

script writing



Even when inexperienced amateurs are speaking on camera, thoughtful script preparation can yield great results. When schools ask us to write video scripts for them, we follow some basic rules:

WRITE A BRIEF –

It's quick to do. It's easy. And it helps shape the entire script. Answer these questions:

1. Topic - What is the subject for this video? (Narrow it down.)
2. Goal - What do you want this video to achieve? (Not goals. Goal, singular.)
3. Audience - Who are we making it for?
4. Takeaways - What do we want them to **know** after seeing it?
5. Call to action - What do we want them to **do** after seeing it?

WRITE IT –

Group-writing exercises can be unproductive and exhausting. Our team assigns a lead writer for each script, who then shares the script with others (via Google Docs) for feedback.

EVERY. SINGLE. WORD. –

Regardless of how eloquent you may be, it's not easy to be natural and articulate when you're standing in front of a camera crew. That's why we leave nothing to chance and we – clearly and concisely – script **every** last word.

KEEP IT SHORT –

One page is plenty. The longer your script, the greater the chance that your audience will lose interest. If your original draft is too long, edit, edit, and edit.

KEEP IT REAL –

Want effective videos? Use natural, conversational language. If the words you write feel natural to the presenter, it will show.

REHEARSE –

There's a secret to all good writing: at some point long before it was published, someone read it **aloud**. Reading your script out loud instantly helps you identify awkward language and other problems.

REVISE –

The difference between first and final drafts is often enormous. That's good. That means the writer referred back to the original brief, asked for feedback, rehearsed aloud, and refined the writing.

types of scripts

There are many basic formats you can use in your script-writing. Two of our favorites:

THE SUCCESS STORY –

Intro Statement – “Hi, my name is...”

Problem Statement – “When I got to campus, I was worried I wouldn't be able to keep up with my classes...”

Solution Statement – “The Learning Assistance Center was awesome. They provide tutors and workshops and...”

Metric Statement – “The more LAC workshops I took, the higher my grades got!”

Passion Statement – “I can't say enough about the staff at the LAC. When I got here, I was worried about flunking out. Now I'm on the Dean's List!”

THE OVERVIEW –

Intro Statement – “Hello, I'm Angela Smith, and I am the Director of Financial Aid here at...”

Relevance Statement – “By the time they graduate, 82% of students have obtained some form of financial aid to help pay for classes, housing and other expenses...”

Services Statement – “Our Financial Aid Office provides three types of services that can be of great benefit to you. First...”

Action Statement – “Before classes begin, there are two things you should do: First, visit the FAFSA link below. Then, contact our office to meet with a counselor.”

Passion Statement – “Our staff is dedicated to helping students like you – and I mean you – finance your education. Come see us – soon!”

