



Writing the Script and Storyboarding Your Video

K.I.S.S. Keep it Simple and Short. You can use Stick Figures and Jot Down Notes! This is Just for You!

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SIGNATURE BETH PRODUCTIONS LLC

Scripting and Storyboarding Your Movie

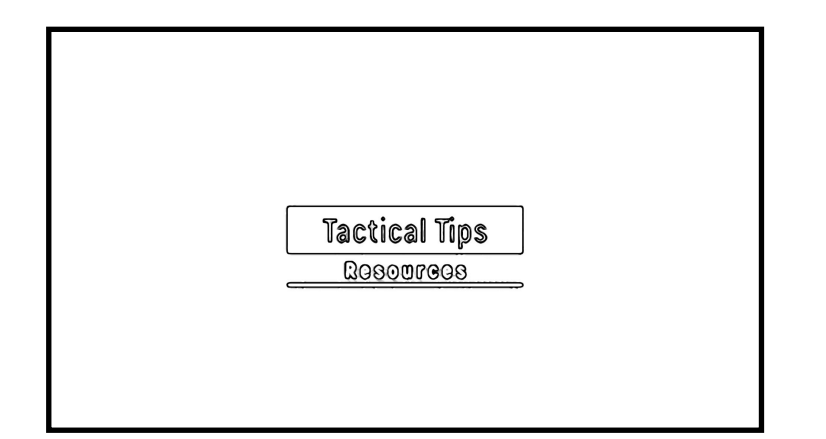
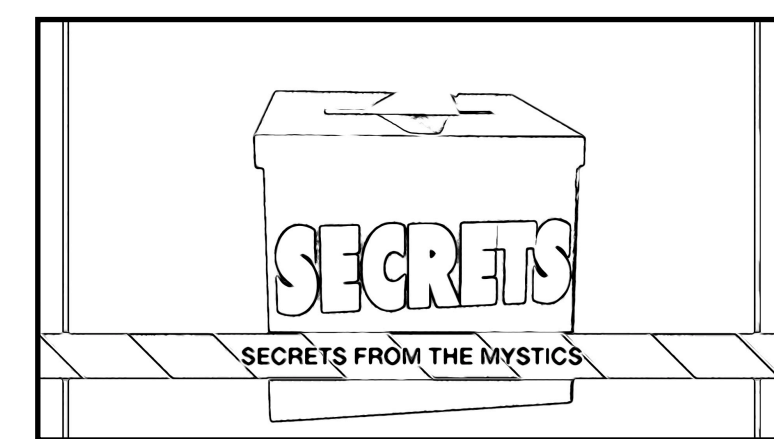
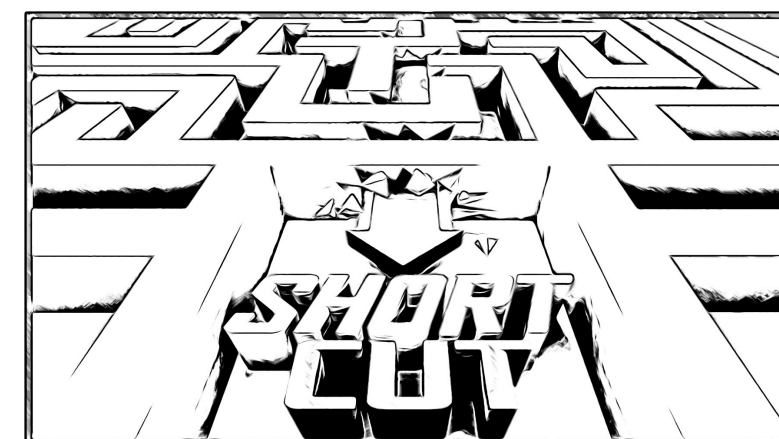
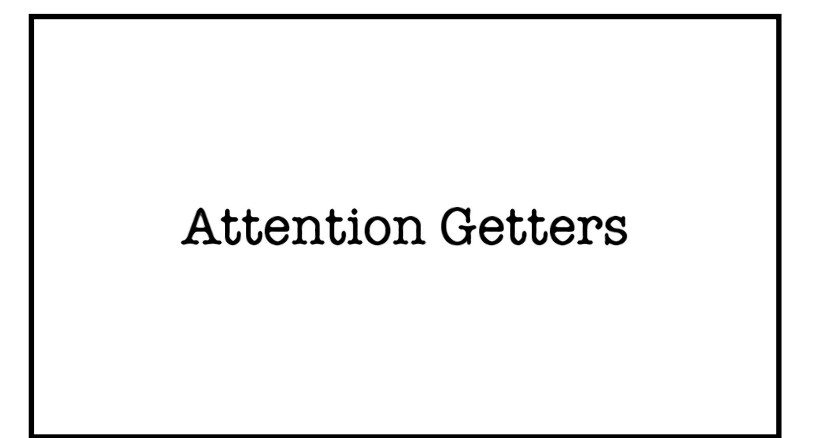
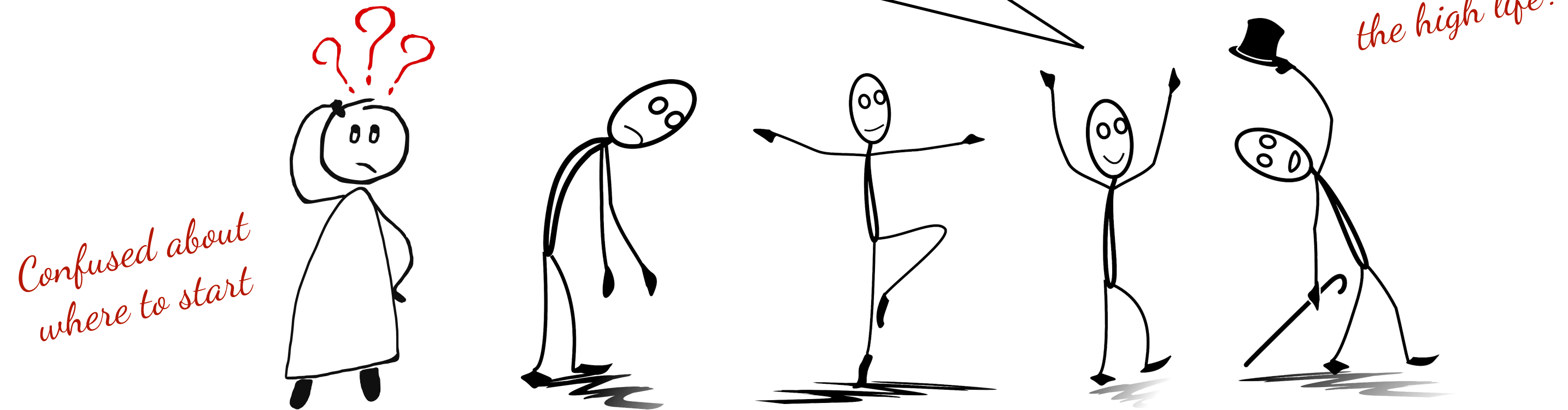
- How to craft your script, step by step with titles, visuals and slides.
- Secrets about which video clips to choose for your teaser.
- You can use Keynote, Powerpoint or any word processing program to create your story board and course or mastermind content for your video software editing program
 - If you use a regular word processing program, create the document in landscape view (horizontal instead of vertical) and export as pdf.
 - For purposes of storyboarding your marketing video, which is a visual and written representation clip by clip, you can also just jot it down on a piece of paper with stick figure drawings.
- The rule is K.I.S.S. keep it short and simple.
- No one will see this except for you.
- When you do this, by the time you open the video software and begin to edit, you will have your structure ready and it will be much easier and faster to edit.
- Stay organized and positive.
- You can make a professional marketing video.
- Stick to it until you're through it.

