

This is for you: the video script that will help you create dozens of business videos for the brand awareness you need as an entrepreneur.

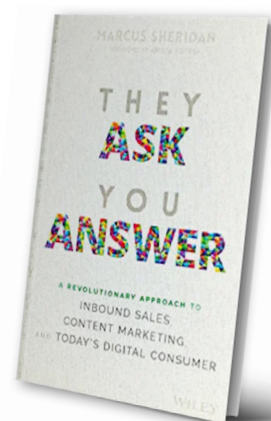
It's been true for years and it's not changing any time soon: video is important for your branding and marketing as an entrepreneur. Even for small business owners. You really do not want to depend on those few clients you have now when you could be discovered by people who are actively looking for what you have to offer - purely by sharing your knowledge, showing your face, and making your voice heard.

It's an age-old fact: we choose who we know. Rather a familiar face than someone who may be better but whom we don't know. Absurd perhaps, but true. That's why, as an entrepreneur, you should have at least a couple of videos, on your own YouTube channel.

Video is important for your visibility as well as for your findability: the more videos, the more people know you and the higher you'll get in Google search results.

This is your script format for a video in which you answer a question, a **FAQ video**. After all, you need FAQ videos anyway. Answering questions is easy for you, and you will start helping your target audience right away. Moreover, questions are often asked through Google. If you have an answer, people will see you as the **expert**, and not that colleague who is still struggling.

Even Marcus Sheridan, a very successful and well-known marketer says it in his book "They ask, you answer" (right in the title): for everything your future customer asks, you should have a video with an answer ready.



A SCRIPT, IS THAT REALLY NECESSARY?

Yes, you can also do it off the cuff. Because "spontaneous" sounds like it more real. I get it, really, that it seems that way. You want to come across in your videos as much as possible as you are in real life.

Yet that's a persistent fable. In reality, trying to record a video spontaneously is a drama. Your video will be boring and egocentric. In doing so, you are not advertising your business at all. And you can forget about your reach.

Spontaneous just doesn't work - for 2 reasons.

1. A viewer of a video is in a different mindset than someone who speaks to you live. Who wants quick results and thus has little patience.
2. You are in conversation with a real person differently than in front of a camera because you don't get an immediate response from your viewer as you do in a conversation.

You feel it - and if you feel it, then everyone who watches your video sees it too. That's why you prepare a video recording. No need to make it complicated, and it doesn't have to take hours of your time.

“ For everything your future customer asks,
you should have a video with an answer ready. ”

Just follow my steps and in no time, you'll have a script for a video that

- a. gets good views
- b. is appreciated
- c. gets you followers and customers
- d. saves you a lot of time (because you can now refer people to your video instead of telling the same thing for the umpteenth time).

In this handout, I'll give you 1 script format. You can use it for videos for any platform.

[YouTube](#) ▶ [LinkedIn](#) ▶ [Instagram](#) ▶ [TikTok](#) ▶ [Facebook](#)



This video can be long or short - it's up to you. I'll give you the format for the longer video and tell you how to make a short version of this, for Instagram Reels.

An FAQ video is a video where you answer the frequently asked questions you get. When you answer those in a video, you save yourself a lot of work. Because the next person who asks one of those questions, just refer them to your video: it's all there.

Behind all the people who ask you a question is an even larger group who don't dare to ask you that question. But who are walking around with it. So, you do a lot of people a favor with such a video (and thus save yourself time and energy).

This is one of the easiest videos to make. If you've been asked a question many times, you can probably spoon-feed the answer. It does require a bit of prep work.

1. Check your mail and notes. What questions do you get asked often?
2. Choose the best question you want to answer now.
3. Write the script.

This is the format for a script for a short FAQ video, for Instagram or Shorts (and possibly TikTok but you may also post longer videos there).

I'll give you the steps first, then an example. Below that you will find the script for a longer video, with which you touch your viewer much more and build a relationship. You create this version for YouTube and LinkedIn and Facebook.



