

THIS BOOKLET GOES WITH

**THE LITTLE
BLACK BOOK
OF VIDEO
MARKETING**

BY ELISABETH GRIFFIOEN

SAMPLE SCRIPTS FOR

The Little Black Book of Video marketing

*Discover 7 scripts for easy videos
that get you clients*

*Written by Elisabeth Griffioen, Top of Mind Video
Marketing¹*

**THIS E-BOOK CAN BE DOWNLOADED FOR FREE AFTER
BUYING THE BOOK TO USE AS AN ADDITION WITH THE
BOOK**

© 2023 Copyright belongs to Elisabeth Griffioen. Allright reserved,.
Sharing this book or the information in it without my consent is prohibited.

Hi, so good you're here! This addition to the Little Black Book is the missing part, this is where you see how this can help you create great videoscripts too.

Here's how it works:

With each script from the book, you get an example script to help you create a script for your own videos. Feel free to take my words verbatim or deviate from them altogether. They are your videos. I am here to help you create them in such a way that they touch and convince your future clients.³

The numbers correspond with the order in the book.

- 1) Want people to contact you quickly? Create a Contact page video *
- 2) Going to do something fun and want to show something off quickly? Make a quick 3-shot video *
- 3) Do you keep getting the same question? Create an FAQ video **

4) Want to expand your network? Make a Give a Useful Tip video **

5) Want more engaged viewers? Create a Give-Away video **

6) Have a product for sale? Create a Sell Your Product-4video ***

7) Want people to get to know you better? Make a Zero-to-hero video ****

The difficulty level of script and the corresponding video is indicated with stars. Some videos are made easier or quicker than other videos, because of thinking time, length, and purpose of the video. Are you starting out with video? Then start with 1 or 2 stars and postpone the other videos for a while. If you already have several videos and feel like making a really powerful video now, go straight for the 4 star Zero-to-hero video.

1 * = short video that requires little thinking and no complicated shots or editing.

2 ** = Set aside no more than 30 minutes to write this script, because this is stuff you talk about a lot (or should). Then filming will not take long and

if you stick to the script, you will assemble this video with a couple of cuts and deletes in under an hour.

3***= most people find a real sales video a bit harder to record because they feel that more depends on the outcome, therefore this 3***

4****= This script requires a bit of thinking, because choosing the right "zero moment" is important and the rest of the script builds on that. Take your time with it, sleep on it overnight and then start filming. The extra effort you put into this video is guaranteed to pay off in reach and followers.

1. Sample script contact-page-video *

Use this script for a video on your contact page of your website. Easy to make and invaluable as an extra contact moment. Knowing that in the road to going from a stranger to becoming a client there are always more than one contact moments needed, you can add this one with ease. Don't make a huge show of recording, preferably film this at your workplace but it really can be done anywhere (even outside). When you have practiced a few times out loud, put your script away, turn on your camera and call to mind to someone you would like to work with.

This is an example of what a contact page-video script would look like (you can find the description of the steps in the book):

1. Hi, good to have you here. Were you able to find what you were looking for on this site?

2. This is the place where you can ask me a question or tell me something. Fill out the form, ask your questions lose and press submit.
3. I always reply as soon as possible, but certainly within 48 hours.
4. Have a look at my course offerings in advance so you know a little more about how I could help you and take a look at my YouTube channel, the link is down here below this video.
5. See you soon, bye!

2. Sample script 3-Shot-video *

You don't need much time for this video. Just film one part when you arrive at the location, during the workout you only need to film one or more parts without talking, and when you finish the training, just before you go home you film the third part. And: this video is also assembled in no time with a simple video editing app on your phone.

Where do you post this video?

This video is perfect for social media, such as LinkedIn and Instagram (when filming, keep in mind where you are going to post the video because with one platform it is better to film with your phone horizontally and with another vertically).

