

VidScripts



SCRIPTS

How This Works:

There are three different scripts below. You can try each one out for your style of videos to see what fits best and go with that one. Each script has a hook, an intro, the EEI section, and an outro. Some scripts have other parts too but those are the fundamentals for the most part. When it's time to start you should choose one of the three different types of hooks that are explained below. After the hook is your intro. This can be scripted using what is provided. Just fill in the blanks with stuff that works for your video. Next is the EEI section of your video. This is where you want to **Entertain, Educate, and Inspire** your viewer through story, drama, and crazy antics. That is an important idea. I recommend you read that again. The EEI is the content piece of your video and it better be good. Below are the VidHooks that you'll use to start off your videos. You'll need to choose one.

VidHooks

1. The Cliff Hanger Hook



This is a common and highly effective hook. Here you show just the build up of an exciting or dramatic part of your video. Ideally the reveal of what actually happened in the scene is revealed at the end of your video so your viewers watch the entire video in anticipation to see what happened. This creates what's called an open loop in the viewers mind.



Vlog Example: Let's say that in some part of your vlog there is some drama. Even if it's fake drama that's fine. You should always script your vlogs to have conflict at some point anyways. So you simply take the build up to the drama and show right up to exciting part but without showing what exactly happens.



DIY Example: Let's say you're filling a bathtub full of jello. You could show the tub full of Jello and then you go running full speed at it about to jump in and you cut right there and go into the intro never showing the aftermath of getting in the Jello.

2. The Final Product Hook



If you're building, cooking, or making anything this hook can work well for you. Here you simply reveal what the final product of whatever you're making looks like. If you can add any drama here it will help keep your viewer hooked, but just showing the amazing, end product will work as a minimum. The idea here is to show the viewer something so magnificent they have to watch the video to see how you did it. If there is nothing interesting to show then I'd look to add drama.



DIY Channel Example: In this video I'm going to show you how for under \$4 you can create a drum set that actually works. *Show the finished \$4 drum set and me playing them without sound. Wait until the end of the video to show what they sound like and look like in more depth with a montage.

3. The Headline Hook



This is a simple hook that is very common, due to the fact that most of the videos online are educational and don't have conflict. For videos that don't involve any conflict or story you still need to hook viewers. Just like the headline on a webpage hooks the reader, your first words in the video will be some sort of headline question or statement that makes the viewer interested in the content of the video. So you must choose your words wisely here. Here are a few cues you can always start this off with for your headline hook: "Did you know (that)...", "Would you...", "Do you want...", "Have you ever...", "Can you believe..."



Cooking Channel Example: Did you know most people make a huge mistake when making poached eggs and if you do it's almost guaranteed to make you and your family sick. To avoid this and save your family, make sure to stick around until the end of the video where I reveal the secret to avoiding this.



Baseball Channel Example: Have you ever struck out with bases loaded to win the game and felt like you lost the game for your team? Chances are you haven't been taught how to approach those situations with the right mental approach. Well stick around and I'll show you exactly what to do so the next time you step up in that situation you'll win the game for your team.

VidScripts



SCRIPT #1 - The Teacher Script

SCRIPT #1 - The Teacher Script

How To, Fitness, Sport or Tutorial Type Videos

1. Hook: Insert one of the three VidHooks here.

2. Record your intro and outro in one clip.



Hey whats up _____ (what you call your viewers. ex: Video Hustlers), _____ (your name) here with _____ (your organization, URL) and in today's video we're going to be talking about _____ (the how to video topic) so let's go ahead and get right into the video.

***Optional:** If you're ready to get started go ahead and smash that like button and let's go ahead and get right into the video.

*Pause here for 10 seconds, collect yourself, and then deliver the outro.



All right guys, I hope you liked that video. If you did please _____ (hit, smash, spam) that like button and if you're new make sure to subscribe so you don't miss a video. Also leave a comment and let me know _____ (what other kinds of videos you want to see, what your favorite part of the video was, if you disagree with what I had to say in the video)

3. **EEl: Record how to do the exercise/drill/movement step by step.**



Give a quick who, what, where, when, why or how about your video topic. Only choose the most important one to answer in this part.



Ok, the reason I'm teaching how you to _____ (what are you teaching them? Ex: improve your shooting, strengthen your abs, start a facebook ads campaign) is because _____ (your reason). Ok enough talk let's take a look at how to do this.



