

The Ultimate Guide for Writing

EXPLAINER VIDEO SCRIPTS



SCRIPT CHECKLIST FOR EXPLAINER VIDEOS



✓ *Target Audience*

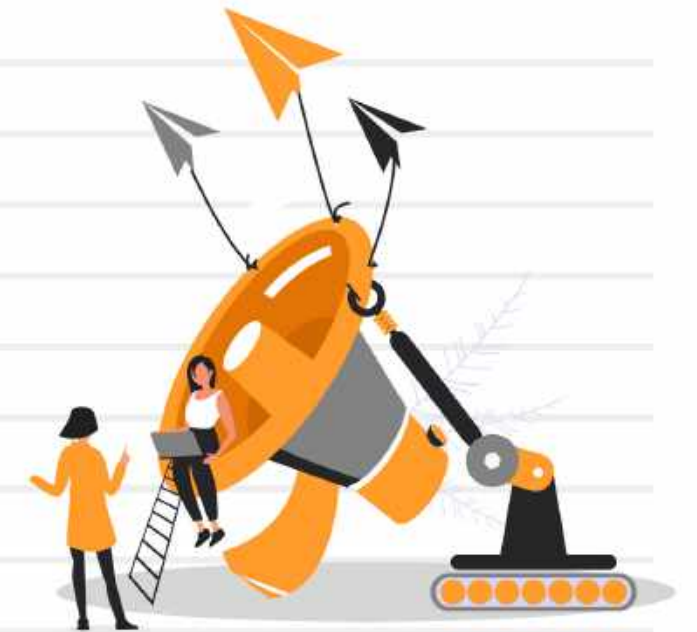
✓ *Define the Problem*

✓ *Solution*

How different Your Solution Is ✓

Product's USP ✓

Call to Action ✓



✓ *Who and Where to Contact*

✓ *Tag Line*

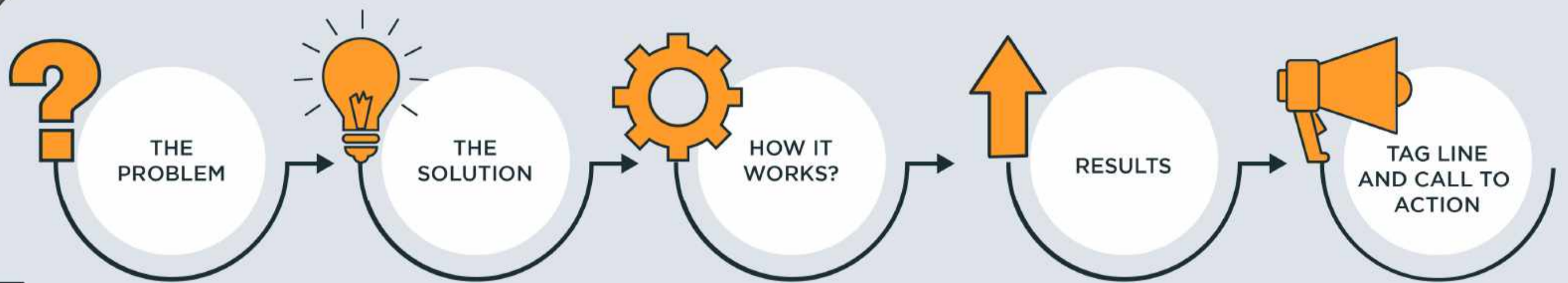
✓ *Short and Sweet*



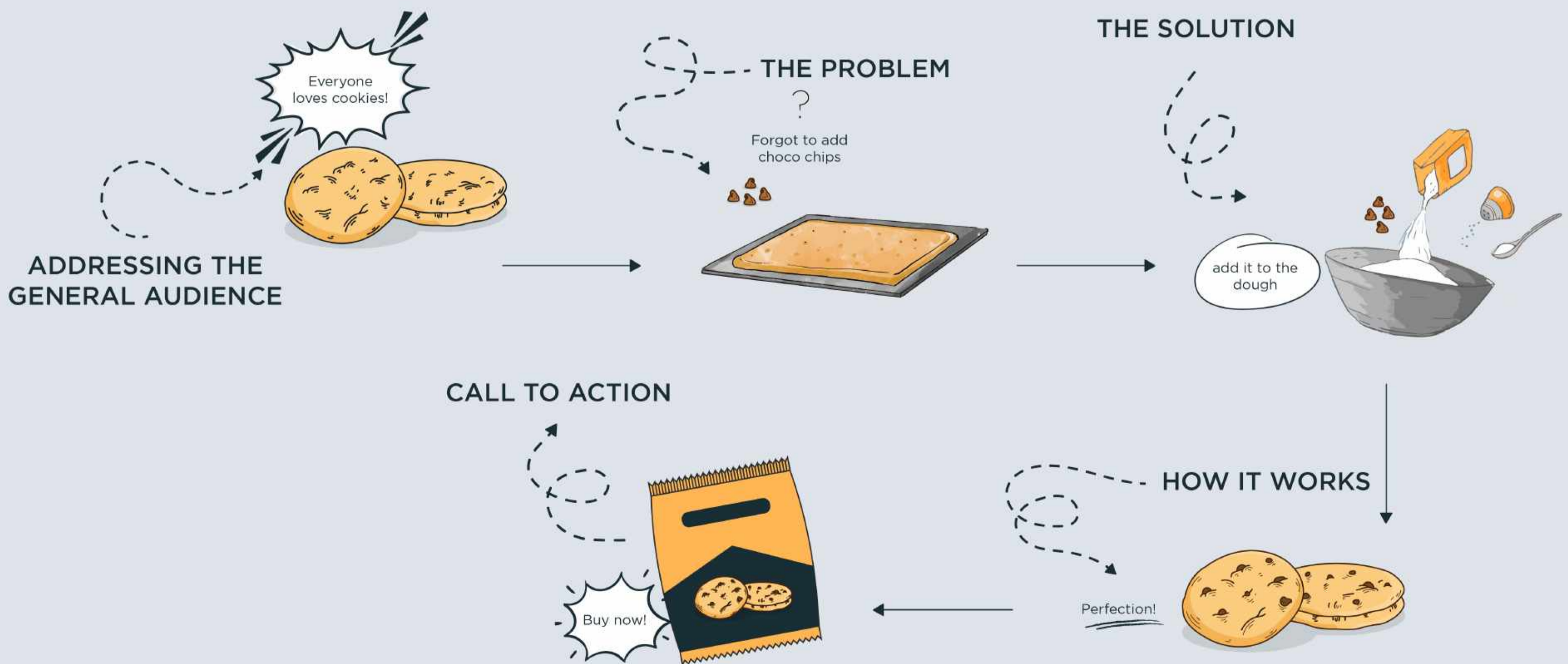
EXPLAINER VIDEO SCRIPT FORMULAS



THE 'MEET BOB' FORMULA



'COOKIE CUTTER' FORMULA



THE PSYCHOLOGY OF WRITING EXPLAINER VIDEO SCRIPTS

"Sam shares his recipe for dalgona coffee"



1. ACTIVE VOICE

~~*It takes longer to make than regular coffee*~~
It tastes better than regular coffee



2. HALF-FULL GLASS

*stir whip
fuse blend
combine wisk*



3. INCREASE YOUR CHOICE OF WORDS

We are almost done



6. USE FIRST PERSON PLURAL

~~*Fill 50% of the glass with milk*~~
Sam fills the glass half way with milk



5. USE PEOPLE INSTEAD OF PERCENTAGES

add 2 tablespoons of luke warm water



4. MAKE CONCRETE STATEMENTS

You can add ice if you like!



5. FREEDOM TO CHOOSE

Best coffee ever!



6. AVOID THROWING YOUR PITCH TOO EARLY

Better than regular coffee



7. AGITATE THE PROBLEM

THE EXPERT'S TIPS FOR WRITING EXPLAINER VIDEO SCRIPTS

1.

USE ILLUSTRATABLE



2.

EDUTAINMENT



3.

EMPHASIZE WORDS AND TONE



4.

WRITE LIKE YOU TALK



5.

