



EXPLAINER VIDEO SCRIPTING:

DELIVER A MESSAGE WORTHY OF RESPONSE

WHO ARE YOU TALKING TO?

- a. Who is listening? Make a list of all possible audiences. Have fun & get creative!
- b. Chose one primary audience as your target
- c. Write a list of what is important to this audience. What do they want?
 - i. A problem fixed?
 - Better quality? Time saved? Simplified process / workflow? Less mess? Appealing to their preferences?
 - ii. What are this audience's aesthetic preferences?
 - Make a mood board. Colors, textures, other products they love and use that might be in tandem with your product (or instead of)
- d. How / where / when is their want also a need?
 - i. I want a digital doorbell, and I need a doorbell that shows a video log of all guests for building security.
- e. Chose two other audiences that will be your peripheral audience (keep your vantage open to serve another audience)
 - i. Write a list (like you did for point c. above) of what is important to each of these audiences

WHAT DO YOU NEED THEM TO KNOW?

- a. Build trust & relatability: Describe their problem in detail
- b. Show them the alternative: How your product / service will help mitigate risks
- c. Estimate the timeline: how long it will be from problem to solution
- d. Explain your value over other options:
 - Extra steps given
 - Specific product fit / deliverables
 - Quality





WHY DOES IT MATTER TO THEM?

- a. What makes your offer unique to their problems & preferences?
- b. How can you show improvement over their current situation?

1. What do you know about their:

- Industry
- Process
- Problem
- Goals
- Preferences

2. Why can they trust you?

- What makes you qualified?
- Who else can vouch for you?

e. What is the “Hook” that they will remember?

WHAT SHOULD THEY DO NOW?

- Tell them the next steps! Make it easy to say, “OK! I’ll:
- Click”
- Pay”
- Reserve”
- Sign up”

Go through and highlight the most important words, phrases, and feelings you want to portray. Let these word keys guide you for your script framework. Read it out loud, and do your best to keep it under 2 minutes.

Want to hear some examples? Listen here, or watch these videos of past projects!

Need a little help getting your script ready to narrate?

Schedule a free video narration consultation:

SCHEDULE A CALL





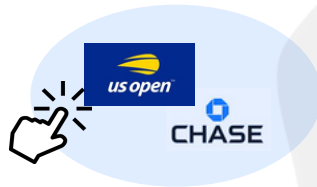
CALLEY BLISS

Talent Work Samples

VOICE OVER ~ ON CAMERA ~ PRINT ~ LIVE HOST ~ SUNG VOCALS



Selected commercial acting samples



CHASE LOUNGE AT 2023 US OPEN

voice over



GENERAL MILLS & YUMBLE

voice over



GOOGLE NEST / RENEW HOME

on camera



MINNESOTA ZOO

voice over



YMCA NORTH

voice over



Calley Bliss is a voice over artist, actor, vocalist, songwriter, and live host with a performance career spanning 30 years in performance art, media, and advertising.

Commercial projects include work for Google, Netflix, United Health Group, YMCA North, The Atlantic, The National Park Service, General Mills, Chase Bank, The US Open (Women's Tennis), Creative Mornings, and countless other local and regional brands and businesses.

As a musician, she has shared the stage and the recording studio with artists such as the B-52's, Mark Small (Michael Bublé), David Cook (Taylor Swift), Jeremy Ylvisaker (Andrew Bird), Joe Abba (Jessica Simpson), Michael League, (Snarky Puppy), Jay Jennings (Toby Keith), Dave Richards (Tower of Power), and led her own projects of original music from 2007 - 2014. She loves helping others tell their stories using the power of the narrative arts, and is particularly passionate about elevating brands that help us tap into our humanity, and our connection to the natural world around us. Read / hear more at calleybliss.com



SCRIPTING & AUDIO PRODUCTION SAMPLES