Break it into steps



Step #1 is to _____



Step #2 is to _____



Step #3 is to _____



Transition into some sort of different look or angle.



Ok, I think you get the idea. Now let's take a look at this _____ (give your last tips or look at what you did. Ex: full speed, in more depth, from a different angle, in another way, from the view point of). *Demonstrate, give more info, or show from another perspective.

3. That's it! You've already recorded your outro. In editing make sure to add that here.

VidScripts



**SCRIPT #2 - The
Review Script**

SCRIPT #2 - The Review Script

Tech review, shoe review, movie review, toy review

1. Hook: Choose one of the three hooks here.

2. Record Intro and Outro in 1 take:



Hi, this is _____ (name) and you're watching _____ (channel name or company) and in today's video were talking about _____ (your topic. Ex: Harry Potter, The Iphone X, Epic Games' Newest Release). So let's go ahead and jump right into the good stuff.

*Pause here for 10 seconds, collect yourself, and deliver the outro.



Ok guys, thank you so much for watching. Do you agree or disagree with what I had to say in this video? Let me know what you think in the comments below? And if you want to _____ (Insert main goal of your viewers) then make sure to subscribe right now and hit that bell icon so you don't miss a video. Thank you so much for watching and I'll catch you the next video.

3. EEI: Record the review.



Give a quick who, what, where, when, why or how about your video topic. Only choose the most important ones to answer in this part.



Ok, the reason I'm reviewing the _____ (iPhone X, movie title, video game) is because _____ (your reason). Ok enough talk let's take a look at what this _____ (product), can do.



Break it into reasons or things.



The first thing that's great about _____ (product) is that it _____ (what it can do?).



Another cool thing about it is that it can _____ (what else can it do?).



Ok now let's go ahead and summarize the pros and cons of this product. In my opinion, the cons of this product are that _____ (cons), and now let's talk about the pros of this product. They are _____ (pros).



Transition into some sort of summary.



Ok, so in the end I think it's safe to say that the _____ (product) is _____ (great, bad, amazing, worth the price). I say that because _____, _____, and _____ (reason).

4.That's it! You've already recorded your outro. In editing make sure to add that here.

VidScripts



**SCRIPT #3 - The Story
Script**

SCRIPT #3 - The Story Script

Vlogs, stories, day in the life videos

1. Hook: Choose one of the three hooks here.

2. Record Just The Intro:



What's good, it's your boy/girl _____ (name) and in today's video I'm going to _____ (the main part of your story. Ex: meetup with..., try to find..., visit..., make...). I'm really worried that _____ (something) might happen. If it does I'm going to be devastated. Well it should be fun, so let's jump right into the video.

3. EEI: Answer the questions below and get all the shots you need



The Beginning - The Setup:



Who are the characters? Where are they?
What's currently happening? What is the problem ahead?



The Middle - The Build Up:

- What happens that creates the complication?

The Middle - The Complication:

- This is some sort of conflict or drama that should high tension. What happened during the complication? Were there any twists? What decision was made that continued the story?

The End - The Resolution

- Tie up all loose ends and create a happy ending or cliffhanger ending. What questions were answered? What happened that made everyone happy?

4. Record the Outro.



This is hard to remember but you must make sure to close out the video at the end of the day and deliver your calls to action.

- ➔ Alright guys that's it for today. I hope you liked that and if you did then leave the comment "Liked it" in the comments below. I'll like and reply to each one of those. If you're new make sure to subscribe because I'm releasing videos all the time and you don't want to miss out.

5. That's it! You're done.

*Important Things To Note

One of the most important aspects of vlogging is getting the shots you need. You'll need to get b-roll and cinematic shots where you are not speaking, but the shots are helping you tell your story. These are transitional shots that take your viewer with you from place to place without leaving any gaps. So make sure to plan out your vlogs following this template at the beginning of your day to create more engaging stories.

Tell Your Story By Getting These Shots

- Locked off shots (using tripod of some sort) while storytelling.
- Hand Held shots when showing action in real time.
- Establishing or Transitional shots such as drone, time lapse, panning, or slow motion

Story Types:

1. Rags To Riches: A Complete Rise
2. Riches To Rags: A Fall
3. Man In A Hole: Fall Then Rise
4. Icarus: Rise Then Fall
5. Cinderella: Rise Then Fall Then Rise
6. Oedipus: Fall Then Rise Then Fall

*Created by [Kurt Vonnegut](#) in [this video](#)