USE THE CLASSIC NARRATIVE STRUCTURE



FACTORS THAT AFFECT THE WORD COUNT OR LENGTH OF EXPLAINER VIDEOS



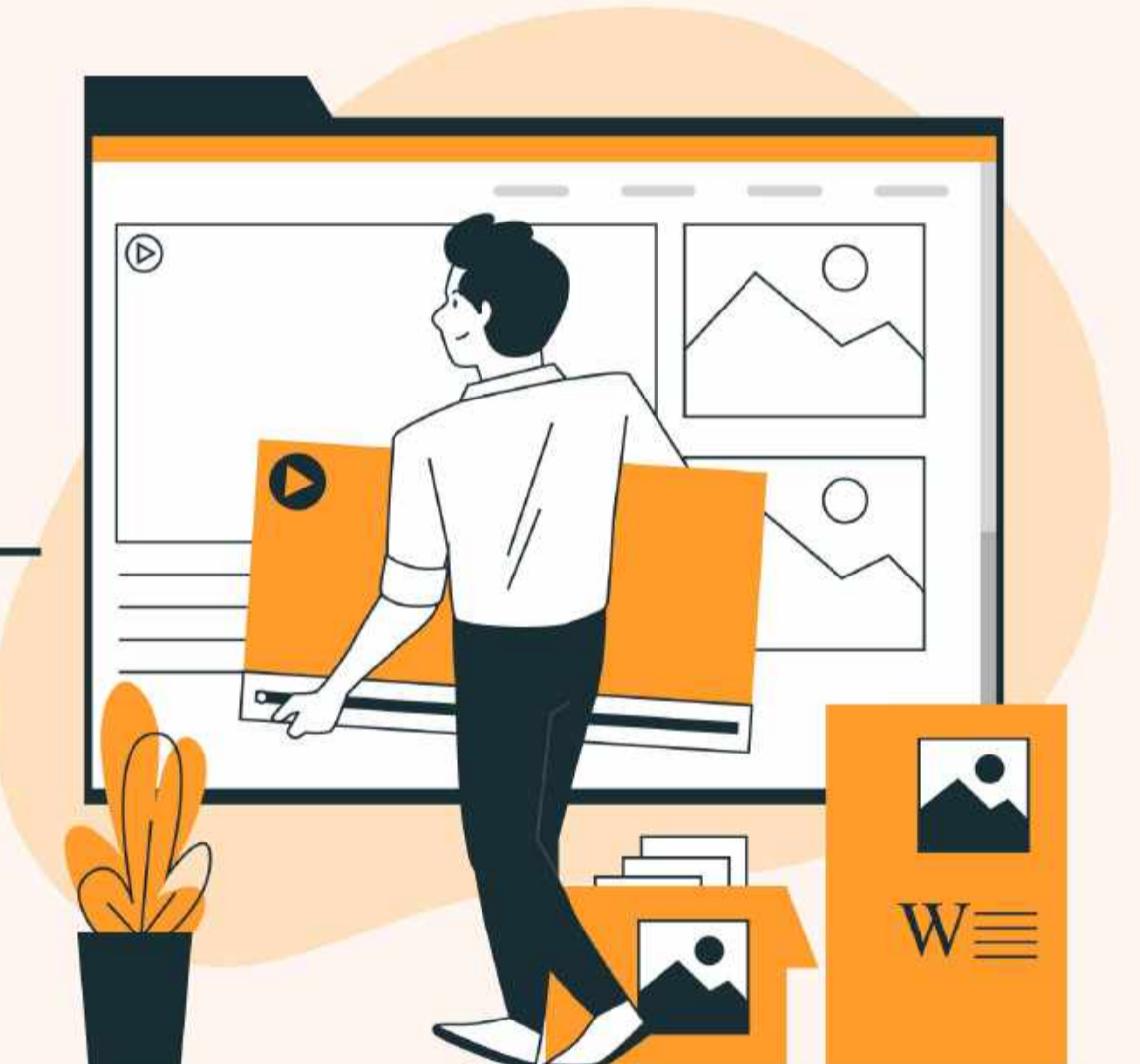
DIFFERENT
READING SPEEDS



EMPHASIZED
WORDS AND PAUSES



TYPE OF THE
SCRIPT



GENRE OF THE VIDEO



THE LANGUAGE



VISUAL FACTORS

DO YOU WANT A VIDEO FOR YOUR BRAND?

Elevate your brand with our fully
customized video production services.



+91 98674 09221 | sales@orangevideos.in