Story Board

Sequence of drawings, typically with some directions and dialogue, representing the shots planned for a movie or television production (and in this case, a marketing video).

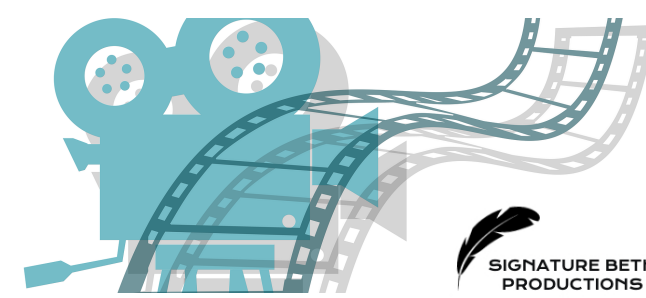
dictionary definition.

Stick Figures and Handwritten Notes Will Do Just Fine!



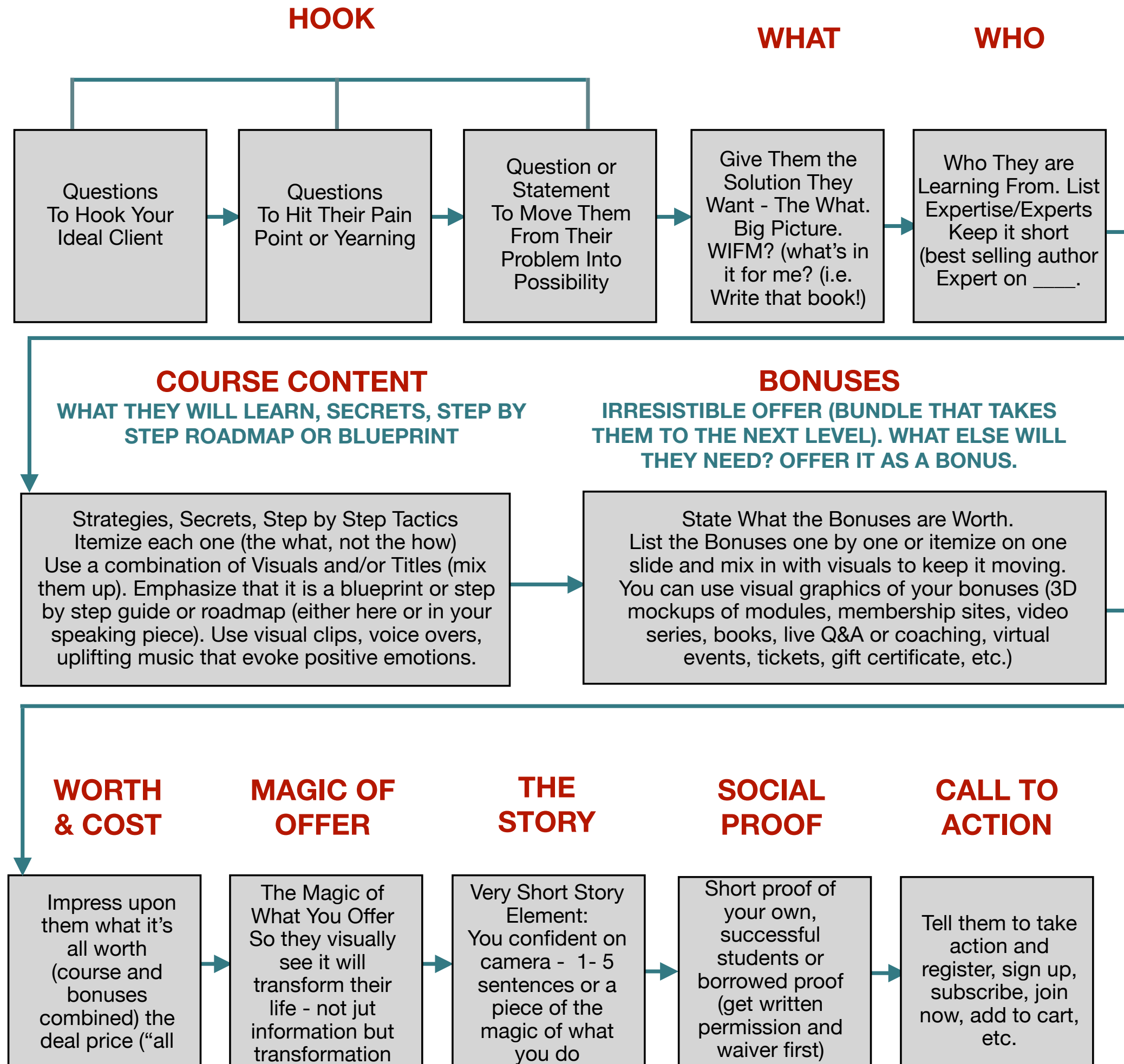
SCRIPT AND STORYBOARD TOOL

Get Organized: Confident, Clear & Concise

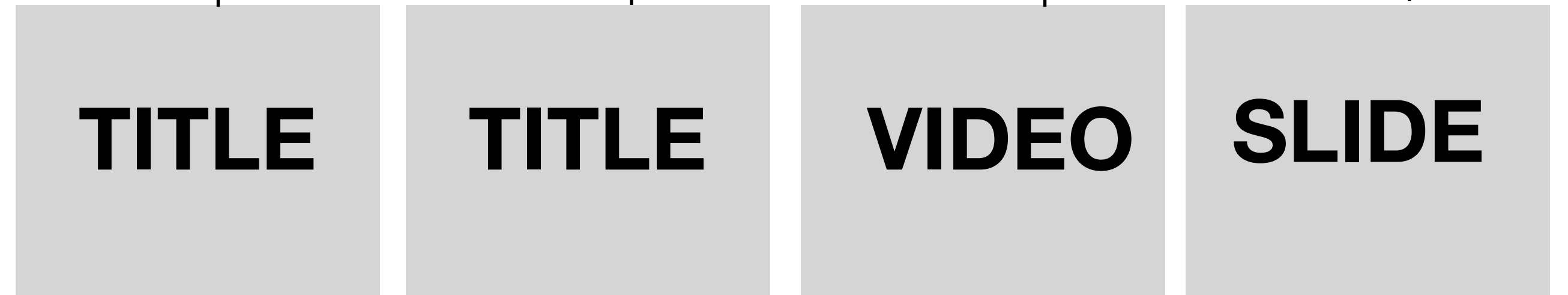
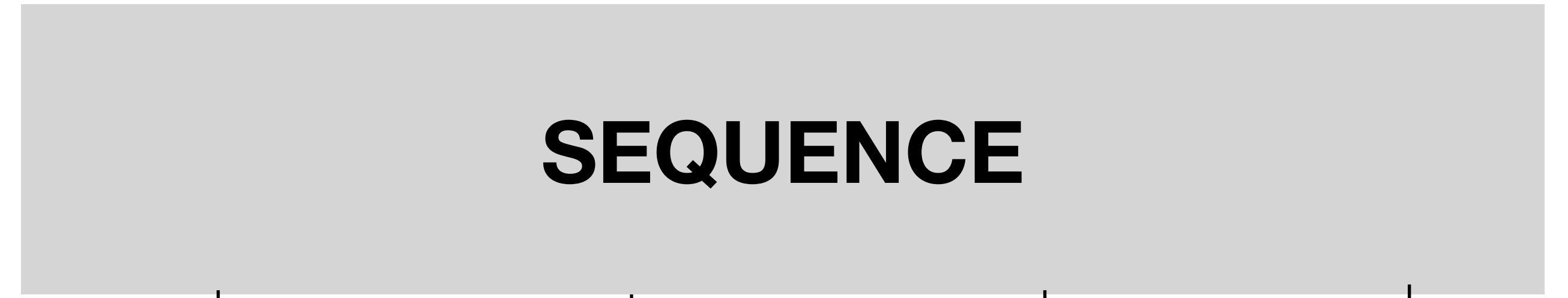
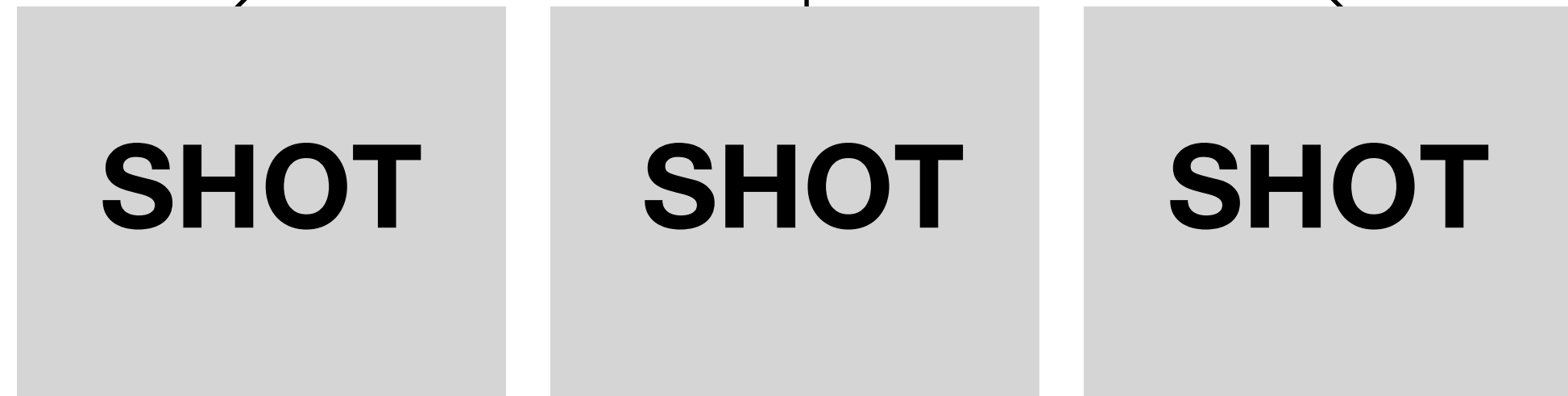
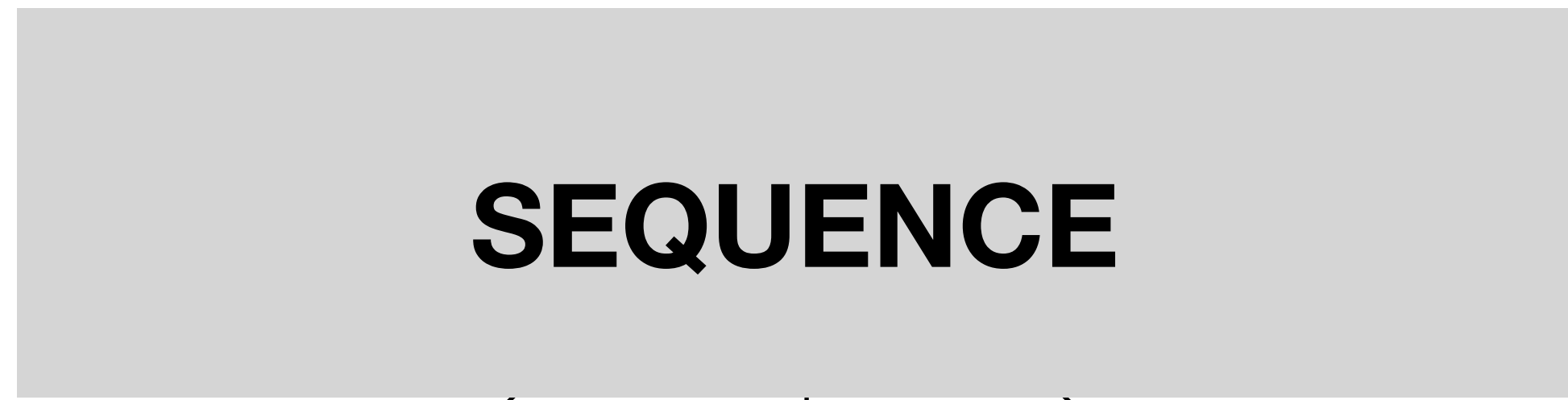


