

## The HOOK

The hook is something that grabs viewers' attention in the first 15 seconds.

Even though it's short, the hook is INCREDIBLY important. Because it's the part of the video where people decide whether to move on or stay with you.

For example:

- A brief summary of what your video is about
- An eye-catching visual
- An attention-grabbing line
- A teaser for what's coming up later

**Write your hook here:**

*E.g. In this video I'm going to show you why my product / service will help your business grow. The best part? We can get started today!*

## WHO YOU ARE

The intro comes right after the hook. Its purpose is to quickly introduce the business, topic, or even YOU!

This is also a good place to preview what you're going to talk about, show an example, or tease a specific tip that's coming up. Like the hook, it's best to keep this section brief.

**Write your intro below:**

*E.g. I'm Jeremy Wood, the owner of Videos for \$99: the place to turn to for easy, quick and effective business videos. If that's what you need, then keep watching – because I'm about to explain how I can do exactly that for you!*

## **WHAT YOU DO, WHY YOU DO IT, & HOW YOU CAN HELP**

Now it's time for the main content of your video.

Naturally, this is the longest part of your script. Remember to keep it snappy so people don't get bored and leave.

**Write your main content below:**

*E.g. Marketing research shows that video has the highest R.O.I. when compared to other techniques designed to get you in front of customers.*

*In fact, 7 out of 10 customers prefer watching a video to reading, and more video content is consumed online than any other form of media by a wide margin. Are you using video to introduce yourself to people? If not, why? Is it cost? Writing a Script? The time it takes to get one done?*

*That's where \$99 Videos comes in...*

## CALL TO ACTION

At the very end of your video, you want to ask people to do something. If the video is for YouTube, it's common to ask people to like the video, subscribe to your channel, and maybe leave a comment.

On other platforms, you might ask them to do something else. Like share the video. Visit your website. Or subscribe to your email list. Or perhaps you have an offer that you want them to know about, and act on. Whatever it is – this is the time to put it in. And don't forget to also place something on the video – whether it's spoken, a graphic, or both – so people know how to get in touch with you!

**Write your call to action below:**

*E.g. If you liked this video, make sure to subscribe to my YouTube channel right now. Just click on the subscribe button below this video.*

*Also, if you mention this video – we'll give you 25% off of your next video service when utilizing our services.*

*If you have any questions or concerns, or you'd like to book a video – all you have to do is go to our website at [videos for 99 dollars dot com](http://videosfor99dollars.com), or call us today at 816-600-6300...We can't wait to help you get started!*