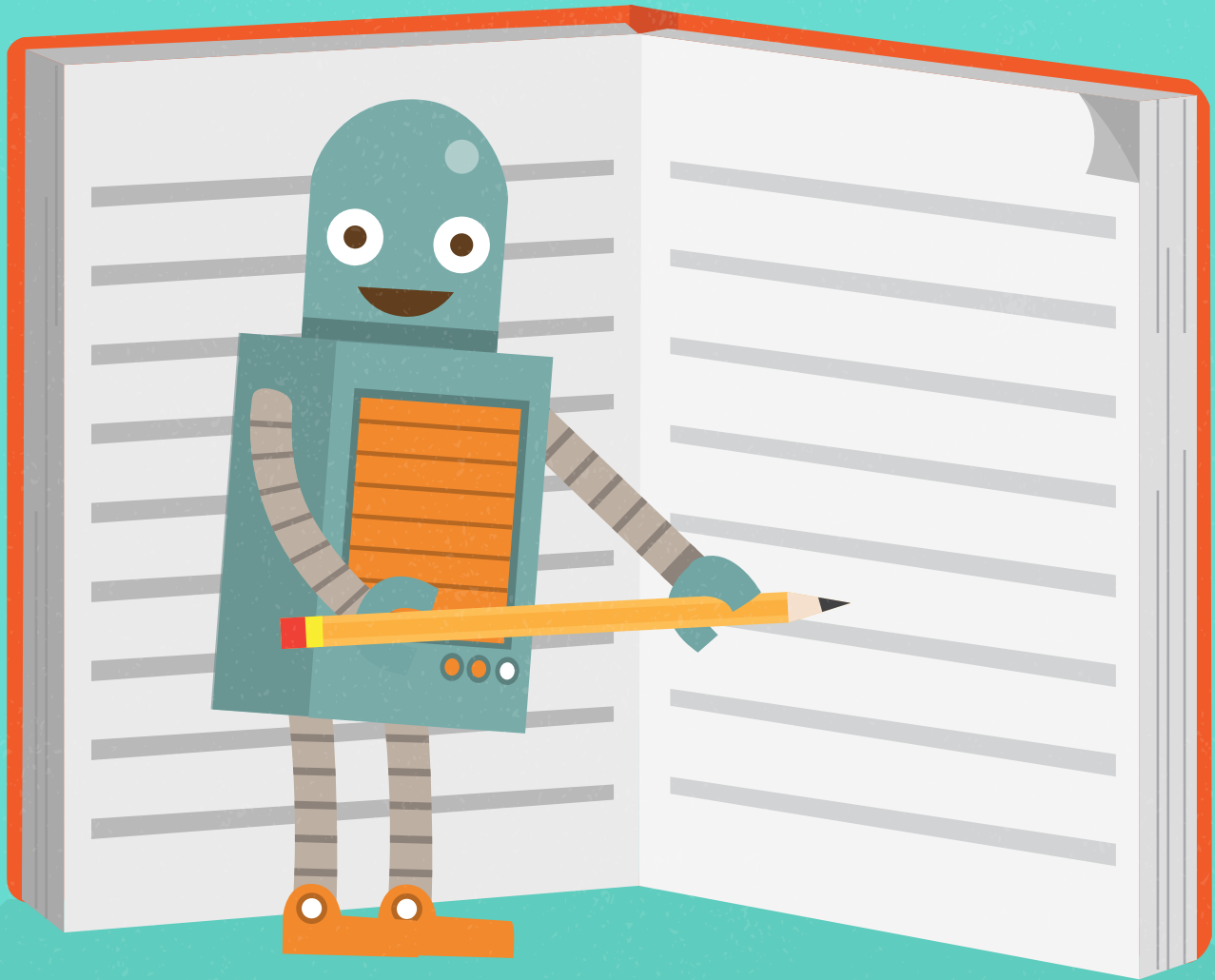# HOW TO WRITE A GREAT SCRIPT

FOR YOUR EXPLAINER VIDEO

How to Write A Great Script for Your Explainer Video

As if you were writing a script for a Hollywood movie trailer

What makes a great movie great?

Is it the movie stars that dazzle?

Or the incredible special effects, including both sound and visual?

How about big action scenes with heroes performing mind-boggling stunts?

Or maybe the tender romance between love interests?

For me, it's all about the story. When you get down to it, a great movie is great because it has an excellent script and interesting plot. Special effects are nice, but many of the best movies have been made on low budgets.

I will admit, there are also some movie stars I really like, but so long as the actors fit their role and the script is believable, I tend to forget about the stars and only see the characters.

