

# Assignment 12: Creating Your Script

Make sure you watch the video on translating your outline into a script.

Remember, our goal here is not necessarily to turn you into a “great copywriter.”  
(Though that might happen by accident.)

Instead we’re trying to get you to THINK like a great marketer and use video to translate the core selling idea of your product into sales method that your avatar simply can’t resist.

Like I say in the video, you’ve got THREE options for how to create your actual script:

## Option 1: Write It Out Like A Sales Letter

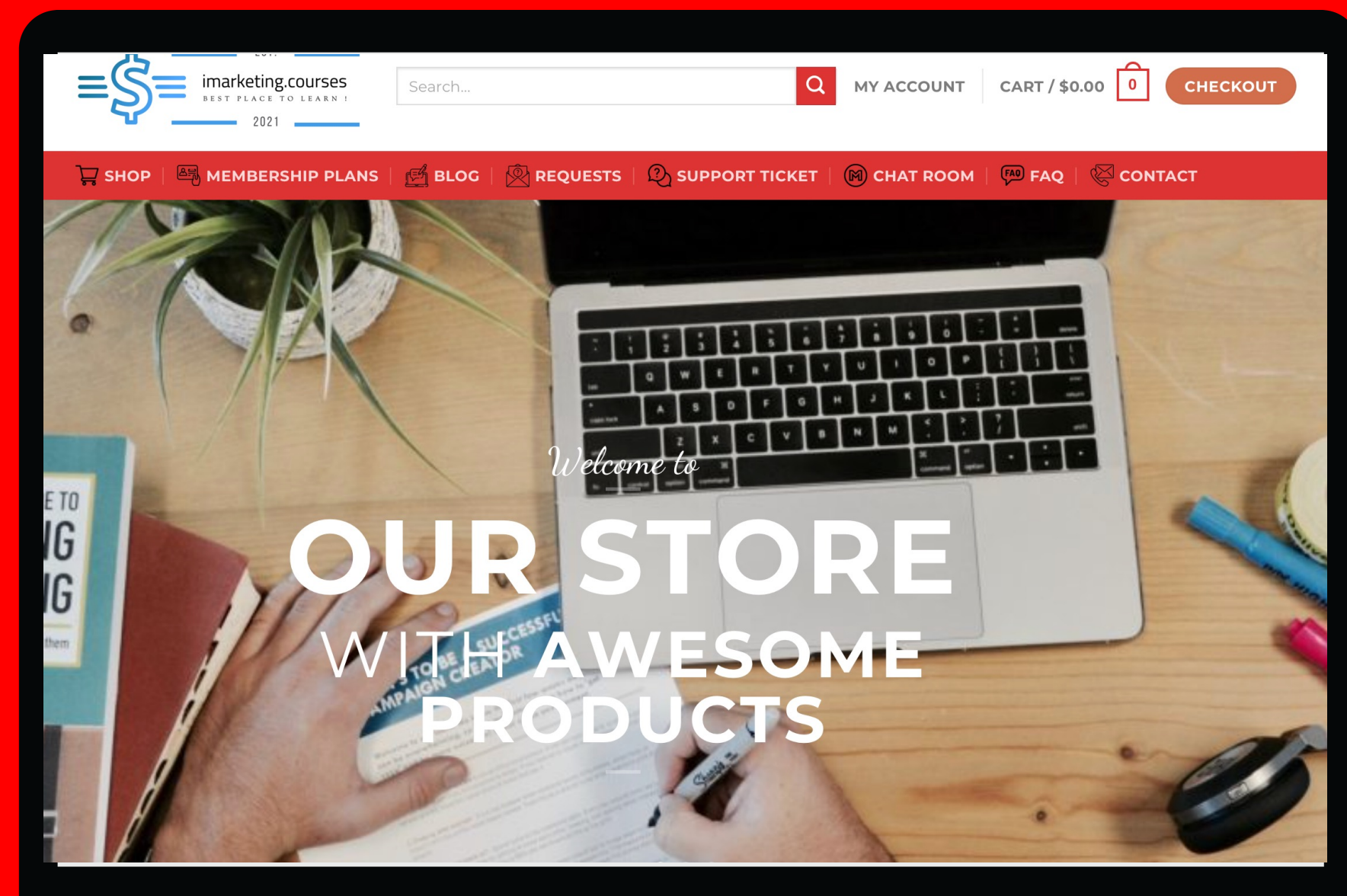
This is the option I personally use when I’m writing a script for a client. You can use the Joe Barton Script as a template as you really just write out the FULL sales presentation.

If you’ve never written a long sales letter before this can be REALLY intimidating, but it is the most PRECISE way to create your script.

## Option 2: Write Directly In Powerpoint/Keynote

This is how I wrote the original Text Your Wife Into Bed Script (as well as versions 2, 3, 4 and 14. I worked on that script a LOT.)

The advantage to writing in your presentation software is that it will naturally force you to write in the “rhythms” of a sales video. It can also seem less intimidating than doing it all in Word (though you’ll end up creating just as long of a script.)



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## Option 3: “Speak” Your Script

If you’re “not a writer” you’ll probably find this the easiest way to create your script. Once you’ve got your outline nice and solid simply review it several times, put it in a format you’re comfortable working from and simply record yourself giving your presentation.

Don’t worry about editing yourself this first time. Just dive in there and get it done. You can then transcribe what you say in your script (do it yourself or use an online transcription service) use this “rough cut” verbal version of your script as the basis for your finished script.

(NOTE that option four is to not actually create a finished script at all. For your first time out of the gate you may want to do more of a “outline only” presentation setup, much like what I did for my original “Ultimate Best Man Speech” video. Again, the key is to GET IT DONE. A “pretty good” script and video will out convert a non existent video EVERY time.

## Assignment:

1. Using one of the methods above, create a “rough cut” version of your sales video script.
2. Once your script is completed, record yourself speaking through it.
3. Edit!
  - A. When you were recording your script where there words or phrases you tripped on? Rephrase them to be easier to say.
  - B. Is every word and every section of your video earning it’s place? What portions of your script can you shorten and tighten?
  - C. What “vague” words can you replace with more powerful, more emotional language?
4. Once your script is completed it’s time to **RECORD** your finished version.

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