

Video Scripting Guide

Plan, outline and write
successful marketing videos.

**content
supply co.**

Successful videos do not happen by accident.

Behind the scenes there are always formulas and strategies closely followed to ensure videos actually work.

If you're reading this guide, I imagine you've struggled with knowing how to plan, outline and script videos that actually deliver results - make money, increase authority, build awareness and share impactful stories.

This resource will help you understand how to make successful videos, specifically everything that must happen up until you hit record.



How To Use This Guide

- ☐ Print it out. If digital, open up a notes app and follow guide.
- ☐ Implement the scripting framework
- ☐ Grow your business with effective video scripting



And, if you have any questions along the way...

Contact Content Supply

Our team is only a quick call away to provide all the support you need.

[EMAIL](#)

[CALL](#)

STEP ONE

PLAN

Purpose should be at the forefront of your video strategy.

What result do you want your videos to create for your business?

Don't overwhelm your audience with more than one purpose (or topic) per video, especially for awareness on social media.

And make sure you're clear on your message so you can know how to talk about what you do and why in a simple yet powerful way.

Get access to Story Supply™ for more help with your brand messaging.

STEP TWO

PEOPLE

People should be the primary focus of your video messages.

People are your ultimate buyers and will determine the success of your business.

So know exactly who you're talking to in your videos.

What do they want? What are they struggling with? What stories can you share in order to help them transform beliefs?

Who are your customers?



Narrowing down your audience to a specific person will help you create a far more targeted and successful video. Don't include everyone.

Know who you're talking to and use their name and language to make the messaging about them.

STEP THREE

PLATFORM

Optimize each video for the platform of distribution.

Each platform requires different sizes, lengths and design changes.



Keep your videos short and to the point because attention span is limited.

Add a call to action at the end of your video. Let them know what they should do next.

You want to increase engagement, CTR, likes, shares, comments and so much more so your videos are successful!

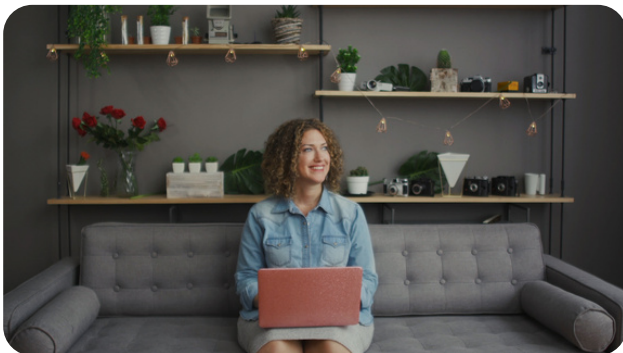
Planning your videos is vital to a successful video. Most of the work should happen before you even hit record.

Here's your quick reference checklist to make sure you're on the right track with your video strategy.

Video Planning Checklist

- ☐ **People:** Know who your message is for.
- ☐ **Purpose:** What do you want your video to do?
- ☐ **Platform:** What's your distribution channel?
- ☐ **Budget:** Know how best to invest in creating your most successful videos – ad spend, equipment, team, location, etc.
- ☐ **Equipment:** Camera, lenses, storage, tripod, mic, lights, etc.
- ☐ **Location:** Decide on a dedicated place to film videos with no distractions – home, office or studio.
- ☐ **Script:** Write scripts and outlines with one clear purpose.
- ☐ **Hook:** Grab the attention of viewers in the first moments of your video so they feel like your message is relevant to them.
- ☐ **Headline:** Appeal to your customer's pain in a SEO-driven headline.
- ☐ **Call To Action:** Invite your customers to take action – “Buy Now”, “Book A Call,” direct phrases like that.
- ☐ **Authenticity:** Be conversational and present yourself as if you're talking to a friend.
- ☐ **Storyboard / Shot List:** Map out what your shots and visuals will be. Demonstrate your product and service in 3 simple steps.

- ☐ **Pattern Interrupts:** Maintain engagement with pattern interrupts like tone of voice changes, graphics, jump cuts, different camera angle, jokes, color changes and more.
- ☐ **SEO Optimize:** Use proven link building and search optimization strategies to be discovered.
- ☐ **Length:** In knowing your platform, understand how long your videos should be to drive the biggest impact.