This is an example of what a 3-shot-video script would look like (you can find the description of the steps in the book):

Suppose you are a trainer for professionals and today you will be training on a special location. You can quickly make a video and post it the same evening or the next day, then your future clients can see you at work, they feel as if they were there with you. It removes the threshold to approach you. People will think, "We can invite her/him here someday, to train us."

1. You are in the frame, with a soccer stadium in the background. You indicate the stadium and say, "You won't usually find me here, because my sport is table tennis, but today you will, because I'll be delivering a training course in *stakeholder communication* to the new team members of the communication department of the municipality of Stockton. Really looking forward to it. Afterwards I'll ask them what their most important insight of the day is and then I'll share it with you. See you soon!"

2. Show one or more shots of trainees on an assignment, for about 20 seconds. And ask someone to make some shots of you training and explaining. If you have no videos, you can also use photos for this part.

3. You stand in front of the soccer stadium again (preferably in a slightly different place) and say, “That was a great day. What my course participants thought was the golden tip? That you should listen more than you talk. And that's correct. I'm also shutting up, I'm heading home. Do you listen as more than you speak? Or would you like to learn more about that? Then download my whitepaper on the 10 rules of effective communication. You can do that through link below.”

3. Sample script FAQ-video **

You should create as many of these as possible. It helps you to be found on search engines and reaches the very people who are currently looking for you - even if they don't know you yet. You probably know what questions your future clients are troubled by, and if not: from now on, keep your ears open everywhere. Even at birthday parties, because sometimes you get questions that make you think: "I can make a video about that!"

This example is for answering a question people often ask me, "how long should a video be?" When I get that question, I could say, "2 minutes" but that would be a lie. I must add more to that. Then I choose the FAQ-video-script.

This script works as an answer for any question, whether the answer is simple or digs deeper: it fits. The script consists of 8 steps - that's because

this video isn't just made to answer a question. Through these steps, people not only get an answer, but they also hear that are an expert in this - and they will remember you, thanks to the structure of this script.

Where do you post this video?

Short answer: everywhere.

This is an example of what an FAQ-video script would look like (you can find the description of the steps in the book):

1. How long should a video be? Ingrid asked me that question during a webinar.
2. When I get that question, which is quite often, I always think: which video do you mean?
3. In this video I explain why I don't have a ready-made answer to the question "How long should a video be?" and what the ideal length is for your videos. And I also have a question for you.

4. I'm Elisabeth from Top of Mind Video Marketing, I help entrepreneurs 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? Usually they add: it should be short, right? But how long is short? So, I understand why this question is so frequently 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 watch your video, it doesn't matter if your video is 1 minute or 15 minutes long. Whether your viewer stays to watch to the end is always determined in the first 10 seconds of your video. If you can touch the viewer in those first 10 seconds, you don't need to worry whether your video lasts 1 or 8 minutes. Don't watch the clock but

think before you record your video how exactly you will start your video.

8. Do you make the most of those first 10 seconds of your videos or do you let your viewer walk away? Let me know in the comments of this video. I have a video on YouTube with one excellent way to start your video, so that your viewers keep watching until the end. You can find the link in the description of this video; I'll see you there.

4. Sample script Give-an-advice-video **

Not just for products, also for services! After FAQ videos, this is another kind of video you never have enough of. Because it just so happens that people always trust someone who helps them. And they like coming back to you.

Here is an example of a coach helping people to be relaxed in work and life. Part of that is getting a grip on planning. You, as a coach have an important tip for your future clients with which they can get to their tasks. You also give this tip to others who do not work with you. It is something that people can immediately apply themselves - therefore you help people directly, and that makes you a reliable, pleasant coach in their eyes.

This is an example of what a Give-an-advice-video script would look like (you can find the description of the steps in the book):

1. You know that feeling when time flies by and you just don't get around to what you really want to get done that day?
2. In this video, I will share how you get a grip on your schedule every day and leave time to relax.
3. I'm Iris. I coach people with overflowing heads to have a relaxed working day.
4. Distractions lurk everywhere. Before you know it, another day has passed, and you still haven't done what you planned to do.
5. As a result, you don't feel fulfilled. You are balking at your own behavior. Tomorrow, I will really do it, you tell yourself. But then you fail again. Terrible!
6. There is a way to make sure you do your most important tasks every day. With focus and fun and time left to rest. Here's how to do it: first thing every morning, look at what you must do that day.

