

VISIONARY

DIGITAL STUDIOS

www.VisionaryDigitalStudios.com.au



Scripting / Copywriting Formula

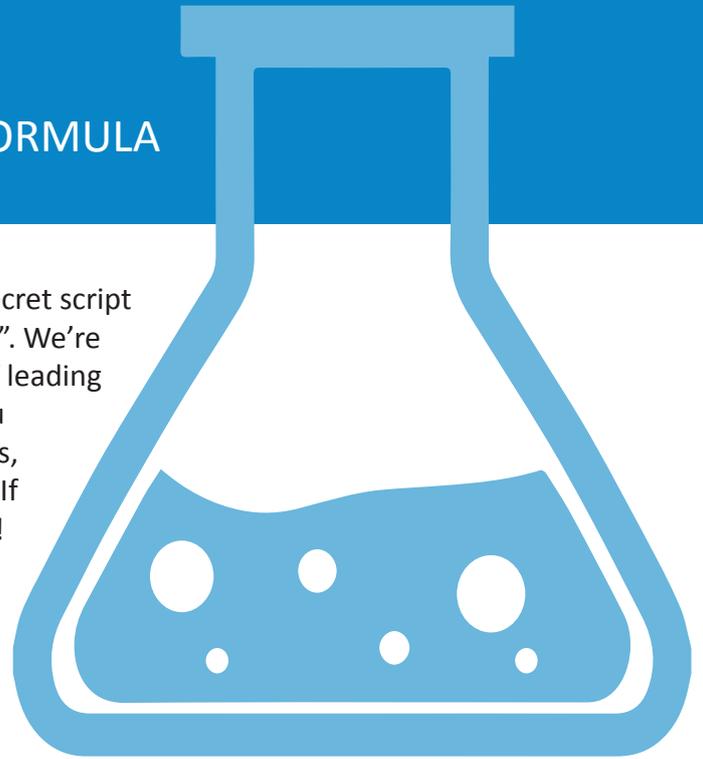
CODE V

Visionary Digital Studios' proprietary scripting and copywriting formulas. Please use them ethically!

CODE V

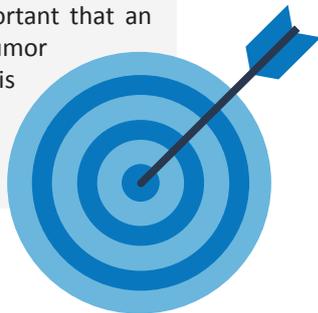
THE SUPER SECRET SCRIPT WRITING FORMULA

The Visionary Digital Studios team has put together our secret script writing formula, which we affectionately know as “Code V”. We’re continually refining our formulas based on the research of leading copywriters, as well as our own real world experience. You should feel free to use Code V, not just for explainer videos, but for all of your company’s copywriting and advertising. If you have questions on this, just ask your Project Manager!



ELEMENT 1: GOAL

Always remember - the goal of your explainer video is to sell your product and promote your brand. The primary focus is NOT to entertain viewers. That being said, it’s important that an appropriate hint of humor and quality production is included to keep your viewers engaged and convey your branding.

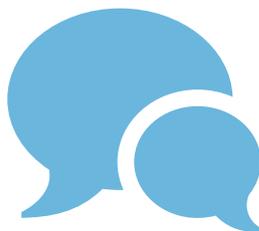


ELEMENT 2: SNOWBALL

Build snowballing desire by talking directly to the customer’s core problems, fears and frustrations. Only then should you present your product as the “Amazing Attainable Solution”.

ELEMENT 3: CONVERSATION

Scripts should be written in conversational style so that the video is relatable to viewers and simple to digest. Imagine you are at a table with your perfect customer and they just asked “I’m thinking of buying X, what would you recommend?”. The script should be written as if answering a question like this.



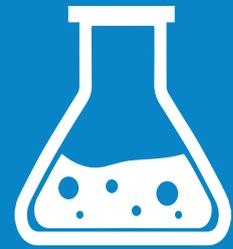
ELEMENT 4: RESONATE

Language should be simple and non-technical. Ideally you should be using words that your customers use and RESONATE with, and not words that you use in your industry. Remember the video is designed to talk directly to your perfect customers, not to you.



CODE V

THE KEY TO OUR SUPER-EFFECTIVE ANIMATIONS



ELEMENT 5: SNAPPY

Use plenty of quick, short, snappy sentences to maintain engagement and interest.

ELEMENT 6: QUESTIONS

Use questions throughout the script to keep the viewer engaged and thinking about your product, and how it would FEEL as it is solving their problem.



ELEMENT 8: AUTHORITY

Include “authority switches” within the script. These can be studies and statistics that support your product, as well as names of household companies and brands which use your product.

ELEMENT 7: SPECIFIC

Where possible, be specific and factual. For example, “56% increase in sales” is better than “it will increase your sales”.



ELEMENT 9: CALL TO ACTION

Finish the script with a POWERFUL call to action. Let the viewer know exactly what you'd like them to do immediately.

ELEMENT 10: LENGTH

The most effective, engaging explainer videos are between 60 – 90 seconds long, which equates to around 170 – 255 words. After this, viewers start to “drop off” (stop watching). Rather than try and fit everything in, it's best to focus on effectively communicating the most important aspects of your product, and leave the viewer wanting to know more.



VIDEO SCRIPT TEMPLATE

Version:

Prepared By:

Prepared For:

Version Date:

Project No:

ATTENTION: CALL OUT TARGET CUSTOMER

- Question or bold statements that call out the target customer. Elicit a string of “yes” answers to snowball desire. Scripting should focus on customer as an individual, NOT advertiser.
- Immediately engage the attention of target customer.

IDENTIFY PROBLEM WE ARE SOLVING & BUILD DESIRE

- Identify customer’s key problem. Aim to explain it to them better than they can.
- Build desire by showing we UNDERSTAND our customer’s FRUSTRATIONS and FEARS.
- Create resonance and demonstrate us as an authority within our industry.

AMAZING ATTAINABLE SOLUTION

- Present our solution in a descriptive and precise way. Appeal to emotions and senses to build a cognitive experience.
- Present the solution as a set of BENEFITS for the customer NOT as features of the service.
- Quick “tie-down” question to inspire thought and desire.



ESTABLISH OUR CREDIBILITY

- Provide specific statistics which convey BENEFITS of the service.
- Challenge main objections of your customer.
- Trigger authority switches. This can include customers which are household names, and current user testimonials.

POWERFUL CALL TO ACTION

- Advise the viewer on EXACTLY what action we would like them to take immediately.
- Make the action as simple as possible. Emphasise FREE if applicable.

