Video Scripting with Impact: 7 Step Process to Write, Review, Re-Edit

Top Tip: Use M^3 – *always* write your scripts by hand first to help remember, leaving spaces for edits…

1. Plan your core theme – what are you saying?
   - Think what could be your Newspaper Headline to write about?
   - Choose attention grabbers to include.

2. Draft 1 – write by hand, double line space
   - Write free flow as a stream of consciousness, no thinking, just write until you end
   - Forget punctuation.

3. Read your text out loud and mark up text changes by hand
   - Is it how you'd say it, is it how <u>you</u> speak?
   - Highlight your core themes – make sure you've covered what your viewer needs
   - Check the questions + answers + themes you must say for you – CTA?

4. Draft 2 - re-write script as you'd actually say it
   - Write by hand again, then type it up, to further trigger the memory bank
   - Change the language to what you'd <u>actually</u> SAY
   - Say it out loud as you write to check!
   - Check your logical sequence - 'chunk' your script in to segments to remember.

5. Final draft - type up + re-read your script and when happy, space words so they are easy to read
   - Add in punctuation where you'd normally breathe…
   - <u>Underline</u>, *italic* or **bold** key words to stress
   - Add Full Stops for a long pause, commas for a breathe

6. Print + <mark>Highlight key words</mark> that are <u>THE MOST IMPORTANT</u> by hand as you prefer
   - These are what you need to remember
   - Ensure your Call to Action (CTA) is there!

7. Write out only 'chunk' titles + highlighted keywords to remember (e.g. Why? + answer)
   - Print 1 pager big so you can easily refer to notes – use a clipboard (no paper rustling)
   - Enlarge on to flipchart on the wall – use colour, write up keywords only!

Writing, saying + colour trigger Mind Muscle Memory M^3 Connection

MY NOTES...