

# Your Video Script and Call-to-Action Worksheet

Before creating your video you want to create a script that covers everything you need to say. Your call-to-action needs to be highly targeted to your free offer or whatever you are promoting. Use this worksheet to help you create your call-to-action and the video script.

Why is a video script necessary? Succinct, get all the information in that needs to go in, good call-to-action? Does it have to be formal and professional?

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## Creating the Basic Script

Does my video content fit with my lead magnet or product I'm promoting? If not, what do I need to add, change or delete for it to align?

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How long should my video be? Am I rambling or going on and on when I could have said it in a sentence or two? Is it longer than 3 – 5 minutes? If so, what can I shorten?

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When creating my script, do I want a short intro blurb or graphic that includes my logo popping out from the side? Have I told my viewer the goal of the video?

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After the intro blurb, how do want to introduce myself? You want to make sure the viewer know who the video comes from.

What is the goal of my video? To get them to subscribe to my YouTube channel, sign up for my lead magnet, go to my site? How can I word this? Why they should subscribe? Is that included in my video?

What information did I say I would give them? Have I walked them through the steps? Did I cover all the points I wanted?

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Did I give them a quick recap of what I just told them?

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Have I included my call-to-action? What do I want them to take action on? Do I want them to subscribe to my mailing list or to buy something?

Have I included cards in my YouTube dashboard? This is where my CTA should be. What link am I putting in my description?

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Have I told them to click the link in the description on my Facebook video?

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## Your Call-To-Action

What type of freebie will I offer for my CTA?

- 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

- something else?
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What can I do differently or is unique in my call-to-action lingo? Can I say something that grabs the viewer's curiosity better than "sign up for my newsletter" or "subscribe to my channel"?