



Video Script Template Pack

Pre-Written Outlines for All Four Video Types

for Pest Control Companies

Stop staring at a blank page. Start filming.

How to Use This Template Pack

This pack contains fill-in-the-blank outlines for all four video types every pest control company needs. You don't need to memorize a script—just fill in your details, write your three bullet points on a sticky note, and talk through them on camera.

The Four Video Types (Build in This Order):

1. **Company Overview Video** — Your homepage video. Build this first.
2. **Service Explainer Videos** — One per major service. Build for your top 2-3 services.
3. **Customer Testimonial Videos** — Real customers on camera. Collect these over time.
4. **Short-Form Field Content** — Reels and social content. Your weekly presence.

Equipment Needed: Your phone, a \$20 tripod, natural light (face a window), and optionally a \$25 lapel mic for longer videos.

VIDEO TYPE 1: COMPANY OVERVIEW

Your Homepage Video | 60-90 Seconds | Build This First

This video answers the question every new website visitor is asking: "Who are you and why should I call you instead of someone else?" It lives on your homepage, contact page, or landing pages.

The Structure (Three Parts)

Part 1: Who You Are (15-20 seconds)

Introduce yourself, your company, and how long you've been serving the area.

Part 2: What Makes You Different (30-40 seconds)

Pick 2-3 things that set you apart. Could be: family-owned, years of experience, guarantee, response time, specific expertise, local focus, certifications, etc.

Part 3: Call to Action (15-20 seconds)

Tell them exactly what to do next: call, fill out the form, schedule online.

Fill-In-The-Blank Script

PART 1: WHO YOU ARE

"Hi, I'm _____ [YOUR NAME], owner of _____ [COMPANY NAME]. We've been protecting homes and businesses in _____ [YOUR CITY/REGION] for _____ [NUMBER] years."

PART 2: WHAT MAKES YOU DIFFERENT

Choose 2-3 differentiators from this list (or add your own):

- Family-owned and operated
- [X] years of experience in [specialty]
- Same-day or next-day service
- Satisfaction guarantee / free re-treatment
- Licensed, bonded, and insured
- Eco-friendly or pet-safe treatment options
- We explain everything before we treat
- Locally owned—we live here too
- [X] five-star reviews

"What makes us different? First, _____. Second, _____. And third, _____."

PART 3: CALL TO ACTION

"If you're dealing with pests in _____ [YOUR CITY], give us a call at _____ [PHONE NUMBER] or fill out the form on this page. We'll get back to you _____ [same day / within the hour / right away] and get your problem taken care of. Thanks for considering _____ [COMPANY NAME]."

Your Sticky Note (Tape This Above the Camera)

1. Who: [Your name], [Company], [Years] in [City]
2. Different: [Differentiator 1], [Differentiator 2], [Differentiator 3]
3. CTA: Call [number] or fill out form

Where This Video Goes

- **Primary:** Your website homepage (embed from YouTube)
- **Also:** Contact page, About page, landing pages
- **Repurpose:** Pull a 30-60 second clip for Instagram/Facebook
- **Email:** Add a thumbnail with play button linking to YouTube in your email signature or welcome emails

VIDEO TYPE 2: SERVICE EXPLAINER

One Per Major Service | Up to 2 Minutes | Build for Top 2-3 Services

These videos show and explain what a service involves. They reduce pre-call anxiety (customers know what to expect) and reduce post-service complaints (expectations are set upfront). They live on your service pages and have strong SEO value.

The Structure (Four Parts)

Part 1: The Problem (15-20 seconds)

Acknowledge what the customer is dealing with. Show you understand their situation.

Part 2: The Process (45-60 seconds)

Walk through what the service involves step by step. What will the technician do? How long does it take? What should the customer do to prepare?

Part 3: What to Expect After (20-30 seconds)

What happens after treatment? When will they see results? Do they need follow-up treatments?

Part 4: Call to Action (15-20 seconds)

Tell them how to schedule this service.

Fill-In-The-Blank Script (General Template)

PART 1: THE PROBLEM

"If you're dealing with _____ [PEST TYPE], you're probably seeing _____ [COMMON SIGNS: trails, droppings, damage, etc.]. I know it's frustrating, and you want it handled quickly."

