

YouTube Ad Script Template

Grab Attention

- » Call Out Your Audience
- » Focus on main point / desire of audience
- » Use hooks to capture attention
- » “Hey, if you’re not a [target audience], skip this ad.”
- » “Did you know that [surprising fact]?”
- » “In this video, I want to show you how to [insert target desire].”

Build Emotion (Pain & Desire)

- » Introduce pain or desire that audience is feeling
- » Show opportunity of what life looks like once fixed
- » Hint at future solution. (Tease a soft Call To Action if it fits)
- » “Are you tired of [pain point]?”
- » “Are you looking to [desire]?”
- » “What would happen if you were able to achieve [desired result]?”

Emotional Connect (Feel, Felt Found)

- » Connect with your audience by relating to them
- » What gives you the right to talk about this topic?
- » Share an experience that gives you special insight on topic
- » “I used to struggle with this same thing, until I discovered...”
- » “Our company has been able to [desired results] for hundreds of clients

Give Value / Solution

- » Give 1-3 points that fulfill on the promise of the video
- » Share stories, case study, examples, quotes etc.
- » Explain Product / Service features & benefits
- » “Here are 3 things that most people get wrong when they [insert topic].”
- » “We’ve created this [offer name] that will show you how to [insert desire].”

Call To Action

- » Challenge the audience to act on the knowledge they’ve been given
- » Give a benefit-based Call To Action (Ex: “Click here to download this free tool that will help you get more leads in less time”)
- » Point to the place on the screen where you’d like them to click
- » “Click Here to get instant access to our [offer].”
- » “If you want [insert desire] click here to sign up for [offer].”

This script should be used for In-Stream Ad with Direct Marketing (Lead Gen / Sales) objectives.

Fill Your Script

Grab Attention

Build Emotion (Pain & Desire)

Emotional Connect (Feel, Felt Found)

Give Value / Solution

Call To Action
