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Have you ever tried to write a script? It can be daunting. Few things are worse than staring at a blank screen. But here's the lie: "Everything has to be original and new!" Wrong. The key is to use a video script template. An unscripted video wastes time, takes too much effort, and is painful to watch. The first thing you want to do before you create a video is to write a script, even if it's brief. And although writing a script can seem daunting, don't worry. You just need a starting point. Writing a video script is a lifeline that can help you be more confident and articulate when recording an effective video. The reality is, whether you're writing a screenplay, tv show, a movie, or a simple explainer video, a good script makes all the difference. Scripts all contain similar types of information, like who's speaking, what's being said, where it's being said, and other critical pieces of information. Now, all this information can be super helpful. However, if you're not creating a film that's for entertainment, you probably don't need all the nitty-gritty details or worry about the video production yet. You only need a few simple steps and tips to write a great, easy-to-understand video script. Our free script writing course breaks down how to write a script and gives you a perfect script template for all of your video projects. Get Started Today One of the most common reasons people make videos is to walk others through a process. Before you write your tutorial video script, ask yourself these questions: Who is my audience? What specific problem will the tutorial solve? What will the audience be able to do after watching this? Considering these factors will help set you up for success. After that, just follow the same steps as above! Check out this blog to learn more about making a successful tutorial video. Another type of script format is for informational content, like training, product demos, or explainer videos. These can be great if you need to show off products or services. You can format your script in a variety of ways, but generally, you need to have the same information. Your script should include a few components: The words that will be spoken Information about the words Where they are said How they are said Any other helpful information You may also want to include an easy way to reference each line or sentence. When you write a script, you can use whatever format best works for your needs. I'll walk you through just one example of a script that works particularly well for screen recording videos, animations, and videos that are mostly voiceover. Step 1: Find a good spot to write a script When it comes time to write your script use any tool you're comfortable with, including pen and paper. Consider choosing a writing environment that's comfortable for you where you can focus and be creative. When you write, consider what you don't have to say out loud. A lot of your message will be shared through visual components. Keep your writing conversational and think carefully about the words you're choosing. Step 2: Use a template Speed and consistency come from not reinventing the wheel every time you sit down to create something. It's using the compound knowledge of what works and doing that time and time again. I'm not saying don't innovate — but you don't need to force yourself to come up with something entirely new every single time. When I sit down to write a script, I don't actually start with a blank page. I start with a template and go through it step by step. And it's helped us batch create video content every single month. Here's the script formula we use to create how-to videos: The A.A.A.A Formula - Attention (Grab their attention in the first line)- Agitation (Agitate the pain that you can solve)- Activity (Show them HOW to solve it)- Action (Call them to action and tell them how to get the solution) Example script template using the A.A.A.A Formula Use this general template when you're creating a video, and you can write a successful script in less than 10 minutes. Scripts that we like tend to use words that are specific and focused. You should probably avoid buzzwords cliches and generalizations. You want your audience to clearly understand you, but not roll their eyes. Step 4: Tell a story When you're trying to explain something clearly, make sure to follow a good story structure. Make sure your script, no matter how short, has a beginning, middle, and end. This will give the audience watching your video a familiar path to follow. Plus, who doesn't love a good story? Step 5: Edit your script As you choose your words, make each one work for a specific spot on the page. They need to have a purpose. Once you have your first draft, go through your script and start editing, rearranging, and cutting. Cut out as much as you can. If it's not moving you towards your goal, consider cutting it. You want your video to be as long as it needs to be to cover the required material, but as short as possible. Step 6: Read your script out loud I usually like to read my script out loud but make sure my message flows. It's good to get away from people to ensure you can practice in peace. I recommend you read your script out loud at least one time before recording or moving on in your process. Even if you're not the one who will read it, this is a great way to make sure your message flows naturally. Words that sound good on paper don't always flow when they're said out loud. You may find that there are changes you need to make based on how difficult particular phrases are to say. It's easier to make changes now than during the recording process. Step 7: Get feedback So, you've built your script, and you've read it out loud. Finished? Well, not so fast. If you haven't yet, you also need to ask someone not involved in the writing to read the script. As difficult as criticism can be, it has always made my scripts better. You can get your feedback through email, Google Docs, or other online methods. However, my preferred method is the table read. Bonus! Set up a table read For the table read, gather your reviewers. Whoever you choose is up to you, but make sure they are individuals who will contribute and have the project's interests in mind. Read through your script out loud. As you read, watch their faces, listen to their comments, take it all in. Now isn't the time to defend your decisions, but ask questions and get