RESEARCH

To put together a video script that actually works, you must know what you want to say.

Movies that leave audiences unhappy and a low rotten tomatoes score is often because the movie didn't have a clear message they were sharing and they didn't know what the market needed to learn and experience.

Consider what people are willing to search for, talk about and buy when it comes to the specific product you will be selling in your video.

Go check out read product reviews, threads and common search terms on Google, Amazon, Facebook and your website. And then take notes.

Organize these keywords in a simple list so you can see what word for-word language your ideal customers use to talk about your product so you can speak their language in your script and establish a friendly connection.

Are any keywords or phrases repeated?

If so, make a shortlist of what keywords are used the most so you can use them in your script, video descriptions and full content strategy when you distribute your video.

Now, jump into a SEO tool like Keywords Anywhere to look at the search volume – basically how often those keywords are searched for on Google, Amazon and beyond.

Competition

As you study the market, learn about your competitors.

This will help you can understand what you should and should not do to attract the perfect customer to your business.

Identify your top three competitors and take notes on the following to add to your scripting brainstorm.

Business Name

What are they doing right?

What can they improve on – missed opportunities?

Where are they marketing their business?

Where do they love about the business offers or is there an obvious desire for something new and different?

Customers

The success of your videos will be determined by how well you understand your customers.

“Hit the streets” to talk with your customers about their experience with your product or service.

Take notes on what they share with you.

Here are questions to guide the conversation:

When you discovered our product, what were you trying to accomplish that we helped you with [helping you discover their desire and pain]?

What is your favorite part of our product?

Does our product confuse you in any way?

What don't you like about the product?

What has their experience been like with your product or service?

Brand Message

Crafting a clear message is essential to business growth.

The more clearly you can talk about what you do and how you can help your customers, the more you will win over your customers.

Your unique message is your competitive edge and helps you stand out from the other noise online.

And, it will make video scripting much easier. You'll be confident in how to create all content online, not only video. You'll build a profitable connection with customers and they'll understand why they need to buy your product or service.

To do all this messaging magic, we use **Story Supply**[™] — our signature brand messaging framework that will help you clearly and confidently talk about what you do in a simple yet powerful way.

Before you prepare video scripts, update your story supply so your messages will resonate from ads to your product communication plan.

One Message

In 1-2 sentences, describe what your company does and offers.

Brand Story

Inspired by Story Supply™ framework, document your customer's story to guide all messaging.

People

Problem

Plan

Perspective

Payoff

Look for and listen to things that your customers are saying AND not saying.

Your customers will never buy from you if...

1. They don't know your product exists.
2. They don't understand how your product solves a problem they have.
3. You never create and share messages (through video) that help them get what they want.

The language you use must be simple and relevant to your customers.

We recommend using our brand messaging exercise in Story Supply™ to craft language that will resonate with your customers best as you learn more about how to guide them from problem to solution...with your offer!

One Problem

In your video scripts, focus on one problem and talk about it so your ideal customers can easily say, “They get me!”

The more you can show your understanding of a problem, the more people will believe you have the solution.

With all your research, simplify everything down into one, main problem.

By the end of your video, if your viewer remembers nothing else, they must remember this one thing...

We help (customer identity)
do (result)
by offering (solution)
so they no longer need to (problem).

Don't overwhelm your viewers with too many problems and keep the purpose on just one thing.

One Solution

If there's one problem then there must be one solution. Here's how you'll introduce your solution.

And remember, as amazing as your product or service is, IT IS NOT THE SOLUTION.

Your product or services creates the solution your ideal customer is looking for. Customers want the result or benefit that your product provides.

Demonstrate Product

Video is an audio and visual experience.

At one point in your video sales funnel you must demonstrate how your product or service works in words and in visuals.

Plan this demonstration in your scripting using 3 easy steps so you don't confuse your audience.

First, describe how your product or service works in words. In a way, easily understood as captions AND for any person who only hears about your product can describe.

Second, describe how your product or service works visually. How can you show someone with visuals and video graphics so they can easily understand how easy it is to be successful with your product or service without having to hear a word about it.

