

Writing scripts for video

Writing something for printed media is very different to video and understanding this key difference will make your presenting a lot more concise.

Print is all about the detail, summarising and emphasising to paint a vivid picture in the reader's mind. Video is more about keeping it simple and easy to digest because you don't need to explain in detail what something is, you can just show them!

Picking up this example below you can see how the same piece of content can be simplified for video purposes making it a lot easy to read, remember and deliver to the audience.

PRINT

Robotics and automation have the potential to transform retail operations and, for retailers such as Ocado and Amazon, have already begun to. However, for many the costs associated with robotics and automation is a significant deterrent. In a recent survey by Eft 48% of retailers said the cost of warehouse robotics implementation was the biggest barrier to deployment, and half said they were not using robotics in their distribution centers. So how can retailers with less financial firepower still gain some of the benefits that robotics and automation offer?

One alternative is shelf-scanning robotics, such as the ones developed by Bossa Nova and currently being trialed across 50 of Walmart's stores. These robots roll down every grocery store aisle in these 50 stores three times a day to check that Walmart's 150,000 products are where they should be on the shelves. There are two advantages to this technology. The first is the insight it affords retailers which currently have their shelves checked for factors such as planogram compliance as rarely as once per quarter. The second is that the technology can be tested and scaled up around a grocer's existing store layout, which allows this technology to be deployed with minimal cost to the retailer or disruption to the customer.

VIDEO

Retail has the potential to be transformed by robotics and automation, with retailers such as Ocado and Amazon leading the way.

EFT found that 48% of retailers believe the cost was the main reason they didn't invest in the technology.

So how can retailers with less finances still gain the benefits that robotics and automation offer?

One option is shelf-scanning robotics, such as the ones developed by Bossa Nova.

These robots roll down every store aisle three times a day to check that products are where they should be on the shelves.

There are two advantages to this. The first is the regular information it provides to the retailer.

The second is that it can be used around an existing store layout, which allows this technology to be implemented with minimal cost and less disruption to the customer.

Imagine you were being charged a fee per word, this will teach you to be disciplined in how clear, concise and to the point you would need to be in order to get your message across, it's best to practice in this manner.

With video your viewers' attention span is a lot shorter and so you need to get the important pieces of information to your audience as soon as possible. Why say in 10 mins something you can say in 1 min?

It also makes things easy on you because the more you write into your script the more you have to remember and deliver, keeping it short not only makes it easy for the viewer to pay attention and take in, but it is easy for you to deliver.

I cannot stress this enough, when you feel your script is done READ IT OUT LOUD. Better yet read it while you are writing it. How it sounds in your head is very different to how it actually sounds when you say it. Doing this will save you so much pain trying to get through those tongue twisters and long sentences during the recording.