



the vLink guide to **SCRIPTWRITING** for online video

PLAN IT OUT.

DEFINE YOUR TARGET AUDIENCE.

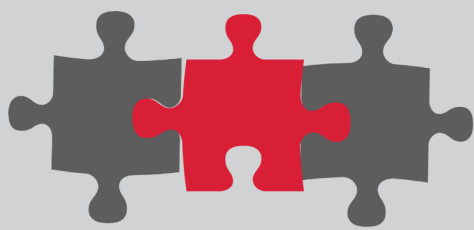
Be specific. Who are you reaching out to? What do they know about your topic? What do they want to know? What do you want them to know? How can you engage them in a dialogue?



"Who am I speaking to and why?"



POSITION THE SOLUTION WITH THE PROBLEM.



Leverage the first part of the video to remind your audience of the problem you solve. You want the viewer to feel the pain before you introduce the solution. Explain the benefits, not the features.



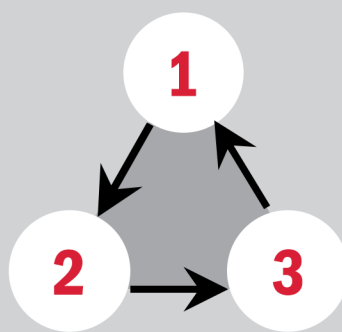
"What is the problem being solved?"

DETERMINE YOUR KEY MESSAGES.

Keep it simple. Research has shown that any more than three key points are hard to remember. If you have more than that, you may need more than one video. Outline your key messages clearly and concisely.

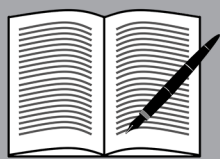


"What core messages do I want to communicate?"



PERFECT YOUR DELIVERY.

USE SPOKEN, NOT WRITTEN, VERNACULAR.



What looks good on paper may sound unnatural or be difficult to say. Don't lecture. Have a conversation with your audience.



"Am I writing like I normally talk?"

KEEP IT BRIEF.

Your viewers are strapped for time. You want to position the problem right away. Most people speak at a rate of 120-150 words per minute, so always check your script's word count. Fewer words is always better.



"Is my script convincing and concise?"



CONSIDER THE CUSTOMER VOICE.

Writing the script in the customer's perspective allows the viewer to see themselves in the story. This helps the audience see themselves as the hero.



"How can I make the customer the hero?"

PICK THE RIGHT TALENT.

What makes the most sense, a professional actor, voice over, or an internal staff member? Talent is an important part of making your video effective and engaging. Things to consider are the type, voice, and audience of the video.



"What connects best with the viewer?"



END WITH A CALL TO ACTION.

Engage your audience by extending a confident final invitation to them. What do you want them to do with the information you've given them?



"What next step do I want my audience to take?"

CONTACT US.

vLink Solutions uses a structured, Lean Video Production process, to CREATE all types of videos, virtual events, and live streams, then helps CURATE the resulting content to maximize engagement.

For more about video marketing, visit our website at www.vlinksolutions.com or contact us at (770) 872-7977.



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