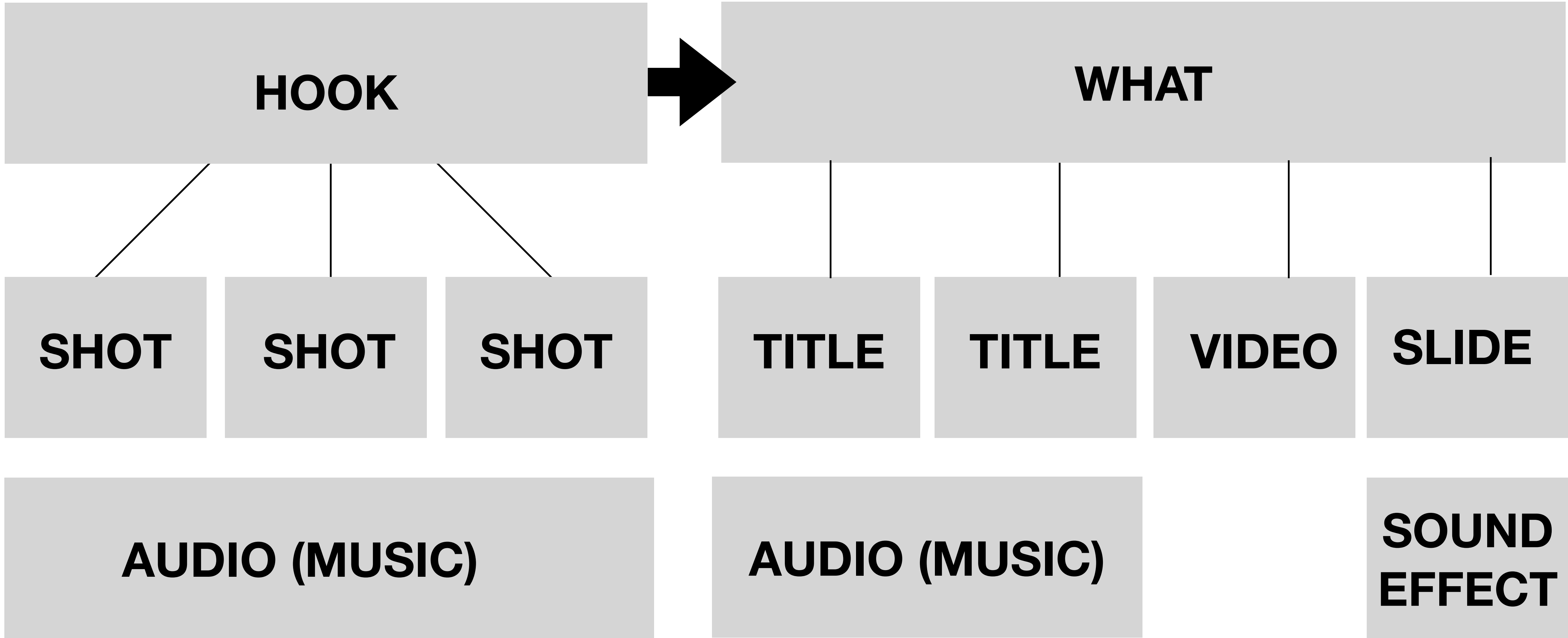
Use this tool to outline your script and title headings and to create a storyboard for your marketing video. Each box below represents a sequence and can be made up of several shots, such as titles, slides, images, visuals videos, underlying music, sound effects etc. There are examples and a space to create your own in this tool.

