Video Script Template

Five sections. Fill each one in, keep sentences under about twelve words, and read the result out loud before you film it. If a line is hard to say in one breath, it is too long.

1. HOOK (0:00-0:03)

Stop the scroll. One sentence, six words or fewer (about 40 characters). A claim, a question, or a surprise.

Write your hook here:

_____

2. SETUP (0:03-0:10)

Give just enough context for the viewer to care. Who this is for, and the problem you are about to solve.

Who it is for:

_____

The problem:

_____

3. VALUE (the bulk of the video)

Deliver what the hook promised. One to three points, each with a concrete example. This is the part people came for.

Point 1:

_____

Example:

_____

Point 2:

_____

Example:

_____

Point 3:

_____

Example:

_____

4. PAYOFF (final 15-20%)

Close the loop the hook opened. The result, the proof, or the thing that makes the wait worth it.

The result or proof:

_____

5. CALL TO ACTION (last 3-5 seconds)

One action, not three. Naming a single next step converts better than offering a menu.

The one action:

_____

Rules that keep it watchable

- Keep sentences under about twelve words.
- Cut every sentence that does not earn its place.
- Say it out loud before filming - written-clever reads badly on camera.
- Front-load the payoff of each point, then explain it.
- One call to action, at the end, stated plainly.

Template from ContentIQ - https://contentiq.media/learn/video-script-template