

# STEPS TO A BETTER VIDEO SCRIPT



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## 1 The Purpose

Be clear about the purpose of the video. What message do you want to convey? Who is your target audience? What action do you want them to take after watching the video?

## 2 The Outline

The outline helps you organize your thoughts and ensure that the video flows logically. Your outline should include an introduction, a middle section that covers the main points of your message, and a conclusion. Include ideas for recording locations and any other ideas you might have for each part of your script.

## 3 The Script

With your outline in hand, start writing the script. Keep in mind that video scripts are usually written in a conversational style, so use language that is easy to understand and engaging. Also, be sure to include visual descriptions that will help the viewer understand what is happening on screen.

## 4 The Visual Elements

As you write the script, think about the visual elements that will accompany it. This includes images, graphics, and video footage. Be sure to describe these elements in your script so that the video producer knows what to include.

## 5 Edit & Revise

Edit and revise: Once you have the first draft of your script, read it aloud with someone else in the room. If you don't have anyone, record it on your phone and listen to it later. Do not edit while reading. Mark it and continue reading. When you finish editing and revising, make sure that it flows well and that the message is clear. Also, make sure that it fits within the time constraints of the video.

## 6 Get Feedback

Get feedback: Share your script with others and get feedback. This can help you identify areas that need improvement and ensure that the message is effectively communicated.