

THE COPYCLOSET™ PRESENTS ...

VA VA VOOM!
HOW TO WRITE A VIVACIOUS
VIDEO SCRIPT THAT SELLS



Disclaimer: The information contained herein is general in nature and for informative purposes only. It is based on the author's personal experience. The author assumes no responsibility whatsoever, under any circumstances, for any actions taken as a result of the information contained herein.

Copyright © 2016. BAAB Writing and Marketing Services LLC. All Rights Reserved. No part of this document may be reproduced or shared without express, written consent from the author.

Contents

VIDEO SCRIPT WRITING MASTERCLASS..... 4

CHANNELING YOUR INNER EMINEM..... 5

**THE #1 WAY TO GLUE EARS + EYEBALLS TO
YOUR VIDEO 6**

WHY “GOING SHAKESPEARE” IS A BAD IDEA 8

VA VA VOOM VIDEO SCRIPT FORMULA 9

IN-YOUR-BACKPOCKET TIPS..... 14

YESSS, YOU DID IT! 15

MEET YOUR MILLION-DOLLAR WORD STYLIST 16

VIDEO SCRIPT WRITING MASTERCLASS

A video is an excellent way to deliver a compelling message. And while you might be tempted to smack the “record” button immediately, it’s important that you properly plan out the core elements of your video to get the best results.

So BEFORE we get into writing a video script, here’s a step you absolutely should never skip ...

Step #1: PLAN Your Video

I know planning isn’t always the sexy side of business, but it’s necessary. For example, would you get dressed in one of your most bangin’ outfits without putting on deodorant?

Sure getting dressed is the fun and sexy part, but putting on deodorant is certainly a requirement before going out. Same thing goes with video planning.

So before you get all pretty and fly for the camera, write down the answers to these fundamental questions:

1. What’s the goal of the video? Why are you even making the video?
2. Who are you making the video for?
3. What’s the core topic of the video? (Be specific.)
4. What should viewers LEARN from the video?
5. What’s the call to action? What do you want viewers to DO after watching the video?

Got your answers ready? Alrighty then ...

NOW it’s time to write your vide script!

CHANNELING YOUR INNER EMINEM

Eminem is a rapper famous for his song titled, “My Name Is.” So when I say don’t channel your inner Eminem, I’m talking about NOT starting off your video with “Hi! My name is _____.”

But why, Apryl?

You see, starting off your video with an introduction is natural, but it ain’t compelling. Let me break this down:

Nobody cares about you until you give them a reason to care. So it’s very easy for viewers to tune out your name and introduction (as well as the rest of the video) because you haven’t delivered a reason for the audience to care what you’re about to say next.

Now, I know it feels awkward NOT to say your name as soon as you smack the “record” button, but trust me ... what I’m about to share with you is way more effective.

What to Do Instead

Now that you know what NOT to do, let me give you the inside scoop on what to do:

Start your video with an intriguing question or a powerful statement that pierces the hearts of your viewers.

I call these “intro teasers.” By starting with an intro teaser, you’ll hook the audience into wanting to hear more because now you’ve said something THEY care about.

For example, you can say something like:

Wanna know _____? I’m asked about this all the time. But before I get to the answer, let me tell you who I am and why you should listen to me.

Now, if you finished Step #1, coming up with a compelling intro teaser will be easy breezy.

THE #1 WAY TO GLUE EARS + EYEBALLS TO YOUR VIDEO

So now that you've written a compelling intro teaser, it's time to keep your viewers engaged. And the best way to do this is through what I call "nugget dropping."

Nugget dropping is simply the insertion of powerful statements building up to your call to action. Here you want to use the full length of the video to deliver the message.

If you give it all away too soon, you'll lose the viewer, so nugget dropping is a critical step.

How to Nugget Drop

Creativity and zeroing in on the desires and struggles of your audience are at the heart of nugget dropping. Here are a few suggestions on how to drop compelling nuggets that keep viewers engaged:

- 1. Repeat phrases:** By repeating key phrases, you keep the viewer tuned in for what's coming next. For example:

You want X.

You want X.

And you also want X.

However _____.