“ An FAQ video is a video where you answer the frequently asked questions you get. ”

DO YOU WANT TO CREATE A SHORT (60 to 90 seconds) FAQ VIDEO?

Then use these steps:

1. Say literally what the question is.
2. Say, "In this video, I give the answer to this question".
3. Give the answer to the question asked.
4. Call to action: ask your viewer a question, invite them to respond, or reference your bio or website.

Sample script for a short FAQ video (to be used for YouTube Shorts or Instagram Reels)

How long should a video be? That's what everyone wants to know, and, in this video, I tell you what the ideal length of a video is.

I'm Elisabeth from Top of Mind Video Marketing.

The length of a video doesn't really mean anything. The point of a video is that your beginning is so good that people want to know how it continues. In the first ten seconds, your viewer is already deciding: am I leaving? Or do I stay because this information is useful to me? If you can touch the viewer in those first ten seconds, you don't have to worry about whether your video is two or eight minutes long.



Are you making the most of those first ten seconds or are you letting your viewer walk away? Make your next video with extra attention to the beginning. And let me know if it brought you more views, reactions, and customers.

“ In this video, I give the answer to this question,
and I have a fun question/task/challenge for you! ”

DO YOU WANT TO CREATE LONGER (2 to 3 minutes) FAQ VIDEO?

Then use these steps:

1. Say literally what the question is.
2. Tell what you think or feel when asked this question.
3. Say, "In this video, I give the answer to this question, and I have a fun question/task/challenge for you!"
4. Now, if you like, do a set intro text.
5. Tell that you get this question very often and why you think that's the case.
6. Tell if there is a simple answer for that question or not.
7. Give the answer to the question asked.
8. Ask your viewer a question back or give an assignment and invite them to share experiences.

Sample script for the longer FAQ video

Suppose you are a video specialist (yes, it's me!) then you very often get the question how long a video should be. Then this sample script is very suitable for you.

1. *How long should a video be?*
2. *When I read this question, I always think: exactly which video do you mean?*
3. *In this video I explain to you why I have no ready answer to that question, which has length to do with the success of your video. Also, I have a question for you!*
4. *I'm the Elisabeth from Top of Mind Video marketing and I help entrepreneurs to create the videos that make them seen and found by their future clients.*
5. *So, I am often asked: how long should my video be? To get a lot of viewers, to be watched to the end, to use it to sell your product. Often people say: it must be short. But how long is short? So, it's logical that this question is often asked.*
6. *Unfortunately, I don't have a simple answer for you.*
7. *Because the length of a video doesn't really mean anything. If you make sure your future client wants to know what you have to say, it doesn't matter if your video is one or fifteen minutes. And that is always determined in the beginning of the video. In the first ten seconds, your viewer is already deciding: am I leaving? Or do I stay because this information is useful to me? If you can touch the viewer in the first ten seconds, you don't have to worry about whether your video will last two or eight minutes.*
8. *How do you start your videos? Do you make the most of those first ten seconds or do you let your viewer walk away? Make your next video with a lot of focus on the beginning. And let me know if it brought you more views, reactions, and customers. Post your response in the comments below this video. See you there!*



ADDITIONAL TIPS:

1. If you are making a video for Reels, TikTok or YouTube Shorts, film with your phone vertical, is it for YouTube or LinkedIn or Facebook, film with your phone horizontal.
2. Do you hate it that you always have too few clients to choose when, with whom and where you do your work? Watch [this video](#) to see how posting videos can help you stop waiting and become 10 times more visible than you are now.
3. Want to know where to find a good microphone, tripod, or light for recording videos with your smartphone? [Then look here](#).

WOULD YOU LIKE TO INCREASE YOUR REACH 10-FOLD WITH VIDEO, SO THAT YOUR CLIENTS COME TO YOU INSTEAD OF YOU HAVING TO FIND THEM?

Make an appointment for a short consultation and I'll help you get started.

CONTACT



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