

"Name of Project" SCRIPT

	DURATION	AUDIO/Voiceover	SUGGESTED VISUALS	NOTES
--	----------	-----------------	-------------------	-------

**SET UP THE PROBLEM 10-20 seconds
(introduce hero, establish problem)**

1				
2				
3				
4				

**PROVIDE THE SOLUTION 20-30 seconds
(introduce your product)**

5				
6				
7				
8				
9				
10				
11				

12

**EXPLAIN HOW IT WORKS (20-30 seconds)
(provide the details)**

13

14

15

16

17

18

19

20

***CALL TO ACTION (10 seconds)
(restate the benefits, tell us what comes next)***

22

23

24