



# Mastering Explainer Video Scripts: A Quick Guide

Creating an effective script for an explainer video is both an art and a science. It's about balancing creativity with clarity, engaging your audience while delivering your message succinctly. Here's a step-by-step guide:



## 1. Define Your Objective

Before putting pen to paper (or fingers to keyboard), decide on a singular goal for your video. Do you want your audience to take a specific action, adopt a particular viewpoint, gain a new understanding, or feel a certain emotion? Pinpointing this will anchor your script and keep your message focused.



## 2. Understand Your Audience

Consider your audience's literacy, comprehension, and priorities. Address specific concerns directly. Know the context: are they watching for legal or training reasons, or is it an unsolicited message? This understanding will guide how detailed and engaging your video needs to be to maintain their attention.



## 3. Tailor Your Message

Engagement is key. The more your audience is invested, the more likely they are to absorb your message. However, remember that the amount of detail you include should be inversely related to how much information you expect your audience to retain. Overloading your viewers with information can cause them to tune out, so focus on delivering key messages clearly and concisely.



## 4. Simplify Your Content

You generally have about 4-5 key messages to deliver per minute of video. Anchor your script around these core ideas and support them with additional information as necessary. Avoid using jargon or overly complex terms that might alienate your audience—definitions take up valuable time and can disrupt the flow of your video.



## 5. Structure Your Script

A well-structured script is the backbone of an effective video. Here's a tried-and-true framework to follow:

### Quick Intro

Start with a brief introduction that sets the stage.

### Premise/Problem

Identify the challenge you're addressing or the situation you're about to change.

### Solution

Present your solution clearly and confidently.

### Justification

Explain why your solution is the right one. This might take more time, but it's essential for building trust.

### Objection Handling

Anticipate and address any potential objections or resistance. This could be reassurance or an invitation to try before buying.

### Conclusion/ Wrap-Up

Summarise the key points, ensuring the audience leaves with a clear understanding.

### Call to Action (CTA)

End with a strong CTA that guides your audience on what to do next.