

Script Writing Template

How to write an amazing script for your video!

At Squideo, we have been expert storytellers for the past 6 years and have created a wide range of videos for businesses of all shapes and sizes all over the world! We've written more scripts than we can count, so we thought we'd share some expert knowledge for anyone who needs an extra helping hand.



About Video Scripts

Why is your script so important you may ask? Well your script is the most crucial part of creating an animated video. The script is the foundation of your video and forms the basis of what your video needs to look like, so our animators have a story to put their scenes with.

If you don't know how long your video should be, it all depends on how long your script is. Our videos work to a ratio of 70 words per 30 seconds. This gives the voiceover artist enough time to read each word to match your animation and is the ideal speed for users to digest information.

If written correctly, your script can help you to achieve amazing things with your video. Scripts can explain your product/service in under 60 seconds and guide a user straight down the sales funnel in a single video, so you can generate an ROI straight from the off!

Before you start writing your script you need to consider the following factors:

Target Audience

You target audience will decide your tone, message and word choices. You need to tap into the minds of your target audience. What problems do they face? What don't they want to miss out on? What are their hopes dreams and fears? What are the main demographics?



Main Message

Before your fingers hit the keyboard, you need to decide what your main message is. This will keep your script super focussed, stop you from adding unnecessary length to your video and make every sentence count. Your video needs to be snappy, clear and direct, to increase the chance of potential customers watching right to the end.

Placement

Where will your video be viewed? Is it on your website for new viewers, on a landing page for returning traffic, on your social media platforms? Deciding where the video will be can help to decide how long your script should be, what other content it will be competing against and if the viewer already knows your business.



Call-to-action

This is the most important part of your video. Without a call-to-action, users won't know what you want them to do after watching. Do you want them to visit your site, get in touch, share it on social? Generating value from your video will help you calculate a return on Investment (ROI).

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How to start writing your script

Ideally you would follow the steps below:

- Make the user problem aware
- Offer your product/service as a solution to the problem
- Explain how you do it
- Call-to-action



Here's an example of the above structure in an 80-word script:

“Writing a script for your animated video can be an overwhelming process. If you're not a copywriter, how do you know if you're doing it wrong?

Well, what if you could get the best advice from a professional team, for FREE?

That's where Squideo's handy script writing template comes in! This simple guide is jam-packed full of expert tips, advice and a step-by-step guide of how to write a killer explainer video script.

Get your copy today at www.squideo.com.”

This script outlines a pain point instantly, to relate to users in a similar situation. We can assume the viewer is not a copywriter, as they would not be searching for a script writing template. The next part offers a solution to the problem and peaks intrigue and curiosity. We then introduce the product, what is it and how it benefits the user and solves the initial problem. Finally, we finish on a call-to-action, telling the user where to go and what to do.

Other Handy Tips!

- Speak directly to your audience, we find conversational, friendly voiceovers work best.
- Be specific and stay focussed on your message.
- Be imaginative! Animated explainer videos are renowned for their ability to engage your viewer and have higher retention rates than text alone. The more interesting your story, the more creative our animators can be with your video.

So now you know what to consider before you start writing, the structure of a script and all our tips and advice, it's time to grab a coffee, put your favourite playlist on and let your creative juices flow!

If you're still stuck, we have a script writing service so our expert copywriters can create something amazing for you!

We hope this was useful, but if we've missed anything and you still have questions, drop me an email at adam@squideo.co.uk.