

I'm trying to create a script for an ad for a hygiene company I'm working with. He sells natural bar soaps, hair clay, and several beard products (beard oil, beard balm, beard wash). Below is listed the hook. I created a short script to captivate the reader (bottom of page).

Hook: Water bottle kicking girl, Bobby dives and catches bottle mid air, everything happens in under 1 second.

Now attention is grabbed and the viewer is hooked for another few seconds.

Things I could talk about:

- Natural ingredients of soap/products
- How products make skin better
- How products make hair better
- How products make you smell nicer
- How products make you healthier
- How all those things make you more attractive and confident
- How being more attractive and confident leads to a better lifestyle
- How being more attractive and confident leads to getting more women and friends
- How a better lifestyle makes you happier

Top Player in my Niche: Dr squash hooks:

- How to smell like you have hair on your chest
- Trust me, your dates will thank you and you will thank yourself
- They don't want you to know this, but its 40% off if you buy it right now
- Who know smelling good could be this affordable
- The soap you shower with, is shit
- Your body wash is a synthetic detergent. But you're not a dish, you're a man
- Men across the country are suffering from BCP - Ball Care Problems

Script:

- Big structure of Mr.Hygiene products behind Bobby
- Water bottle woman kick reel hook
- Bobby dives (in front of products structure) and blocks the water bottle from hitting it
- Meanwhile, yells/says "Protect yourself from shit hygiene products with Mr. Hygiene's Date Defenders/Attraction Arsenal/Scent Shields/Attraction Amplifiers/Aura Enhancers."
- Turn yourself from Steve Rogers to Captain America (have pictures of transformation) with our all natural hygiene line up.
- Natural Soaps, Hair Clay, Super-Soldier Serum, Beard Oils, Beard Balms, Beard Wash, all with scents your date will easily fall for.
- 20% off the entire website now through the end of July - our sale has never been this big before. Shop now and elevate yourself before the opportunity closes.