

ROLLED AWAY PRODUCTIONS, Script writing guidelines

Basic information for writing a good welcome script.

Below are general tips for writing a script, but by no means are they the only way to provide vital information to customers about your business or website. No one knows your company as well as you, so put your own style into it. Below are common important points, however you choose to get there is up to you. As a wise person once said, the best way to start is just start.

You will want to keep it brief, attention spans start to dwindle after 2 minutes of watching, and the amount of times the stop button gets hit increase dramatically. This happens again after the 5-minute mark. Keep it short and simple.

About 120 -150 written words equates to around 1 minute of talk time, and it is a good idea to read your script aloud as you are working through it to hear how it flows.

- 1) Introduce Company, what it does, what inspired it to start, what was marketplace need.
BE PERSONABLE.
- 2) Who are your customers, empathize w/ clients, what are their problems.
- 3) What does your business do to resolve those issues?
- 4) What important lessons have you learned in business along the way, and what changes have you made to continue to help customers.
- 5) List and answer common questions and concerns you consistently hear from potential customers, and tell how those concerns/questions are addressed by your business?
- 6) Demystify worries or myths about your field of business or organization itself.
- 7) Highlight the features of your business.
- 8) Mention the accomplishments of your business and tell about any awards, favorable reviews, etc.
- 9) Educate the public about your service, how it works and how it is beneficial to them.
- 10) Take viewers behind the scenes of your organization.
- 11) Guide people around your website. Show how helpful it and your organization can be as they are trying to decide where to go to meet their need.
- 12) Have them sign up on your contact list so you can continue to engage them. CALL TO ACTION.
- 13) Sell your product but don't be too pushy, this is a welcome/ information video 1st.
(We can do sales pitch videos at other places in the website/media pages.)