THE STRUCTURE



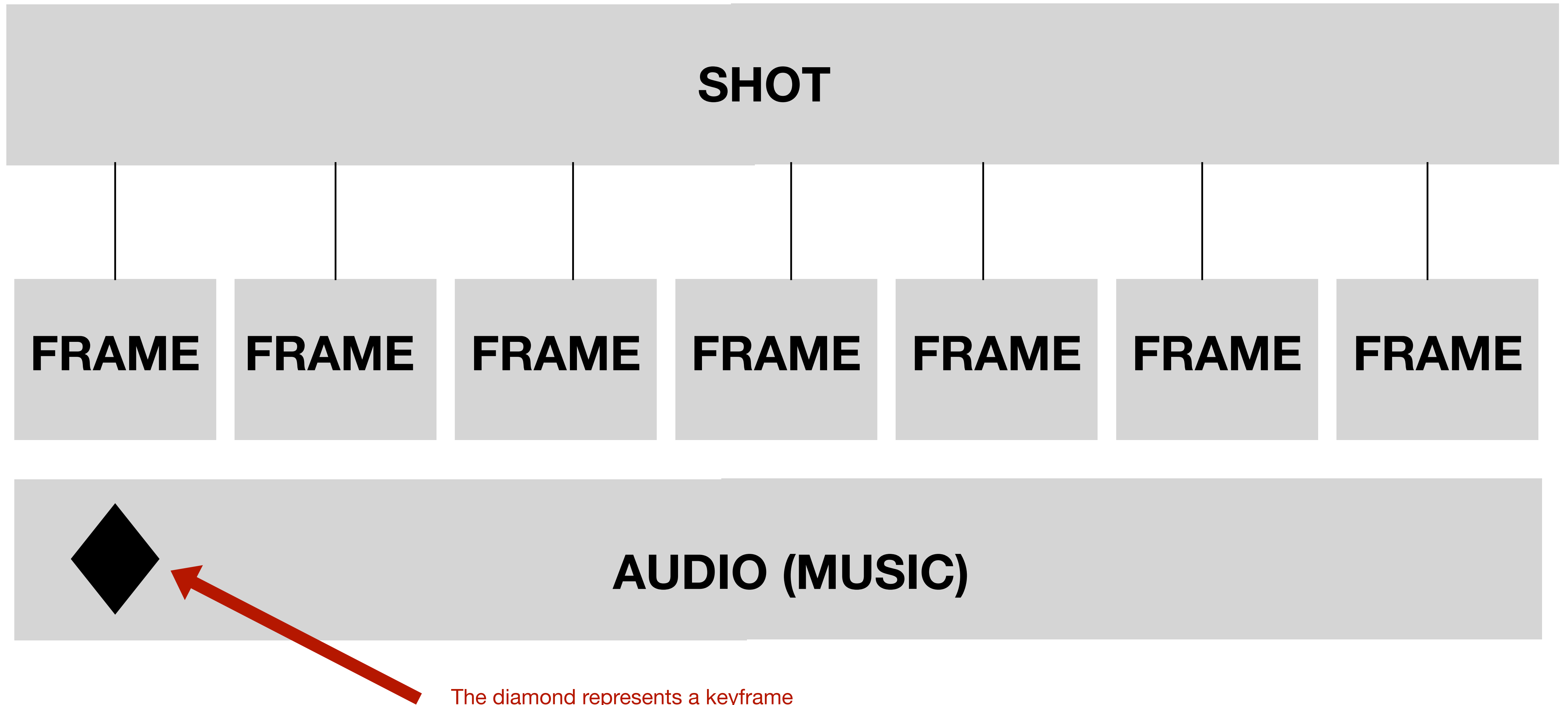
Quick Review of Lingo





Shots are Made Up of Frames

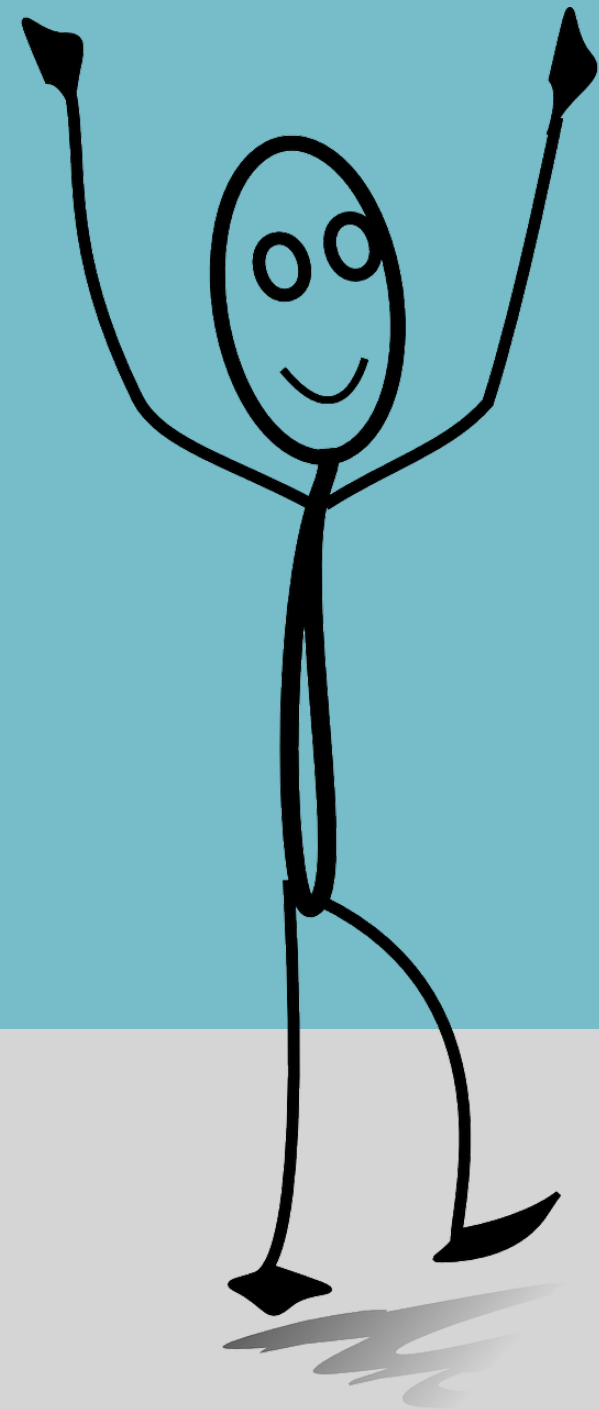
That's where Key Framing comes into play - You can edit frame by frame in a video, changing volume, effects, brightness, etc.



