Crafting Your Script

Before you hit record, before you even set up your tripod, before you do ANYTHING - you need to *script your message*. It doesn't matter how fancy your camera work or how slick your editing is, your video won't be effective if the message itself is long-winded and fluffy.

Every creative message I send comprises of 4 components: *The Flatter, Your Pitch, The Question,* and *The Call To Action.* Let's break each one down.

1. The Flatter

Grab their attention with a well thought-out, personalized compliment. You can also use this opportunity to establish any connection you may have with them. Examples:

"I love your [insert blog/podcast/book]. It's taught me ......"
"I saw you speak at......."
"I implemented your advice about...."
"I LOVE what you're doing with [insert company]. [Insert cool thing they did] inspired me to......"

Think about: what have they achieved that you admire? Which of their achievements are *they* most proud of? What about them inspires you? What about their style do you like? Do you have a shared passion?

Use the space below to jot down your ideas!

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2. Your Pitch

Once you've got their attention with a nice juicy compliment, tell them BRIEFLY about what you do. This is NOT the time for a full-blown 90 second elevator pitch. If they want more information, they will ask.

The classic "I help [blank] do [blank] through [blank]" will work. Example:

"My name is Christina Canters. I help podcasters book hard-to-reach interview guests by using creative videos. I do this through my podcast, 'The Creative Coach'."

What's your 1-2 sentence pitch?

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3. The Question

This one's pretty self explanatory. Just remember to **KEEP IT SHORT.** Examples:

"Would you be willing to consider being a guest on my podcast?" *

"Can I interview you on my podcast?"

"I would LOVE to interview you on my podcast. Whaddya say?"

OPTIONAL: You can also add in what the interview will be about, IF you can make it succinct. For example, I communicated to Pay Flynn that my "listeners would love to hear your speaking tips and how you overcame fear." For Andrew Warner, it was "I'd love to learn how interviewing YOUR heroes has helped your business [grow] and your network [explode]."

Craft your question below!   * With thanks to/stolen from Jared Easley

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4. The Call To Action

Once they're completely enthralled by your message, make sure to give them a **clear way to respond**. How you do this will depend on how you've delivered the message - for me, it's usually via email or tweet. If I'm tweeting, I'll often get a reply tweet saying "Email me at .... and we'll work out a time."

If you're sending a YouTube video, consider including a 'mail to' hyperlink at the end of your video to make it super easy for them.

So what's it gonna be? Email? Tweet? Carrier pigeon? Write it down!

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Got the 4 components of your message? Well done!

Now it's time to put it all together! *Draft it out below:*

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You're almost there!

Once you've crafted your message, read it out loud a few times. See if it checks off the following:

☐ Does it flow?
☐ Does it make sense?
☐ Does it sound like YOU?
☐ Does it take **less than 45 seconds**?

The last point is VERY IMPORTANT. Seriously, the shorter amount of time it takes to get your message across, the better. Think about how long you spend scanning an email. You shouldn't expect your recipient to to spend more time on a video.

My video to Nick Gray of Museum Hack only took 60 seconds to watch, but when I asked him for feedback, he said "It was cool, but it was a bit long."

A bit long?? Right. My next video for Andrew Warner was 37 seconds, and he complimented me for keeping it brief. Boom!

So to play it safe, I would shoot for under 45 seconds. If it takes you any longer than that, you're not being succinct enough.

Congratulations!

You've just crafted an attention-grabbing script for your video!

While it may be hard work at first to get in everything you want to say in under 45 seconds, the more you do it, the easier it gets.

An added bonus of creating a short message - there will be less to remember when it comes to shooting the video! Forget memorising chunks of text - all you have to do is say one sentence at a time - and edit out the middle bits. Too easy!