

Writing Good Video Scripts

Why video? Video is an increasingly powerful way to share information with farmers.

However, good video scripts are critical to engage the viewer and to communicate your points.

How to write your video script.

1. What's the goal of this video? Why are you making the video?
Reduce the message of your entire video to one sentence and include that sentence somewhere in the first 30 seconds of the script. This tells the audience what to pay attention to in the video.
2. Write your story.....(Draw people in– show how your story is relevant and can solve their problems)

Element	Example	Comment
1. Audience: Who are you talking to	What are their main concerns and problems	You have 7 seconds to grab people's attention.
2. State a problem your audience is experiencing	Don't you hate it when..... Isn't it frustrating when.....	
3. Show you have the expertise or solution needed		You then have 30 seconds or so
4. Present the solution	Clearly show its benefits Be clear and concise	What's the "takeaways"
5. Call to action	Give a specific action to take. E.g., contact me, sign up, visit website...	Holding people's attention for 90 seconds can be a challenge. Keep it brief.

Practice

What's the goal of this video? Why are you making the video? _____

Element	Example
1. Audience: Who are you talking to	
2. State a problem your audience is experiencing	
3. Show you have the expertise or solution needed	
4. Present the solution	
5. Call to action	

References: Powtoon: Craft your story to make it exciting; A Follett, Video brewery; S Johnson (Hubspot)