Actor on Stage Analogy

This is a good way to think when storyboarding and editing your video.

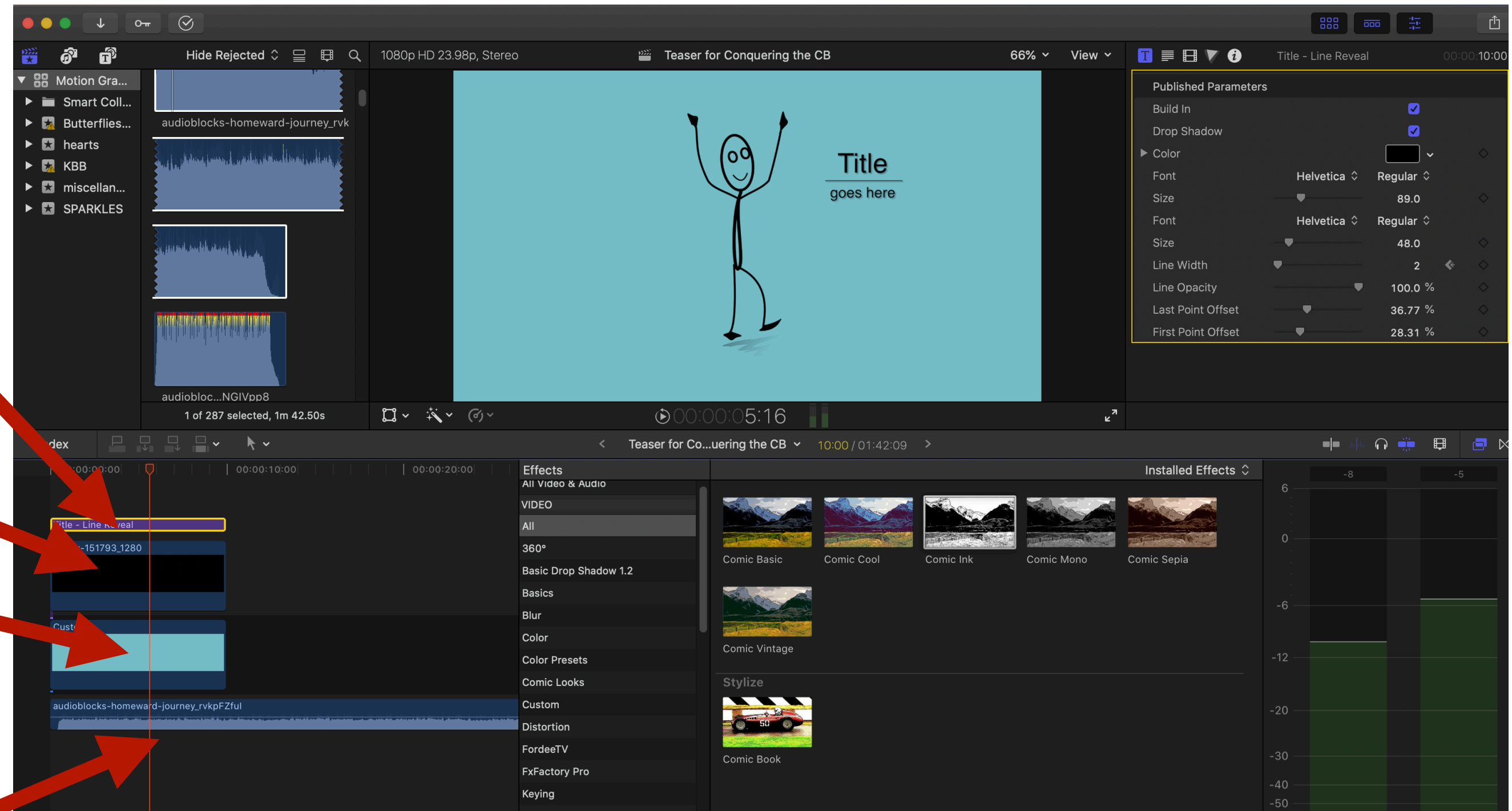
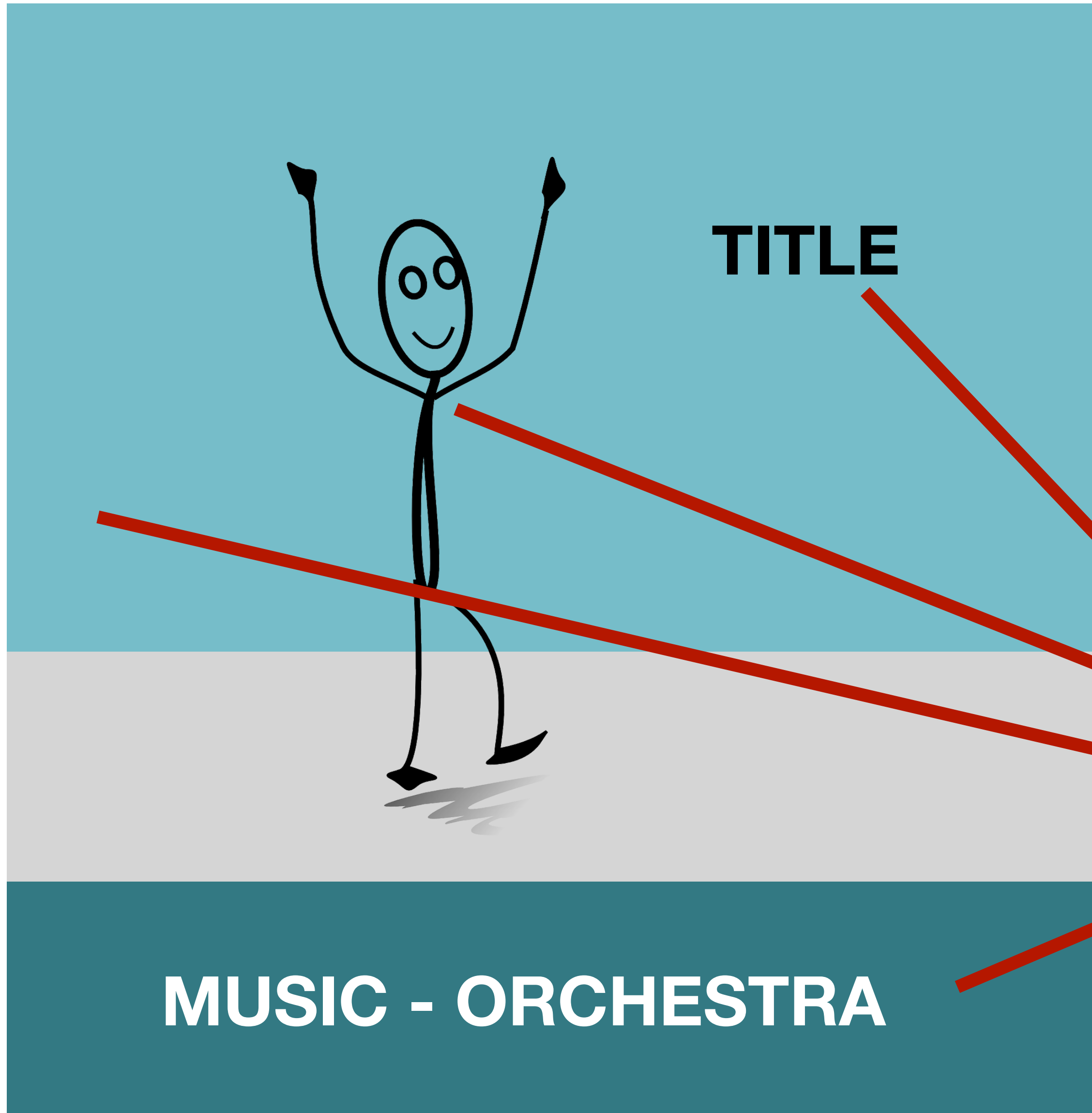
- You are the actor on a stage.
- There is a backdrop which is the set. You stand in front of the set (and in editing software, you are above the set - your clip goes above the set)
- Titles can be stand alone against a colored set or over a visual video clip. Think of them like a prop you can add and carry on stage with you if you want a pop up title while you speak on video. They sit above and in front of the background set and above and in front of you.
- The music is below everything in the orchestra section and in the editing software.



