



PHYSICIANS MEDICAL FORUM

"The ultimate reason to become a medical doctor is to help people. PMF is in this business"

DOCTORS ON BOARD® PROGRAM AND COMMUNITY HEALTH INTERNSHIP 2021 VIRTUAL PROGRAMS

How to Write a Video Script

Once you have an idea for your video you should start doing the research for it (if needed), and then get started with creating the video script.

The first thing you want to do is to break the video script into different sections or chapters.

Any video script should contain at least these 4 sections:

1. The Hook
2. The Intro
3. The Body
4. The Call To Action

Most of the times, for the body section you want to have a couple of subsections or different sub-headings. These will help you organize your ideas and your final video better.

Start by putting all these headings in a Word Document, then add any sub-headings and main ideas that you have for each section and sub-section.

From there on, start writing the actual content of your video.

THE HOOK

This is the most important part of your script and of your video.

The hook should be like a newspaper headline. It needs to be catchy, it should grab people's attention so that they want to keep watching the video.

Remember, you that you have just a few seconds to convince your viewers to stick around or they will move on to another video or something else.

So definitely spend a little more time on putting together a good script for the hook.

It needs to be on point!

There can be some fluff in the main body of the video, or things might not be 100% spot on during the video (even though you should aim at making the full video as good as you can), but the hook needs to be on point.

Otherwise, you'll just lose the viewers forever.

A good hook should do the following:

- Tell the viewers what the video is about
 - Reinforce that the video will answer/solve their question/problem
 - Make them want to watch until the end (because of an incentive)
 - Be funny or emotional.
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THE INTRO

This one is an optional step and you can skip it if you want to keep your video short.

In the intro, you basically tell people your name, who you are and what you do as well as a few key things you want them to know.

Moreover, if you do have an intro, you should always give the viewers a little bit of a lead in why the topic you are covering is so important to them.

Keep it super short though, most people watch video to learn or get an answer to a question, not to hear your bio.

If they really like you they can do further research on the topic. So don't force them to watch an intro which is more than 10-15 seconds long.

In the intro, you can also include a very small little call to action section. Meaning something you want them to do next. It's a well-known fact that viewership retention rates drop a lot towards the end of the videos, so why not have your call to action early on when people are watching?

Again, the intro is optional, so you can get directly to the body of the video.

But it is a great place to add a couple branding elements and reconfirm to the viewers that they have clicked on the right video and they are going to get the answer they are looking for.

THE BODY

This is the main section of your video.

Here you actually tell the people what they came to listen to. Here you answer their question or offer a solution to a problem.

Draft your video script so that you say things in an organized, easy to understand manner. Make sure you put your ideas on paper in the right order.

Speak slowly and try to be as concise as you can with everything.

Don't use long phrases and fancy words that make you look like you are speaking above people's heads.

Draft your script as you were having a conversation with a friend. Use words such as "you" and "I" instead of "we". This makes the video look more like a conversation.

Use examples whenever you can, to simplify things. If you are talking about a complicated topic try to add visuals.

THE CALL TO ACTION

Many of your viewers, even if they really enjoyed your video, will simply forget to take whatever action you want them to take.

So this is the place where you remind them to do that.

If you don't include a call to action, you may lose their interest
