

Document for FZK Media Script Writing assignment

Niche - Finance (Finance Content Creator)

Target Audience - 18-25 (Social Media users)

End goal - To make complex finance concepts easier through storytelling.

References - Few interesting YouTube shorts and instagram reels.

Tools Used - Google Doc, Grammarly.

Script	Instructions
<p>Hook -</p> <p>What if I showed you how to make your money work harder than you do?</p> <p>Welcome to the world of compound interest, the most interesting and rewarding concept of finance.</p> <p>But what actually is this? How is this different from Simple Interest?</p>	<p>Creator comes and a few exclamation marks keep running around behind the screen behind her.</p> <p>When compound interest is spelled, big letters C and I should blink on the screen.</p> <p>When what is actually said, animations of girl pondering and worrying should be displayed.</p>
<p>[Alternative hooks</p> <p>2) How does planting a sapling show how you grow your money?</p> <p>3)How you grow your plant indicates how you grow your money.</p> <p>Want to learn? Watch this till the end.]</p>	

<p>When interest is simple, it's simple interest.</p> <p>But what's the compound interest then? How is it actually calculated?</p> <p>Sounds tricky? Wait.</p>	<p>After the simple slider transition, she says this script with an ease.</p> <p>But when she says "compound interest", she gives a puzzling reaction.</p>
<p>By definition, Compound Interest is the interest calculated on the principal and the interest accumulated over the previous period.</p> <p>It's really confusing, right?</p> <p>Let's decode this in simple terms and understand this with an analogy.</p>	<p>Now definitions written on any website or document should be displayed on the half screen below.</p> <p>When she says decoding, decoding the mathematical concepts is displayed.</p>
<p>Bharath plants a sapling in a pot and keeps watering it once a year to keep it alive.</p> <p>Whereas Sharath also plants the sapling but keeps nurturing it monthly with extra care. She also keeps checking the soil quality ensuring adequate sunshine to it and adds extra nutritional things to foster the growth of the plant.</p>	<p>Few children's games should be displayed when she says with an analogy.</p> <p>When Bharath plants a sapling, in an animated video, a boy comes and plants a sapling in a small pot. And a calendar should be shown year wise and keep watering it once a year.</p> <p>Then the same video but different boy plants a sapling. But he's very careful about the sapling and keeps looking at it often.</p>
<p>Whose plant will have better growth?</p> <p>Obviously, Sharath's plant. Why? Of course, instead of watering it once a year, it receives monthly watering and timely addition of other essential things for its growth.</p> <p>The same is true with growing your money.</p>	<p>Now the question mark is displayed, and a big tree is shown.</p>
<p>For simple interest, your principal amount alone earns the interest like watering the plant once a year. But in the case of compound interest, both your principal and the interest earned in the previous period also</p>	<p>Now money and a few mathematical numbers should be shown across the screen. Animation is better like how sums are calculated and numbers are counted.</p>

<p>earn interest, like more water is provided for better growth.</p> <p>Understood?</p>	
<p>Want to learn more about such interesting concepts?</p> <p>You know what to do, hit that follow button. Let's grow financially.</p>	<p>Now she says with a smile on her face to follow her on Instagram.</p> <p>Then her page icon and follow animation should be displayed. And the follow icon should turn into Followed.</p>