clarification. Side note: this doesn't have to be an in-person meeting! You can do a remote table read via Zoom, Teams, etc. If the conversation gets stuck, there are a few questions to have in your back pocket: Is the message clear? Does the script make sense and achieve its intended goal? Are there words that they would change? After you get the feedback, decide what to incorporate. You can take a little or a lot; it's up to you. Even after running the table read, you may want the person recording the script to review it as well. Ask them to read it out loud. They may find parts of the script to be a mouthful. In an ideal situation, you'll be there listening and making notes. As they read it out loud, make adjustments on emphasis and word choices if needed. As you listen, you may find things you can clarify or points you've missed. Whether you make a YouTube video, an instructional video, or another type of video, a good script will save you from many common pitfalls. Most of all, it will keep you on track and make your message clear. Oh, and after this entire blog post, if I still haven't convinced you to write a script, you can always create a basic outline. That may be just enough to keep you afloat. For some great scriptwriting tips, check out the video below! Video Script Template: Our free scriptwriting course breaks down how to write a script and gives you a perfect script template for all of your video projects. Get started today! Frequently asked questions How long should my video be? We recommend making your video as long as it needs to be to cover the material, but as short as possible. Do I need to be experienced in video to write a good script? Not at all! The tips in this blog and the links we provided can help even first time video creators make great scripts. Join over 200,000 people who get actionable tips and expert advice every month in the TechSmith Newsletter. Subscribe This post was originally published in December 2015. We've updated it for current webinar best practices for business. Webinars or webcasts are a powerful lead generation tool in your digital marketing program. As a middle of the funnel offer, a webcast is more personal than an article or ebook and help potential clients get to know your company before having a sales conversation. Many of our clients have started webinar programs with much success, and others express hesitation for how to get started. We're often asked for a script or an agenda to help them structure it properly. A script is very useful if you've never hosted a webinar before and so we're providing one here. But first, let's review some best practices for how to host a webinar. Use data to select a compelling and specific topic. Choose a presenter who is a subject matter expert and an engaging speaker. Build a visually interesting slide deck. Set up and schedule your webinar. Integrate registration with your CRM/database so you can automate capture of leads. Promote. Present (see below for script). Follow up! Sample Webinar Introduction Script and Template So without further ado, here is a sample webinar script and template that you can use to present your own webinars. This script assumes that the webinar will involve two people: a host and a presenter. The host is the person who starts off the webinar and sets the tone. This person also fields questions and then closes out the webinar. The presenter is the one actually giving the presentation. Here is the sample script so it's easy to get started: [BEGIN WEBINAR] INTRODUCTION Host: Welcome, everyone! Thank you for joining us for today's webinar. My name is [HOST NAME] and I'm the [JOB TITLE] at [COMPANY NAME]. [COMPANY NAME] is the leading provider of [SERVICE]. Today we are presenting "[TITLE]" presented by [PRESENTER]. Just a little housekeeping before we get started. If you have any questions during the presentation, please type them into the question box in your [Zoom, GoToWebinar, WebEx] control panel. I'll bring them up during the presentation and we will also have time for questions at the end. Now without further ado, we will turn the time over to [PRESENTER]! Our presenter today is [details/bio of PRESENTER to highlight credibility and expertise on subject matter]. PRESENTATION Presenter: Thank you, [HOST]! I appreciate the introduction. It's great to be speaking with all of you today... [Give presentation] Presenter: ...so with that, we will go ahead and take some time for questions. QUESTION & ANSWER Host: Thank you, [PRESENTER]! We will go ahead and take some time for questions now. Just a reminder, please be sure to type your questions into the question box in your control panel. It looks like we have a few questions. Jim asks... [GO THROUGH QUESTIONS WITH HOST ASKING THEM AND PRESENTER ANSWERING THEM] Host: It looks like we've covered all of our questions. [PRESENTER], is there anything else you wanted to cover before a wrap-up? Presenter: No, I think we're good for now! Thank you, everyone. It was a pleasure being with you today. WRAP UP Host: Great! Thank you, everyone! We appreciate you being here. [MENTION ANY OTHER ANNOUNCEMENTS & MAIN CALL TO ACTION]. Thanks again for joining us today and we will see you next time. [END WEBINAR] Naturally, you can modify this script to suit your needs, but this works well for us and should serve as a good framework for your webinars. Final Thoughts & Tips: I like to take questions during the webinar, but it's totally up to you. You might want to wait until the end to cover them. I just like to address them as people are asking them so they can get answers right away and I can weave the answers into the presentation to add context. When bringing up questions, be sure to just mention the requester's first name to preserve privacy. The host should have a few questions with made-up names written down in case there are no questions. That way you can bring up a few commonly-asked questions in the event that the audience is shy. Don't just read this script like a robot! Speak naturally as if you are talking to a friend. Nothing makes a webinar more boring than a host or presenter that just reads the script. Speak casually and follow these public speaking tips. Presenting a webinar doesn't have to be difficult but it does help to have a good script so you can feel confident and lower anxiety. Feel free to use this for your next webinar and let us know how it goes!

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