Features and Benefits

Yes we focus on one problem and solution BUT your product offers many features that create amazing benefits.

Brainstorm a list of all the features of your product or service.

And then match one benefit to each feature that makes it easy for a normal person (like your customer) to easily understand.

Call to Action

People rarely take action unless they're invited.

Tell your customers simply what they need to do to remove their pain and be successful with your product or service.

You could say something like...

If you want (describe what customer wants),
then (call to action)
to (result of taking action).
Click the button below to

IDEATION

Getting inspired for new video ideas is crucial for several reasons. First and foremost, it keeps your content fresh and interesting for your audience.

Creating videos that are repetitive or unoriginal can quickly lead to viewer boredom and a decline in engagement. By regularly seeking out new sources of inspiration, you can keep your content fresh and engaging, helping to attract and retain viewers.

Secondly, getting inspired for new video ideas allows you to stay on top of trends and developments in your niche. Whether you're a vlogger, a product reviewer, or a brand marketer, it's essential to stay current and up-to-date with the latest trends, techniques, and innovations in your field. This helps you to remain relevant and competitive, giving you a better chance of attracting and retaining a loyal following.

Thirdly, finding inspiration for new video ideas can help you to develop your creativity and grow as a content creator. By exploring new themes, topics, and approaches, you can challenge yourself to think outside the box and develop your skills and abilities.

This can help you to stand out from the crowd and build a unique brand identity that sets you apart from other content creators in your niche.

Artificial Intelligence

AI has changed the way we create video scripts. Instead of starting from a blank page, you can now use AI-powered tools to brainstorm ideas, generate outlines, and draft scripts for YouTube videos, ads, courses, podcasts, and more.

The key is knowing how to use these tools effectively without losing your authentic voice.

Here's how to make AI your scripting assistant (not your replacement):

1. Start with a Clear Prompt

AI works best when you give it context. Include your video's goal, audience, tone, and format in your prompt. For example:

"Write a 60-second YouTube ad script for a time-saving project management app. Target busy entrepreneurs. Tone: energetic, clear, and persuasive."

2. Use AI for Brainstorming, Not Final Drafts

AI is great for generating hooks, story angles, and script variations you may not have thought of. But don't copy-paste its output. Always refine and adapt it to match your brand's style and message.

3. Build Frameworks with AI

Instead of asking for a full script, have AI generate structures like:

- Video Outline: Hook → Problem → Solution → CTA
- Course Module Breakdown: Key topics, lesson order, and bullet points
- Ad Copy Options: 5 headline and tagline variations

This gives you a strong foundation to polish.

4. Customize for Your Brand Voice

AI can sound generic. After generating a draft, run it through your brand's filter: does it match your personality, vocabulary, and tone? Add stories, examples, or case studies that only you can tell.

5. Save Time on Editing

You can use AI to shorten scripts for social cutdowns, adjust language for different platforms (e.g., YouTube vs. Instagram), or repurpose long scripts into short promo clips.

Pro Tip:

Treat AI as a collaborator. Let it handle the heavy lifting of drafting and brainstorming while you bring the creativity, strategy, and authenticity that make your videos stand out.

TEMPLATES

I use the word “script” lightly as not every video will require a word-for-word script as you may be comfortable with the message that needs to be delivered and so an outline will simply work great for you.

But, if you’re like most people...you tend to ramble without organized thoughts.

So these scripts are meant to guide you in how to outline, plan and even create detailed scripts for the next videos you’ll create.

The following “scripts” are videos that support each step of your customer’s journey, a.k.a - sales funnel.

Video Ad Template

Video Supply combines messaging and marketing strategies to brand and sell any offer profitably.

Create a social video ad using the following format.

The following video ad outline is for brand awareness and direct response.

- ☐ **Hook:** Capture viewers attention, give them a reason to watch.
- ☐ **People:** Identify viewer and communicate what they want to hear.
- ☐ **Problem:** Connect to viewer by talking about the problem that's stopping them from getting results
- ☐ **Payoff:** Share the promised result after they take action.
- ☐ **Authority:** Position authority, credentials and you can be trusted.
- ☐ **Perspective:** Share the belief viewers need to be ready to buy. How the offer is unique and new.
- ☐ **Plan:** Present a simple, 3-step plan to achieve success.
- ☐ **Social Proof:** Show proof of results with testimonials, etc.
- ☐ **Objections:** Eliminate big objections and cost of not taking action.
- ☐ **Urgency:** Give a reason to act now.
- ☐ **Call To Action:** Tell viewer exactly what to do next.

