

# The Message Maximiser - Video Blog Script Template

Earning and retaining your viewers attention is crucial to a good video blog. Use these Scripting Guidelines to ensure you include the essential elements in your script to get maximum engagement and boost your chances for gaining comments and having your audience share your blog to create greater reach and greater influence.

## Hook

The first step in a killer script is a great hook. The first sentence your viewer hears needs to give them a strong and compelling reason to watch the rest of your video. This is the Hook. Make it a strong statement or question, and try and keep the duration short, 10 seconds at the maximum. Whatever it is, it needs to grab the viewers attention and hook them in to wanting to know more.

## Intro

It's always a good idea to introduce yourself in the your video blogs in case someone is viewing you for the first time. You want to keep it short here, no need for you whole life story. Remember that your regular viewers already know who you are. Just a quick sentence saying who you are and where you are from will get the job done here.

## Relate The Problem

In most cases you are looking to educate your audience on something you know that can help them. This means they have a problem, even if they don't know it. Highlighting the problem for them keeps them interested as they can see that you understand what things are like for them in their business, life or whatever context you are speaking to them in.

## Share Your Knowledge

This is where you provide your wisdom and offer the viewer a solution to the problem. This can be in the form of a straight out story, a case study, maybe even relating to something that is occurring in the media at the time. Offering the solution is where you deliver your value and cement in your prospects mind that you can provide them answers.

## Call To Action

You've just provided your viewer with great value, so now it's time to ask for something in return. You don't have to go for the sale right here, just something as simple as clicking like on the post, leaving a comment, or sharing the video can be really valuable for you. Of course if you have a specific promotion or you have been building value and the time is right, then ask for the sale.