

Your Video Script and Call-to-Action Checklist

This checklist covers what you need to create a video script and your call-to-action. Check off each action step as you do them.

Making Your Video Script

- Align your video content with your appropriate lead magnet or product.
- The video should only be as long as it needs to be without rambling or going on. Generally speaking, people's attention spans are about 3 minutes. So, a 3 – 5-minute video that gives value is enough for them to see if they want to deal with you or not.

Basic Script Template:

- Start off the video and get to the point. Tell the viewer the goal of the video or what you are going to tell them within the video.
- (optional) You can add a short three to five second whiz bang intro. Something comes popping out the side, your logo pops up, there is a boom, usually in the background, something short and sweet.
- Introduce yourself, even if you are not on camera.
- After you introduce yourself, the goal is to get people to subscribe to YouTube, your site or wherever.
- Give them the quick overview of what you told them you would provide.
- Tell them what you just told them and walk through the steps.
- Add a call to action at the end of your video. This is a great place to get them to subscribe to your mailing list or any other call-to-action you want them to take.
- In your YouTube dashboard, add cards. Cards allow you to put links to go buy your stuff, to sign up for your lead magnets, subscribe to your channel, etc. End cards are the last 20 seconds. That is when you would have your call to action.
- On Facebook, tell them to click the link in the description. You can also include your link in the description on YouTube

Call-To-Action Tips

- Your CTA is highly targeted to your free offer

- You have created your free gift. It can be anything.
 - PDF checklist or other printable
 - a course
 - a recorded webinar
 - access to your membership
 - share a set of patterns or recipes
 - free chapter of your book
 - coupon or discount codes
 - video or audio download
 - printable journal or planner

Use this checklist to begin building a content calendar for creating videos.