



BrainyVideo
unintimidating video mastery

The YouTube Scripting Template

This is the first in a series of templates and checklists to help you get a very powerful YouTube video up and running. The objective of this video is to get your viewers to call you on the phone number you'll give them in the very title of the video. There are a bunch of aspects to this, including SEO value, that we'll cover in a later lesson. For now, just use this template and get your video written.

Remember, 1 - 2.5 minutes tops.

Here's the template.

What would it be like if you were _____? How would your life be different?

The blank can be filled in with whatever result you bring: living in the home of your dreams, pain-free, financially-free, whatever you can bring. Feel free to fill this out with up to 3 more sentences, but do get that first one in there. You can even suggest an answer if it's juicy enough.

Now that you have them thinking, introduce yourself with a credibility-enhancing statement.

Hi, I'm _____, author of _____ and creator of _____. I help _____ who want to _____ but are _____.

In these blankety-blank-blanks you're going to put the following: Hi I'm... your name...author of... the title of your book if you have one and creator of... the name of your program or modality. I help... the specific audience you help...who want to... the result they're looking for...but are...the obstacle getting in their way.

Now, the book title and modality are optional. They aren't necessary for this technique to work.

Next we deal with the major objection that people have to using your service or product, but we don't phrase it as an objection.

So if you need to _____, but you cringe at the thought of _____, then you've come to the right place.

So for example, if you need to lose weight, but you cringe at the thought of going on a starvation diet, then you've come to the right place. Or if you need to move to the D.C area, but you cringe at the thought of your kids attending the wrong school, then you've come to the right place.

Now, we're going to command attention by momentarily withdrawing the solution.

First of all, you can do this. The problem is that _____.

The first part is just assuring them that they can take advantage of your solution. The second part is letting them know the pitfalls of not using it.

So something like "First of all you can do this. You can lose weight. The problem is that when people go on a diet, they starve themselves and that puts them into fat-storage mode, which dooms their dieting." Feel

free to flesh this out over a sentence or two. Just don't make it so dire that they give up. So avoid words like utterly destroy.

Here's mine: First of all...you can do this. The problem is that people don't know the tools and they can hurt their image when they just copy the bad results they've seen online.

And that's it. Very simple.

Next we're going to lay out our solution as a series of benefits. Now, if you have a freebie, you'll start to build the value in this section. It's very important that you do this in this exact sequence because if you don't, the value is lost and far fewer people will sign up for it.

So here's the template:

That doesn't have to happen to you. Because working with this method, you'll get/learn/have _____, _____, _____ and _____.

So for our weight loss example it might be "That doesn't have to happen to you. Because working with this method, you'll have more energy, vitality, self-esteem and love in your life.

Spend a good paragraph laying out what they'll get from it. When you're done, they should not only really want it but also be wondering how much all this is going to cost.

So now you can reveal the price. The next sentence goes like this:

It's all waiting for you on the inside, and it's all free. It's called _____. Just click on the link in this video, and you'll get instant access.

In the blank you're going to name your freebie. So mine will look like this:

It's all waiting for you on the inside, and it's all free. It's called the quick-start video marketing guide. Just click on the link in this video, and you'll get instant access.

By the way, that link in the video will be an annotation that delivers your potential client to that landing page on your website.

Now. If you're not giving away a freebie, you could give away a free strategy session. This is a reason to call you right away.

Each month I give away ____ free ____ strategy sessions. In this ____ minute call we'll assess ____, you'll learn/get ____, ____, ____ and you'll get clarity on ____.

So for the first blank you're going to choose the number of sessions you give away each month. The second blank is naming your session. The third is how long the session will be. The next four blanks are listing 4 benefits of calling you. So it could be, in our weight loss example:

Each month I give away 11 free laser weight-loss strategy sessions. In this 30 minute call we'll assess where you're starting from, you'll learn the best kind of diet for your body-type, the best way for you to get started, the specific foods you need to add to your diet to give yourself the best chance at succeeding, and you'll get clarity about the very next steps you should take.

The more individually-focused these benefits are, the better this section will work for you.

Now, if you don't want to offer a free strategy session, just skip to the next section.

This is the final call to action and it goes like this:

Please let me know how I can help you _____. Thanks for joining us on our mission to _____.

The first blank is a juicy benefit that you deliver. The second is how that ultimate result relates to your mission.

So in the case of weight loss it could be:

Please let me know how I can help you fit into your skinny jeans again.

Thanks for joining us on our mission to make this a healthy happy world.

And there you have it. The psychologically-sound script for a client-attracting video on YouTube.

Next up: **Production...**