- 2. Use short statements:** Keep sentences short in the video. Viewers need to be able to digest what you're saying and when you go on and on with a long sentence, it's hard for them to do that.
- 3. Use emotional language:** Pull on heart strings. Make people nod their heads. Make people give you a virtual fist bump. Connecting with people

and propelling them into action is the result of using emotional language. It's just like TV. People love drama so use language that taps into their emotions.

WHY “GOING SHAKESPEARE” IS A BAD IDEA

“To be, or not to be” is the famous opening phrase of a soliloquy in the “Nunnery Scene” of William Shakespeare’s play “Hamlet.”

In this 3-minute scene, Prince Hamlet goes on and on about how he’s contemplating death and suicide while waiting for Ophelia.

Now, it’s an incredibly powerful scene, but it doesn’t truly work for a business video. Why?

Buyers have short attention spans. So if you’re going on and on about YOUR feelings and who you are and your why, most will smack the “stop” button and never make it to the end of your video.

How to Share Your Street Cred in 30 Seconds or Less

The key is to share just enough, so viewers appreciate your street cred and realize you’re here to serve them (not yourself).

If you broadcast on Periscope or Facebook, you likely already have a short street cred bio. If you don’t here’s two examples:

1. I’m Sue Smith, marketing strategist, Infusionsoft lover and MC of the “Master Meaningful Marketing Summit” (more on the summit in just a bit).
2. I’m Dr. Joe Thomas, life lover and founder of Get Your Life where I take talented, big-hearted life coaches by the hand and show them how to monetize their genius and gain financial freedom outside their office walls.

VA VA VOOM VIDEO SCRIPT FORMULA

And here's the moment you've been waiting for ...

The Va Va Voom Video Script Formula works like this:

- 1 Start with an intro teaser
- 2 Serve up your street cred (fast)
- 3 Be the solution
- 4 End with a call to action

Let's put the Formula to work ...

Step #1: Start with an intro teaser

Here are two examples from video scripts I've written for clients:

Hey there! Thanks for dropping in. Before I reveal any of the juicy details about the most remarkable FREE summit you'll ever attend, let me ask you a question:

Do you know the ONE thing that's stopping you from growing your business?

While you think on that, please allow me to introduce myself.

It's time to say YES ...

YES to your family.

YES to your friends.

And, most importantly YES to YOU!

You see, I know all about the "all nighters" you've been pulling at the hospital. I know all about falling asleep behind the wheel because you're exhausted. And I know all about being buried under stacks of paperwork and feeling more like a paper-pusher than a doctor.

I know YOU. Because I was YOU.

Now, before we go too deep, please allow me to formally introduce myself.

Step #2: Serve Up Your Street Cred (Fast)

Here are two examples from video scripts I've written for clients (names and credentials have been changed for confidentiality purposes):

I'm Sue Smith, marketing strategist, Infusionsoft lover and MC of the "Master Meaningful Marketing Summit" (more on the summit in just a bit).

I'm Dr. Joe Thomas, life lover and founder of Get Your Life where I take talented, big-hearted life coaches by the hand and show them how to monetize their genius and gain financial freedom outside their office walls.

Like you, I was tired, overwhelmed and stuck in a lifestyle that looks good on the outside, yet is downright ugly on the inside. Working out of sometimes 10 offices, being on call every other day, answering phone calls and emails, handling administrative tasks, and working until midnight was “normal for me.”

Step #3: Be the Solution

Here are two examples from video scripts I've written for clients (names and credentials have been changed for confidentiality purposes):

Let's get back to the question – Again ... do you know the ONE thing that's stopping you from upleveling your business?

*If you said **MARKETING** – ding, ding, ding – you're right.*

*You see, **MARKETING** is the bridge to building a business that withstands trends and hot-for-the-minute tactics.*

*It's the key to operating a business that's **NOT RUNNING YOU**.*

*The problem is, most people aren't doing marketing right – so they're stuck owning a **JOB** that has them chained to their computers rather than owning a **BUSINESS** that offers the freedom and flexibility they've always dreamed of.*

So what's the secret to doing marketing right?

Building meaningful relationships.

Now let me explain:

Sure you can hit people over the head with your sales pitches, rely on aggressive email strategies and implement “ooh-look-at-me” social media techniques, but

none of that will get you the type of business you want – at least not if you’re planning to be in this entrepreneur thing for a long time.

But all that changed when I said YES to my destiny ...

YES to serving humanity.