Then decide what your most important task of the day is. What is the one thing that absolutely must get done today? Write it down. If it's 2 or 3 things, that's ok too. Then the next step: do the things on your list first of all. Without getting distracted.

7. That way you'll soon be contented with your work. And because you got the tasks done without distractions, you'll have them done in record time!

8. Try it for a week: every morning make that list of your one, two or three most important tasks for the day. And let me know if it helps. Post a comment below or send me an email.

4. Sample script Give-an-advice-video **

Not just for products, also for services! After FAQ videos, this is another kind of video you never have enough of. Because it just so happens that people always trust someone who helps them. And they like coming back to you.

Here is an example of a coach helping people to be relaxed in work and life. Part of that is getting a grip on planning. You, as a coach have an important tip for your future clients with which they can get to their tasks. You also give this tip to others who do not work with you. It is something that people can immediately apply themselves - therefore you help people directly, and that makes you a reliable, pleasant coach in their eyes.

This is an example of what a Give-an-advice-video script would look like (you can find the description of the steps in the book):

1. You know that feeling when time flies by and you just don't get around to what you really want to get done that day?
2. In this video, I will share how you get a grip on your schedule every day and leave time to relax.
3. I'm Iris. I coach people with overflowing heads to have a relaxed working day.
4. Distractions lurk everywhere. Before you know it, another day has passed, and you still haven't done what you planned to do.
5. As a result, you don't feel fulfilled. You are balking at your own behavior. Tomorrow, I will really do it, you tell yourself. But then you fail again. Terrible!
6. There is a way to make sure you do your most important tasks every day. With focus and fun and time left to rest. Here's how to do it: first thing every morning, look at what you must do that day.

Then decide what your most important task of the day is. What is the one thing that absolutely must get done today? Write it down. If it's 2 or 3 things, that's ok too. Then the next step: do the things on your list first of all. Without getting distracted.

7. That way you'll soon be contented with your work. And because you got the tasks done without distractions, you'll have them done in record time!

8. Try it for a week: every morning make that list of your one, two or three most important tasks for the day. And let me know if it helps. Post a comment below or send me an email.

5. Sample script Give-away-video

A video that gets you more responses than usual - and therefore more reach. Give a gift that your future client would love to receive, with little effort.

Imagine, you are a business coach, and you teach entrepreneurs to be successful entrepreneurs. Focus is a major problem for many entrepreneurs, and you have something very handy for that.

Where do you post this video?

This video can go anywhere. With comments, your video reaches more people.

Pay extra attention to this in this video

Make the rules for this giveaway very clear: what exactly do people have to do to win? Clear rules of the game are nice for participants, but social media also require a fair game.

If you choose a gift that everyone gets you don't need to do a raffle. But if you raffle one or a small number of gifts it's fun to also film the drawing of the prize winners. You can do it the old-fashioned way with a bowl and tiny folded pieces of paper, or with a spin-the-wheel app (search via Google) or any way you think of. Make sure you are transparent and fair.

People who don't win anything will be disappointed, maybe you could give away a small consolation prize like an e-book?

This is an example of what a Give-Away-video script would look like (you can find the description of the steps in the book):

1. It is early* in the morning, and you are outside in your garden, enjoying the greenery. You look in the camera and you say: “are you looking forward to working in your own company every morning when you wake up? Or do you open your eyes and think: ‘here we go again?’”

Maybe by now your dream business has become a heavy task.

2. If so, I can help you. And not in the course of months, but right now!
3. I'm Charlotte Hendricks, business coach for women entrepreneurs who have a family to care for and a business as well. I help them find time to do all the work needed so that their business grows and flourishes”.
4. You hold up a paper and say: ‘with this schedule, which my coaches fill out every single day, you immediately regain focus and purpose in your day! You no longer lose sight of your goals. Start each day with this schedule and before you know it you will even have time left over for sociability, because that too is necessary for a happy life.

