

Video Scripts for YouTube Ads

Before you begin writing your video script, you need to first know who will be watching the video and where they fit in your funnel. This will help you determine what type of approach to take with your video ad content.

Awareness Audience - These people are new to your brand. Awareness ads typically focus more on being memorable rather than immediately trying to sell a product or service. Since the people viewing the ad don't know anything about your brand or product, it's crucial that you do something to grab the viewer's attention right away.

Consideration Audience - These people are familiar with your brand. Consideration ads typically tell more about the product/service than awareness ads, but still aren't as heavy-handed with the selling.

Conversion Audience - These people are familiar with your brand and product/service. Conversion ads are focused on encouraging viewers to perform specific actions such as clicking through to purchase a product.

Important Ad Elements

The Hook

Every video needs a hook – something to immediately get the attention of the viewer. Don't make it feel like a sales pitch, instead make the hook surprising, entertaining, or even weird – whatever it takes to grab their attention and get them to keep watching.

The Problem and Solution

Don't assume that the viewer knows the problem you are solving. It may very well be a problem they have, but they've just never considered the fact that there could be a solution for it! Clearly state the problem (and all the headaches that go along with it) before presenting the solution you have to offer. Make sure that each element of the problem is addressed by your product or service, otherwise it'll leave the viewer feeling like your solution is incomplete. Present your solution in a format that explains both the features *and* the benefits.

The CTA

Successful advertising campaigns *always* include a clear call to action. Don't worry about being too direct – people are used to being told what to do next. In fact, they often are actively looking for those directions! Tell viewers *exactly* what steps they need to take in order to take advantage of the offer you are advertising.

Video Script Template - Testimonial

Testimonial - This type of video helps with the trust-building element of advertising. When the viewer can hear the struggle and success of someone similar to themselves, this lends credibility to your product or service. If you don't have customers yet, you can provide a free trial of your product to business associates in exchange for a testimonial you can use in your ad.

A testimonial video ad should include each of the following elements:

1. Speaker introduction
2. Problem statement (what was before)
3. Results from the solution (what is now)
4. Details about the benefits
5. CTA

Testimonial Script Template:

I've been a [SPEAKER'S ROLE] for [LENGTH OF TIME THEY'VE BEEN IN THAT ROLE]. I've been having issues with [A PROBLEM YOUR PRODUCT SOLVES] for [PERIOD OF TIME THEY'VE BEEN DEALING WITH THE PROBLEM], so when I heard about [YOUR BRAND/PRODUCT] I thought I would give it a try.

I signed up for the free trial at first, to see if [YOUR PRODUCT] could actually help me out. In just a few [HOURS/DAYS/WEEKS] I found that [YOUR PRODUCT] made it [EASIER/FASTER/ETC.] to [PRIMARY BENEFIT OF PRODUCT]. [YOUR PRODUCT] even made it [EASIER/FASTER/ETC.] to [SECONDARY BENEFIT] and [SECONDARY BENEFIT]!

One thing I really liked about [YOUR BRAND AND PRODUCT] is the fact that [FEATURE OF PRODUCT]. [ELABORATE ON PRODUCT FEATURE AND BENEFIT].

I'd recommend [YOUR BRAND AND PRODUCT] to anyone that wants to [PRIMARY BENEFIT OF PRODUCT] while [ADDITIONAL PRODUCT BENEFITS].

Video Script Template – Secret Sauce

Secret Sauce – This type of video is perfect for breakthrough products that solve a problem for a specific niche. You'll present a problem and focus heavily on the uniqueness of your product and why it works. Follow up with a call-to-action that tells the viewer how to easily get your product for themselves.

A secret sauce video ad should include each of the following elements:

1. Problem
2. Secret Sauce
3. Why it works
4. CTA

Secret Sauce Script Template:

I want to tell you about [YOUR PRODUCT]. We've all had to deal with [PROBLEM YOUR PRODUCT SOLVES].

That's where [YOUR PRODUCT] comes in. [YOUR PRODUCT] is a [BRIEF EXPLANATION OF PRODUCT FUNCTION] that makes it [EASIER/FASTER/ETC.] to [PROBLEM THAT YOUR PRODUCT SOLVES].

[PRODUCT] is different from other products available because [DIFFERENTIATOR] and [DIFFERENTIATOR]. Here's how it works: [EXPLANATION OF HOW PRODUCT WORKS, INCLUDING FEATURES AND BENEFITS]

With [PRODUCT], you can spend more time doing [ACTIVITY] and less time worrying about [PROBLEM YOUR PRODUCT SOLVES]. And because I know how important [ACTIVITY] is to you, for [TIME FRAME] only, I'm offering [PRODUCT] for [PRICE/FREE]. This is a huge discount off the regular price of [FULL PRICE], but this offer is only available for [TIME FRAME]. It's easy to get started, just click the [CTA BUTTON TEXT] to get immediate access. Don't forget that this special offer ends [TIME FRAME] so sign up today and start [BENEFIT] and [BENEFIT] with [PRODUCT] today!

Video Script Template - Story

Story – Stories are an excellent way to sell a product without seeming overly pushy. And they stick in viewers' minds better than a regular ol' boring sales pitch. A good story script takes the viewer through the process of recognizing the problem, the creation of a product that offers a solution, the results of the use of the product, and the steps they need to take to obtain the product for themselves. Remember to keep your script engaging and relatable – speak to the viewer like you're talking to them one-on-one about a problem that plagues you both.

A story video ad should include each of the following elements:

1. Introduction
2. Problem/background
3. Solution
4. Results
5. How it works
6. CTA

Story Script Template:

Today I'm going to show you a [FASTER/EASIER/BETTER} way to [PRIMARY BENEFIT OF PRODUCT]. I'm [YOUR NAME] of [BRAND], [BRIEF EXPLANATION OF BRAND]. If you're like me, you're probably tired of [PROBLEM] and wish there were a [SIMPLE/FAST/CHEAP/ETC.] solution. Well keep watching, because I've got the solution that will [BENEFIT].

I spent years dealing with [PROBLEM] until I had finally had enough. And that's why I created [PRODUCT]. Gone are the days of [PROBLEM] and [PROBLEM]. With [PRODUCT], you can [BENEFIT] and [BENEFIT] like never before!

See I tried all the products currently available, and none of them really helped. [COMMON COMPLAINTS ABOUT COMPETITOR PRODUCTS]. So when I created [PRODUCT], I made sure it [SOLUTION TO COMMON COMPLAINTS]. With [PRODUCT] you can now [EASILY/QUICKLY/ETC.] [BENEFIT] without [PROBLEM].

I want to help you [SOLUTION TO PROBLEM] too, and that's why for the next [TIME FRAME] I've made [PRODUCT] available for [PRICE/FREE]. To get started, simply [CALL TO ACTION]. You'll be able to [BENEFIT] and [BENEFIT] like a pro in no time. This [PRICE/FREE] offer is only available for [TIME FRAME] so [CALL TO ACTION] to get immediate access to [PRODUCT].