Retargeting Video Template

Retargeting video ads should be quick.

You want customers to know exactly what to do with a direct call to action.

At this step in their journey they've already seen one of your videos and now they're ready to take action.

Consider the following best practices and give yourself 60 seconds or less to re-engage your customers and get a direct response...

- ☐ Combat sales objections
- ☐ Show products you know your customer will be interested in
- ☐ Encourage action with urgency
- ☐ Offer discounts and one time offers
- ☐ Remind customers of how much they love your brand

Video Sales Letter Template

A sales letter is a marketing message written to influence a customer to purchase a product or service.

A video sales letter (VSL) is the same thing, done as a video.

Video becomes even more powerful to put a face to what's being offered. The VSL replaces the written sales copy exploring the customer's problem and introducing a specific product or service.

A face is best but not the only way - animations, whiteboards, slideshows can work too.

The Video Sales Letter framework can be almost exactly the same as the commercial script but with further emphasis on the detailed features and benefits of the product or service being offered.

General Script Template

Audio

Narration / SFX / Music

This is where you put the words of your script - what will be said.

Visuals

Shots / Graphics / Ideas

Enter your creative and visual direction here.

Match up each visual with a specific part in the narration such as ideas for shots, graphics, etc.

Consider including timecode to map out the pacing of the video.

Storyboard

Storyboards are a powerful tool to map out shot by shot, scene by scene, line by line what the viewer will see in a video.

This is a common and useful practice for Hollywood movies and even the videos you will be creating.

This may include a mix of visuals from the mood-board below or script templates above.

Or, you can try sketching what you envision the video to look like on paper or with the starter guide below.



Script or dialogue here.



“Welcome to the show...”

Moodboard and Concepts

Curating a small library of images and links of other videos and visuals that inspire you in the videos you're planning to make is a common practice for achieving a specific look in your videos.

This will help with your creative vision and inspiration for your videos and the team involved.

Think of it like a Pinterest board where you can organize a collection of ideas that inspire you and put it all in one place for the videos you've scripted.

Give your concept a title and description like the sample below. Even insert a picture or video link of the style and approach you'd like and explain the reason why it inspires you for the video(s) you'll be creating.



Production Checklist

Now that all videos are planned and scripted, it's time to film.

Here's a quick checklist to consider to level up the production value and efficiency of your filming time.

Ask yourself (and be honest!)... Is learning the technical side of video creation of interest to you? If no, then hire out the rest of these steps to be completed by a talented team of video experts!

If yes, the proceed with this quickstart checklist to...

- ☐ Organize equipment, appearance and scripts days before shoot
- ☐ Setup equipment the day before filming if possible

Equipment (Camera)

- | | |
|--------------------------------------|---|
| ☐ Camera body | ☐ Camera batteries |
| ☐ Lense | ☐ Camera card |

Equipment (Lighting)

- ☐ Light stands
- ☐ Lighting cables
- ☐ 3 point lighting kit (including natural or household lights)

Equipment (Audio)

- ☐ Audio cables
- ☐ Microphone: shotgun or lavalier
- ☐ Stands, clips or other audio attachments for camera

Equipment (Support)

- ☐ Teleprompter
- ☐ Tripod, with camera mounting
- ☐ Food and water (you need the energy boost!)

Location

- ☐ Book a filming location in advance of film day (dedicated office, room in home, Airbnb, Peerspace studio rentals)
- ☐ Plan backdrop and props for style and look of videos

Scripts

- ☐ Print off scripts, outlines or load into teleprompter

Video Production Services

Video Supply makes it easy to create high-performing video anywhere in the world, while building enthusiastic demand for your mission, products and services.

It's easy to get started. Visit ContentSupply.com, explore our video production marketplace, and place a service order or schedule a call to start creating your own content supply!



GET STARTED

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