



### Quick Video Scripting with Impact A&E

Think of an idea like this that you could create using these quick script techniques.

- ⤴ How could you start and end with impact?
- ⤴ How could you play with what you could say in between?

Print out my full Video Scripting with Impact script instructions to use any time. Create quick scripts, following the basic structure of Intro, Body, Call to Action + Close, but add your **Newspaper Headline** to make it easier to remember your core theme.

Quick Video Scripting with Impact:  
Working A To B + Newspaper Headline



**My Newspaper Headline:** exciting core theme = easy to remember!

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**INTRO:** My First Line A...

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**BODY:** answer what the viewer wants to know?

**E.g. WHY? WHAT? HOW HELP VIEWER? WHO FOR? WHERE/WHEN?**

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**CALL TO ACTION (CTA) + TAG LINE Close:** CTA = I want my audience to.../My Tagline = a catch phrase for me.../Close = Last Line B... - Link back to Line A to 'Top & Tail' the story...

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**TIP:** KNOW your Newspaper Headline, create an appealing story, then work Intro line A to Close line B. As the script-writer + expert in your field, you CAN say anything appropriate in between!

Be #Flawsome with your story - excite, entice, entreat me, in sharing it!

Practise by asking people at work which of your stories/skills/tools has had a powerful effect on them and re-work it for video like I did with my seat belt story. It's fun and you'll have another video to film straight away!



## My Quick Video Script Worksheet



**My Newspaper Headline:** The core theme of my story – make it exciting = easy to remember!

**INTRO:** My First Line A... Use a Killer Fact / Challenge / Rhetorical questions / thought provocation = the Emotional tug on the viewer. **GRAB OUR INTEREST!**

**BODY:** This is my video “story”.

- ▶ How will I ease their pain / make life better / help success / inspire etc.?
- ▶ Aim to answer 3-6 ‘W?’ *potential* viewer questions
- ▶ Answer what the viewer wants to know, in my preferred order e.g.:

**WHY?**

**WHAT OFFERING?**

**HOW HELP VIEWER?**

**WHO FOR / WHERE / WHEN?**

**CALL TO ACTION (CTA) + TAG LINE CLOSE:**

CTA = *What do I want my audience to do / say / feel as a result of my presentation?*

Link my ‘Tagline’ catchphrase for me (Last Line B) to my Intro theme Line A... = *‘Top & Tail’ the story:*

**TIP:** KNOW your Newspaper Headline, create an appealing story, then work Intro line A to Close line B. As the script-writer + expert in your field, you CAN say anything that suits in between!

**Be #Flawsome with your story - excite, entice, entreat me, in sharing it!**



MY NOTES...

A large, empty rectangular box with a brown border, intended for writing notes.