VIDEO SCRIPTS

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Encouraging action

Before you wrap up your video, don't forget to ask your audience to take action.



What are Calls to Action?

Calls to action (CTAs) are essential in video scripts because they provide viewers with a clear next step, driving engagement and conversions. Without strong CTAs like “Get in touch” or “Apply online today,” viewers might enjoy your content but leave without taking action.



Why are they important?

CTAs create urgency and turn passive viewers into active participants, significantly enhancing the impact and return on investment of your video content.

THE KEY TO A SUCCESSFUL VIDEO SCRIPT

A solid video script is your game plan – it keeps your message clear, targets the right audience, and helps you achieve your goals.

Whether you want to inform, entertain, or convert, a well-crafted script ensures your content resonates and engages viewers.

The key is knowing your audience and your objective. Whether it's building brand awareness, driving website traffic, or boosting sales, a great script leads your audience exactly where you want them.



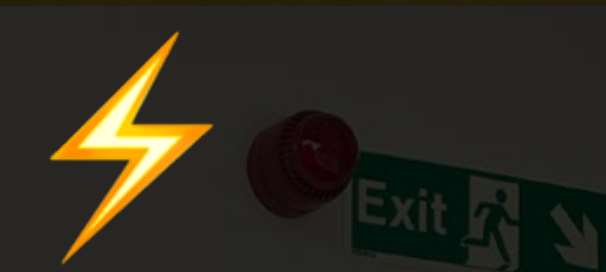
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START YOUR VIDEO WITH DEFINE CREATIVE

Ready to elevate your video marketing?

At Define Creative, we specialise in compelling video content that hits all the right notes.

[Get in touch today](#), and let's kick off your next project.



ABOUT DEFINE CREATIVE

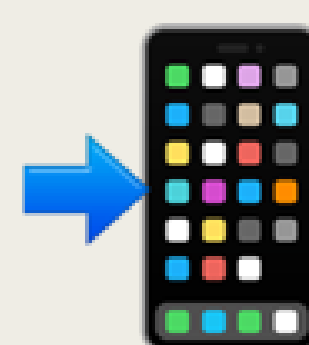
We team up with amazing in-house and freelance videographers, plus some super-talented post-production editors, to turn creative ideas into real solutions for our clients.

We make the process fun and build strong, lasting partnerships along the way.

Our clients trust our expertise, love the results, and enjoy working with us. But hey, don't just take our word for it...

[Check out our testimonials](#)

[Get in touch with us today](#) to start your next project.



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