5. Could you use a handy fill-in-the-blank chart like this? Then post a comment below this video because (see 6),
6. Because amongst everyone who posts a comment, I am raffling off 5 fill-in-the-blank charts that give you clear focus, so you never take another step that doesn't bring you closer to your goal. My clients are really totally happy with this chart, and I'll guarantee you the same.
7. I'm going to take another walk and enjoy this beautiful day and look forward to your response!

***) Tip:**

You need enough light to film this video early in the morning. If you film when it is still dark, the image will also be dark and grainy. In that case, wait until the sun is completely up.

6 Sample script Sell-a-product-video ***

As you've read in the book: always selling and never sharing value is marketing that takes a lot of effort but gets you nowhere. Video works incredibly well, but then you must not look at what you sell per video, but at growing your reach and engagement with your future customers (your target audience). From that come sales, but almost never after one video. Still, a video in which you sell a product or service is an important part of your marketing. Because those who have already seen several of your videos are interested in your products and may therefore decide to buy. Also, a video on the sales page of your product or service helps your visitor to decide.

So, if you've made several videos, venture into this one. Most people can be well relaxed in front of the camera when giving valuable information, such as a tip or answering a question, but when they must ask for a sale, they cramp up.

Make a conscious effort to have the same relaxed, positive feeling when recording this video as you did in previous videos, even if you want to get measurable results from this one.

Where do you post this video?

The video belongs first and foremost on the sales page of your product or service. You can also share it on social media.

Pay extra attention to this

Make a clear choice in what aspects of your product you talk about. It can't be everything. It doesn't have to: your video will be surrounded by the other information on the sales page. Focus in this video on what is the most important result for your customer.

This is an example of what a Sell-your-product-video script would look like (you can find the description of the steps in the book):

Imagine, you are an accountant, and you help the self-employed file their VAT returns themselves, so that they save on costs and not worry about whether they've filed the return correctly, and

certainly not about retrospective taxes or fines. You created an online training course for that very purpose. This course is useful for thousands of people.

1. Go on camera with a folder in your hands or sit behind a computer with a stack of receipts. Say: "So you are an entrepreneur, great! But then you get this too: administration, and of course: the VAT return. If you have an accountant do this it will cost you money, but if you do it yourself, then it costs you time, and you are not sure if you are really doing it all right. This causes extra, unwanted stress.
2. In this video I will tell you how you can easily do this yourself, without incurring expenses, 4 times a year. If you follow my step-by-step plan "A flawless VAT return in 5 easy steps" you can be sure that it will go well. Every time after that it will take you no more than 1 hour to do this.

3. This course is brand-new, and you get 30% off until the end of November, so if you want to start right away, click on the link below this video.
4. I'm Eric McMurphy, happy to work as an accountant for entrepreneurs who don't feel like fussing with the IRS.
5. Filing VAT returns should be fun: it shows you of how your business is really doing, you know what you can improve, and you also see your own success. That gives you peace of mind.
6. This training "A flawless VAT return in 5 easy steps" is entirely online and you can follow it when it suits you best. All frequently and less frequently asked questions will be answered and because of the clear step-by-step plan you will always keep an overview.

7. Click on the link below this video to get started right now! And don't wait because the deadline for the next quarter is fast approaching.

8. If you still have questions, send me an email. I'll see you in the training where you'll learn how to do your VAT return quickly, and flawlessly, yourself.

7. Sample Zero-to-hero-video script ****

You can create this video with a personal story, about you a development you went through yourself, or about someone else, your client, and in that case, you played a role in that development. Have you already chosen which story to tell in your Zero-to-hero-video?

Where do you post this video?

On YouTube and on social media. And it will not look out of place on your website, such as on your "about me" page and as a blog post.

