# This Template is from Hubspot.com

## How to Use This Template

This template should be used as a jumping off point for your video script. The template is broken into side-by-side columns – the left side is for the audio from the speaker, talent, and/or narrator, while the right side is for visual cues to be adhered to in editing.

We also included an example template for you to see how a finished script might look.

Once you're ready to begin, delete this page and start filling out your info in the "Script Template" section. Delete the italicized instructions, add in your audio/direction cues, and add any required sections as needed.

## Example Template

| Audio | Visual Direction |
|---|---|
| Lights! Camera! Wait just a minute. Are you really ready to start rolling? | *- Intro bumper*<br>*- Title slide*<br>*- Animated text displaying the opening line: Lights! Camera!*<br>*- Cut to Carly* |

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| Video. It's a great medium for increasing your brand's online visibility -- and we all know we should be making more of it. But a lack of preparedness could lead to on-camera distractions that dilute your message. | *- Animated text displaying the word: Video*<br>*- Cut to Carly* |
| To make it easy for your audience to focus on the point you're trying to get across, here are 3 tips for how to look and feel your best on camera. | *- Fade in focus light at "To make it easier for your audience…"*<br>*- Slide in "3 Tips" visual from the right side of the screen* |
| Tip #1: Dress for the camera. | *- Slide "Tip #1" up from bottom* |
| On the day of a video shoot, you want to wear something you feel comfortable in. Now, before you pull out your favorite pair of pajamas, there are a few more wardrobe guardrails to consider. | *- Insert pajamas* |

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| When it comes to color, jewel tones like emerald green, ruby red, and sapphire blue tend to be universally flattering.<br><br>While black is known for its slimming capabilities, you want to steer clear of dark colors when possible to avoid casting harsh, aging shadows on your face. | *- Animated text: "When it comes to color"*<br>*- Display jewel tones*<br><br>*- Slide "Black" text in from right side of the screen* |
| As for prints and patterns, remember that less is more, as they don't always translate well on camera. If you are going to wear a print, try pairing it with a solid sweater or jacket over it to reduce distractions. | *- Insert prints and patterns animation with "Less Is More" text over it*<br>*- Slide "Solid Sweater or Jacket" text in from right side of the screen.* |

# Script Template

| Audio | Visual Direction |
|---|---|
| [Insert audio for this section of the video] | *[Insert visual direction for the accompanying audio].* |
| [Insert audio for this section of the video. If you need to add another section below this one, right click and select "Insert row below" as many times as needed.] | *[Insert visual direction for the accompanying audio].* |