YES to amplifying my personal power.

And YES to being unapologetically me.

You see, I cashed in on my calling to make my mark on the world. Now I write books. Get paid to speak to sold-out crowds. Appear on top TV shows like Dr. Oz. And I do all this because I CHOSE to monetize my medical degree and serve people all over the world.

And you can too. All you need is someone like me to help you build the momentum to profit from your purpose.

Step #4: End with a Call to Action

Here are two examples from video scripts I’ve written for clients (names and credentials have been changed for confidentiality purposes):

Here’s where you say, “Well what should I do, Melissa?”

Super glad you asked because I was going to burst like a bubble if I had to hold in the juicy part for another second ...

Between April 25 and May 4, I’ll be hosting the “Master Meaningful Marketing Summit” where you’ll hear exactly how to build meaningful connections that will skyrocket your profits. And because I don’t have ALL the answers, I’ve tapped 21 of the Internet’s most successful business coaches, marketing strategists, sales

experts, and biz systems and techie gurus to spill their top secrets on building a sustainable, freedom-based business.

Can you BELIEVE it? I'm talking top sales expert XX, business strategist XX, and then there's XX, truly one of the smartest marketing chicks I know, as well as 19 other biz superstars.

And the best part for you: The summit is absolutely FREE!

So how can you get in on all this goodness and grow your business – all without going MIA on your family and OD'ing on caffeine to overcome your sleepless nights? Simply drop your name and email address on the right and let 21 six- and seven-figure business experts tell you how.

Now, I'd say it doesn't get any easier than that.

So go ahead and click _____ and come get the inside scoop on how to do marketing the RIGHT way.

So now that you know YOU have the power to step outside the hospital walls and serve the world, will you say YES to living a happy and fulfilled life?

Will you say YES to unstoppable success?

Will you say YES to using your genius to change the world?

The choice is yours.

[Fade to screen with words – Welcome to _____. It's Time to Get Your Life.]

IN-YOUR-BACKPOCKET TIPS

To close this thang out, I'm dropping in a list of frequently asked questions on video scripts. Enjoy!

1. How many words should I have in a 2- to 5-minute video?

Consider 150 words a minute as a general guide. So a 2-minute video will be about 300 words, and you go up from there. To better assess your talking speed, time yourself reading a draft script.

2. How long should the script be?

Shorter is better on the Internet streets. Most promo videos are up to 5 minutes long. If you see yourself going over 10 minutes, you'll want to consider breaking it up into a series of shorter videos.

3. Should I write my script in the third person (they/he/she)?

Nooooooooo! Engage your audience by speaking directly to them by using pronouns like "you" and "your."

4. What tone should I use in my video?

Picture yourself speaking directly to one of your favorite clients and use a relatable, personable tone that's fun, entertaining and compelling.

5. Should I crack jokes/add humor during my video?

Humor is an excellent way to deliver your message so long as the "comedy relief" supports your message. Also, keep in mind that misplaced or poorly timed humor can be distracting and may propel viewers to smack the "stop" button.

YESSS, YOU DID IT!

Now, it's up to you to take action.

Go use this information right now, BOSS!

Now, if you want more tips on how to slay your street cred intro:

1. Check out “Two Stumble-Proof Scripts to Power Up Your Periscope Introduction” inside the **Swag Bag O' Scripts** section of The CopyCloset.
2. Say what's up to me on [Facebook](#) or [Instagram](#) so I can put a gorgeous face with your name.
3. Give yourself a high five #BOOM. You just learned a skill that's going to put more money in your bank account. Yay!

MEET YOUR MILLION-DOLLAR WORD STYLIST

Apryl Beverly, the “Million-Dollar Word Stylist” and founder of **BAAB Writing and Marketing Services**, crafts copy that has generated millions in revenue for solo entrepreneurs and some of the top brands in the United States.

Known for her educated, “tell-it-like-it-is” writing style, she recently hit the Amazon Top 5 Best Seller’s List in 3 categories just 24 hours after releasing her first book, “Shots Fired! How to Write Copy that Pierces Hearts (And Opens Wallets).”



In addition to being a sentence slinger, Apryl is a mom to the most amazing kid in the universe and is married to the masterful “money man.”

Learn more about Apryl at baab.biz and download her first bestselling book at shotsfired.co.