

My Scripting Process



The Hook

The Hook is responsible for 90% of your video's success, so it deserves 90% of your focus. The more you can hone your hook, the better your videos will perform.

Verbal

Introduce the video topic in a way that elicits curiosity so the viewer NEEDS to continue watching to achieve a payoff.

Audio

Viewers will stop scrolling for trending audio.

Text

Insert a text box that restates your hook in 2 lines or less.

Counter

Counter the assumption of "I already know that" from the hook. i.e. "3 tools for financial advisors... **that you haven't heard of**".

Movement

Starting a video with movement (i.e. walking & talking) is a marketing trick that elicits urgency and captures attention.



The Reel

Don't give away the answer to the elicited question right away! Add context, provide a story or anecdote, then rehook then spin the reel into the answer.



The Answer

Tell the viewer how to solve the problem, achieve the goal, or do the hack you mentioned in the hook. Make it a simple, clear answer that you then explain in-depth.



The Re-Hook

Use another hook, or connect two hooks (ie verbal and text) to finally close to loop and explain what the video is about.



The Value

Describe why the topic and information are valuable to the viewer and, if possible, how they can act on it. **Use a Call To Action for viewers who want more value from you!**

DIALOGUE SKIT

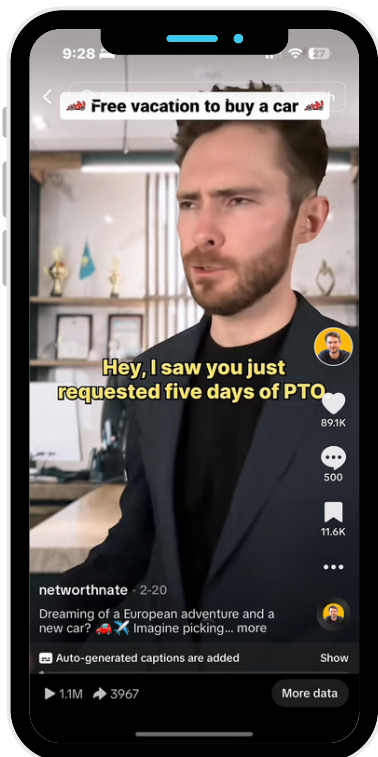
525k Views

41.1k Likes

5.3k Saves

1.8k Shares

ALL IN UNDER
24 HOURS



The Hook

Text Hook: Added a text box that used extremity (free vacation), novelty (to buy a car??), and a counter by being unrelated to the initial audio hook.



The Reel

One “actor” makes an assumption that is wrong, giving the main character a chance to answer.



The Answer

Explains that they are picking up my car overseas and doing a road trip.



The Re-Hook

Reconnects the dialogue with the text hook by explaining the trip will be **free**.



The Value

Explains how car companies will pay for you to pick up your new car in their home country rather than at your local dealership.