PART 2: THE PROCESS

"Here's how our _____ [SERVICE NAME] works. First, we _____ [STEP 1: inspect, identify, assess]. Then we _____ [STEP 2: treat, apply, install]. The whole process takes about _____ [TIME]. Before we arrive, you'll want to _____ [PREP: clear areas, secure pets, etc.]."

PART 3: WHAT TO EXPECT AFTER

"After treatment, you should start seeing results within _____ [TIMEFRAME]. It's normal to see _____ [EXPECTED POST-TREATMENT ACTIVITY] for the first few days. If you're on our _____ [SERVICE PLAN], we'll be back in _____ [TIMEFRAME] to check on things."

PART 4: CALL TO ACTION

"Ready to get rid of your _____ [PEST] problem? Call us at _____ [PHONE] or schedule online. We offer _____ [free inspections / same-day service / etc.]."

Service-Specific Bullet Points

Use these to customize the general template for your most common services:

TERMITE TREATMENT

- Problem: Mud tubes, hollow-sounding wood, swarmers, visible damage
- Process: Full inspection, treatment options (liquid barrier, bait stations, or both), drilling/trenching for liquid treatment
- Timeline: Treatment takes 4-6 hours; colony elimination takes weeks to months
- After: Annual inspections recommended; warranty details

BED BUG TREATMENT

- Problem: Bites in a line, blood spots on sheets, bugs in mattress seams
- Process: Thorough inspection, treatment options (heat treatment vs. chemical), prep requirements (laundry, declutter)
- Timeline: Heat treatment is one day; chemical may require 2-3 visits
- After: Mattress encasements, follow-up inspection in 2 weeks

GENERAL PEST CONTROL (QUARTERLY)

- Problem: Ongoing pest pressure—ants, spiders, roaches, occasional invaders
- Process: Exterior perimeter treatment, interior as needed, web removal, entry point ID
- Timeline: 20-30 minutes per visit; quarterly schedule
- After: Reduction within days; call between visits if issues arise (covered under plan)

RODENT EXCLUSION

- Problem: Droppings, gnaw marks, scratching in walls, chewed wires/insulation
- Process: Full inspection, trap placement, sealing entry points (exclusion), sanitation recommendations
- Timeline: Initial visit + 2-4 follow-ups over 2-4 weeks; exclusion work may be separate
- After: Monitoring to confirm elimination; ongoing exclusion maintenance

Where These Videos Go

- **Primary:** The corresponding service page on your website

- **YouTube:** Title it "How [Service] Works in [Your City]" for SEO
- **Repurpose:** Pull a 30-60 second clip for social; use thumbnail in emails

VIDEO TYPE 3: CUSTOMER TESTIMONIAL

Real Customers on Camera | 30-60 Seconds | Collect Over Time

Video testimonials are more powerful than written reviews because skeptical buyers can see a real face and hear a real voice. It's much harder to dismiss than a five-star text review. The key: ask at the right moment.

When and How to Ask

The Window: Right after a successful treatment, when the customer is relieved and satisfied. This is the same window you use for review requests.

The Ask: *"Would you be willing to say a quick word on video? It only takes about a minute. It really helps other homeowners who are dealing with the same problem."*

Most people who are genuinely happy will say yes. You just have to ask.

The Two Questions to Ask (No Script for Them)

Don't give the customer a script. Just ask these two questions and let them answer naturally:

Question 1: "What was the problem before you called us?"

This sets up the story. Let them describe what they were dealing with.

Question 2: "What was your experience like working with us?"

This captures the positive outcome. Let them talk about what you did well.

Filming Tips for Testimonials

- **Stand beside them, not behind the camera.** They'll talk to you naturally instead of staring awkwardly at the phone.
- **Film where the work happened.** In front of the house, by the treated area—gives context.
- **Keep it short.** 30-60 seconds is plenty. You can always trim.
- **Get permission.** Ask if it's okay to use on your website and social media.

