



VIDEO IGNITER

60 Second Explainer Video Template

Tell them what you're going to tell them. Tell them. Tell them what you told them.

What to talk about:	Write your script below:
Who is your target audience and what is the problem they face? Address them and acknowledge the recurring pain/frustration they experience [~10 seconds or 22-30 words].	
Introduce your company/product/service as the hero who can solve the viewer's problem. Don't explain everything right now. Just introduce the solution and mention what it does to alleviate the problem [~10 seconds or 22-30 words].	
Illustrate a scenario where the viewer's life/project/job will improve when they use the solution [~10 seconds or 22-30 words].	
Illustrate a second scenario where the viewer's life/project/job will improve when they use the solution [~10 seconds or 22-30 words].	
Illustrate a third scenario where the viewer's life/project/job will improve when they use the solution [~10 seconds or 22-30 words].	
Remind the viewer what you told them about how the solution can improve their status quo and tell them how they can take action to get what you are offering [~10 seconds or 22-30 words].	

Want help polishing your script? Send it to Hello@Videolgniter.com.