



### WEB WALK VIDEO - SCRIPT WRITING TUTORIAL

Creating an effective Web Walk Video will require proper preparation. From selecting the right character to do the presentation to writing an effective script.

We have developed several tutorials in PDF and video format to make things easier for you and ensure that you are prepared for the shoot.

In this tutorial we will be giving you some tips on how to write your Web Walk Video script.

#### So let's get started.

When Writing your script you should make sure you do the following things:

#### The length of the script.

It is essential to keep it short, between 20-to 40 seconds is more than enough. Most presenters will talk about 160 words per minute so use this as a guide.

#### The content of the script

Analyse the following:

- » Who is your target customer? A businesses, a consumers, what is his age group and gender?
- » What does your customer want? Try focus on what they want and then sell them what they need.
- » What do you want your customer to do? Do you need them to submit their details through an online form, call your office or purchase a product online?

#### The structure

The structure of your script is also important. A common structure to follow is

- » Introduction
- » Body
- » Conclusion.

A good **introduction** can be a catch cry, a slogan, a statistical fact or just a funny or friendly introduction to your subject.

Use the **body** to explain about your product or service, explain the benefits, savings, superior qualities.

In the **conclusion** you want to make sure that your client is enticed to take action so make sure that you conclude your argument and let the customer know what to do next (get your customer to click on a button to go to the next page OR submit their details through an online form to receive a free monthly newsletter).

Using an appropriate company slogan at the end of your script can also be a good way to wrap it up.

#### Some additional things to think about when writing

- » Write with the reader in mind and keep it simple and clear – what might be clear to you as the professional is not always clear to the customer. So stay away from using jargon, stick to a single message and keep it simple.
- » Say exactly what you mean. Use small, simple words and sentences. Stay away from the passive voice and try a conversational style – write the way you would talk.
- » Keep it as short as possible. When you have said what you want to say, stop. Get rid of fillers and wasted words.
- » Arouse the customers interest. Include thoughts and words that will capture your customers attention and get them involved in what you have to say.

#### A couple of things to avoid:

- » Elaborating on the historical background of your organization might sound good to you but people don't really need to know this.
- » Don't try to cover too many things – stick to one message

This has brought us to the end of this tutorial. Check out our website for any additional information <http://surgemedia.net.au/Solutions/web-walk-video.aspx>