Where Testimonial Videos Go

- **Website:** Homepage, testimonials page, relevant service pages
- **Social:** Post as a reel or story; great content for paid ads
- **YouTube:** Create a testimonials playlist
- **Email:** Include in re-engagement campaigns or seasonal promos

VIDEO TYPE 4: SHORT-FORM FIELD CONTENT

Reels & TikTok-Style Videos | 30-60 Seconds | Your Weekly Presence

These keep you discoverable and keep your audience engaged between service calls. Unlike the first three video types (which you build once), these are your ongoing content—aim for 2 per week.

Five Content Categories (Rotate Through These)

1. Before-and-After Treatments

Film the problem, film the solution. Ant trails, wasp nests, spider webs, rodent entry points. Satisfying to watch, demonstrates your skill.

2. Quick Educational Tips

Answer questions customers ask. "Why do ants invade in spring?" "How do I know if I have termites?" Under 60 seconds. Gets shared.

3. Behind-the-Scenes

A day in the life, what's in my truck, what an inspection looks like. Humanizes your business. Customers are curious.

4. Seasonal and Timely

What pests are active right now in your area. Termite swarm alerts. Mosquito season prep. Local specificity wins.

5. Myth Busting

Debunk common misconceptions. "Cheese doesn't actually attract mice." "Ultrasonic repellents don't work." Surprising facts get shared.

Quick Script Templates for Short-Form

BEFORE-AND-AFTER (No talking required)

Film the problem → Text overlay: "Before" → Film treatment → Film result → Text overlay: "After" → End card with your logo/phone

EDUCATIONAL TIP

"Here's why [COMMON QUESTION]..." → Explain in 30-45 seconds → "Follow for more pest tips" or "Call us if you're dealing with this"

MYTH BUSTER

"Everyone thinks [MYTH]... but here's the truth..." → Explain what actually works → "Now you know"

SEASONAL ALERT

"If you're in [CITY], here's what we're seeing this week..." → Show examples → "Call us before it gets worse"

Quick Specs for Short-Form Video

- **Length:** 30-60 seconds (watch-through rate matters)
- **Orientation:** Vertical (9:16)
- **Captions:** Always on (use Instagram's auto-captions)
- **Post times:** 7-9 AM or 6-8 PM local time
- **Frequency:** 2 per week is enough to see real results

BATCH FILMING CHECKLIST

One afternoon per month. Set up once, get in the mindset once, film everything. Here's your checklist:

Before You Film

- ☐ Block 2-3 hours on your calendar
- ☐ Decide which videos you're filming (use templates above)
- ☐ Write your bullet points on sticky notes
- ☐ Charge your phone
- ☐ Clear storage space on your phone
- ☐ Gather equipment: tripod, lapel mic (if using), branded shirt

Location Setup

- ☐ Face a window (light on your face, not behind you)
- ☐ Set up tripod at eye level
- ☐ Check background (clean, professional, or branded)
- ☐ Turn off fans, AC units, or anything making noise
- ☐ Do a test recording—check lighting and audio

During Filming

- ☐ Tape sticky note just above the camera lens
- ☐ Look at the camera lens, not the screen
- ☐ Film 4-5 takes per video (keep the best one)
- ☐ Pause between takes—don't rush
- ☐ If you mess up, just start over—it's normal

After Filming

- ☐ Review takes and pick the best for each video
- ☐ Trim beginning and end (remove awkward starts/stops)
- ☐ Add captions (use Instagram's auto-captions or a tool like CapCut)
- ☐ Upload full versions to YouTube
- ☐ Create short clips for social (30-60 seconds)
- ☐ Schedule posts across the month

Monthly Goal: 2-3 videos per batch filming session = 24-36 videos per year. More than enough for a strong video library.

Ready to Start Filming?

Pick one video type. Fill in the template. Film it this week.

Imperfection and consistency beat polished and occasional.

Want Help With Your Video Strategy?

Book a free strategy call at marketingthatactuallyworks.ai

We'll review your current video presence and show you exactly where to start for maximum impact.



CUBE CREATIVE

Thinking Outside the Box

Pest Control Marketing That Actually Works

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