

Case Study Video Script Outline

The Hook (0:00–0:15)

Goal: Stop the scroll. Spark curiosity. Make the viewer feel, “I need to hear this.”

Script Example:

“Here’s how we helped a client go from struggling to get leads... to doubling their monthly revenue — using one simple system any business can copy.”

Alternate Hooks:

- “This one tweak helped our client cut ad costs by 43% and still hit record sales.”
 - “Before working with us, they were getting 2 leads a week. Now they get 40+ without spending more on ads.”
 - “If you’ve ever felt stuck trying to scale your business... this 3-minute story might change how you think about growth.”
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2. The Pain Before (0:15–0:45)

Goal: Share where the client was *before* — show the pain, problem, or frustration they faced.

Script Example:

“When [Client Name] came to us, they were spending thousands a month on ads but had no idea where the leads were coming from. Their sales team was frustrated, and nothing was working consistently.”

Include:

- What wasn’t working
 - Metrics (if possible)
 - Emotional tension (burnout, frustration, doubt)
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3. The Solution Setup (0:45–1:15)

Goal: Introduce what you did — your strategy or system. Focus on the “how” at a high level.

Script Example:

“We started by setting up a simple 3-step system: first, we tracked every lead source. Then we built a follow-up sequence. Finally, we optimized the offer based on real-time feedback.”

Use this formula:

- Step 1: Problem-solving step
 - Step 2: Clarity system
 - Step 3: Growth multiplier
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4. The Results (1:15–1:45)

Goal: Share the tangible wins. Use metrics, and visuals if possible (charts, before/after).

Script Example:

“In just 45 days, they went from 8 to 43 leads a week. Their cost per lead dropped by 62%, and they closed their biggest deal ever.”

Use:

- Percent increases
 - ROI, CPL, revenue numbers
 - Quotes/testimonials
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5. What You Can Learn From This (1:45–2:15)

Goal: Give the audience a key takeaway. Make this video valuable, even if they never work with you.

Script Example:

“The biggest lesson? Don’t scale chaos. Start by tracking what’s actually working. Then build repeatable systems. That’s what creates real, lasting growth.”

This builds **authority + trust**.

6. Call to Action (2:15–2:30)

Goal: Tell them what to do next.

Script Example:

“If you want to build a system like this for your business, comment 'SYSTEM' below or click the link to get our blueprint.”

CTA Options:

- Comment a keyword
- Download the template
- Book a call
- Subscribe for more case studies