TITLE

MUSIC - ORCHESTRA

Actor on Stage Analogy



Irresistible Offer

Your Bundle

Elements of an Irresistible Offer

- Product Name
- Cost
- Terms of Payment
 - (one time payment or payment plan)
- Discount/Sale/Limited Time Offer
 - 50% off,
 - remember not to devalue your services or course though - give reason: “Because I know you really need this,” “Unprecedented times,” “I shouldn’t do this but I want you to succeed,” etc.)
- Bonus(es)
- Eliminate Risk or Risk Reversal
 - 30 Day Money Back Guaranty, 7 Day Trial, 14 Day Free Trial, Free Return Shipping
- Create Urgency
 - use scarcity and a deadline, i.e. only 20 seats available, offer expires midnight, offer ends in 3 days, discount available until [add date], limited edition.
Introductory offer
 - After the urgency passes the course will no longer be available or available only at the higher price or without that bonus, make the urgency real). This is where you can play to their fear of missing out (FOMO) and getting left behind.
- Champion a Cause
 - donate a percentage to charity
 - donate time or products to people in need, support a worthwhile cause
 - all of which help to create a positive feeling in your buyers that they are making the world a better place when they purchase your product or course. It also reflects well on your brand/product/service as heart-centered and other-oriented. They know you care and get you quicker to “Know, Like and Trust You.”