Pay extra attention to this

Choosing the right zero-moment is important. It should be a moment that the viewer can recognize, the feeling your prospective customer has now, right before they buy your product or service. So don't just pick any "rock bottom" moment.

If you don't want to talk about your own rock bottom moments, for example because of privacy or because it doesn't fit your product at all, write the script about a client of yours. Anonymized, and now you can serve as the one who helped with the change in point 4.

This is an example of what a Zero-to-hero-video script would look like (you can find the description of the steps in the book):

Suppose you are me, Elisabeth, and you know that zero-state all too well. By telling others how you struggled out of it, you help others. And this, I should add, applies to all entrepreneurs. The better we know you, the more we see that you are not perfect (just like us), the more we trust you. Admitting that you make mistakes or don't always know what to do either is, even if it doesn't feel like it, a smart move.

1. This is where I walked, over 12 years ago. Day in, day out. With a pram, and in it: a healthy baby. But I was not skipping, or even a bit happy. On the contrary. As I put one foot in front of the other my thoughts grind in my head: what now? What next? F*ck, what can I do? Not only was I a beginner as a mother, but I also felt like a beginner at everything. What could I do for work? Continue as a director and reporter for television? But then I'd be away from home long hours day and night, and I have this baby to look after. Look for a job? There is an economic crisis at that time. No people being hired, they are being laid off. I take a course in web design. But really learning a new trade takes years.
2. I was hoping for a solution. Being asked for a job, something that would allow me to easily make enough money to support us for the next few years, and still have time to spend with my son as well. If only somebody would solve it for me!

3. During that time, I have the same dream, every single night: I am late for school, and I won't get my diploma. Upon waking up I realize I have already done an education, several even, and I have experience, I'm already a professional. I'm even good at it: I know how to make videos that get great engagement. I can just stop waiting to be discovered. I need to take the initiative myself to let people know who I am and what I can do. But how?

4. Fortunately, I find examples on the Internet. Not in the Netherlands, there are no entrepreneurs with inspiring videos there at that moment. But in the U.S.A. is Marie Forleo and in Canada Danielle LaPorte, they post videos in which they share great information without trying to be perfect. "I could never do that," I think, "because I'm not that good-looking, nor as rich. I am just too shy." But I try anyway.

I take a picture from the wall for a good background, I put on a lady's blouse and start recording simple videos with tips. With zero reach, I work step by step to grow my visibility. Video by video, more and more people start following me.

5. And while growing a business that can easily support me and my son....
6. ... I feel proud: I've built this myself, I am not dependent, and I am now helping others with it. It works!
7. I started as a single mother who had no idea how she was going to pay the mortgage and became a proud entrepreneur doing what she is good at and making an excellent income from it, only by not waiting, and taking action.

8. I can help you with that, too. Want to know how? Sign up for the free online class where I'll get you started right away on making your product and business 10 times more visible. You can do that via the link below this video. (It is <https://topofmindvideomarketing.com/webinar/>)

That was it: 7 sample scripts to 7 video formats. Do you know that you only get good at making and posting videos by actually doing it? You have read enough now. The next step: doing and learning from it. Not always bliss, but the only way.

Do you know what I see happen a lot? That you've read it all, and know it, and make a start. And that despite knowing that it works, and that you can do this, you still stop doing it.

You lose yourself in the daily things. You seem to never find a good time to record a video. That you think you have nothing to share.

Or that you stop because deep down you think, 'who is waiting for me? No one'.

That's right, no one is waiting for you if they don't know you exist. Just like nobody asked for a train, back in the 19th century, or for an iPhone 25 years ago. Once your target group knows you exist, they will find that they *were* waiting for you. But the initiative must come from you. With videos in which you show your face and make your voice heard.

Do you want to start doing this? Or are you already doing this and not getting any results? Then talk to me about how to do it right. I am happy to give advice. Send me a message, through <https://topofmindvideomarketing.com/contact/>

I'm looking forward to speaking with you!

Elisabeth Griffioen

© Elisabeth Griffioen Top of Mind Video Marketing
No part of this publication may be shared with others without written permission.