A good story can make me forget that I am even watching a movie at all. I get lost in the action, immersed in the world of the movie, and forget all about the fact that I'm sitting on a couch in my living room.

Much the same way, a good explainer has to have a good story and a great script. If it does, there's a good chance that viewers will become immersed in your brand or product.

If not?

Viewers will likely change the channel.

Stories are all about the script.

It's easy to forget that when you see actors acting, because you certainly don't see them holding a script and reading out loud from it. That's because actors memorize their script and act it out, usually word-for-word and action-for-action.

Explainer videos are no different. At Breadnbeyond we often dazzle our customers with great animations and flashy effects. We're artists, we love doing that.

Still, at the end of the day, scripts are the heart and soul of any explainer video, and with our professional script writers, we take pride in crafting amazing scripts.

From suspenseful to humorous, we know how to keep our audience engaged, and we know how to get our customer's message across.

You might think writing a script is easy. Just sit down for a few minutes, crank out some words on paper, and boom you're done.

Unless you happen to be a gifted prodigy, however, that method isn't going to turn out well.

We've had clients approach us saying that they wanted to write their own script. A few times that's worked out great. Most of the time, however, we end up getting a message later on down the road from our clients asking for help (we always provide help, of course).

Writer's block is a nasty thing. It can sideline even the best professional writers, and for amateurs, it often stops them dead in their tracks. Hours can tick by as you stare at a black screen sparsely populated with words.

Further, as difficult as getting words onto a page is, it's not always enough. When it comes to any type of video you need an engaging, believable, and smooth script. You'll need to create an emotional connection, and also pass on knowledge and leave a lasting impression.

When it comes to an explainer video you have to cram all those elements into 2 minutes or less.

Don't let us discourage you too much, however. Some people really do end up putting together great explainer video scripts. Heck, we've been tempted to approach a few of our past clients with job offers, but our own staff rocks, so we've never felt the need.

Anyways, we'll provide you with some tips to get you started.

Early Bird Catches The Worm

Start early. Crack of dawn early, if you can, or otherwise as soon as you wake up . Through research and experience I've found that writing in the morning helps. Your mind is fresh and not bogged down with all the hassles of the day. Your energy levels will also generally be

higher and there's a certain "fresh" feeling that comes with working in the morning. Time and time again I've found myself more productive while the day is still young.

Embrace The Sunshine

Whenever possible, I recommend working under natural sunlight. Studies suggest that fluorescent light bulb can actually lower productivity. Personally, I don't like rooms that are overly bright, and something about florescent light seems unnatural. Some people also complain about flickering bulbs and other things. If the room is too dark, you could try a table side-lamp or other lighting solution.

Kick Back And Relax

Now it's time to put in some hard work. First thing's first, get comfortable! Almost seems like an oxymoron, right? Comfort, however, often leads to productivity, and that's especially true with writing. When you're comfortable it's easier to forget about the world around you, and to immerse yourself fully in your writing.

Put It On Paper

After you've finished your first full draft, print it. This might seem like a waste of paper, but printing your script up will allow you to see it in a whole new light.

Make It A Group Effort

You always, always need feedback. Even our amazing staff writers regularly reach out for input. Outside perspective is absolutely essential and can't be overlooked. If you have a team to rely on, rely on them. If not, reach out to friends, family, whoever.

Don't Rush It

Read and review your work slowly. After you're done cranking a draft out it can be tempting to try to rush through the review process. You're tired, and you're probably sick of your work, no matter how much a masterpiece it might be. Doesn't matter. Read your work slowly, word-by-word.

Consider Both Sides

When you're writing a script you have to remember that there will be two interpretations of the story: yours and your viewers. When you look at the script from your own point of view, you need to ensure that it covers the five W's: who, what, when, where, why, and how.

Also, don't forget to include a gripping call to action.

When you look at the video from the customer's point of view, you should ask if the video offers a compelling reason for them to engage with and remember it. Is the script written smoothly and clearly? Is there emotional engagement, such as humor or drama?

And that's that!

If you haven't joined our FREE 8-days Course on Explainer Video creation, you should hop on board now. JOIN NOW FOR FREE.

About this eBook

This eBook was created by Breadnbeyond to help individuals and companies understands the process to create an explainer video, as well as how an explainer video can help them grow their business.

About Breadnbeyond

Breadnbeyond is an Indonesian based studio that specializes on explainer videos and visual animation to help businesses and startups grow.

More Information

Visit Breadnbeyond's website for more ideas and inspiration for creative directors or marketing officer from technology companies.

To learn more about Breadnbeyond, visit www.breadnbeyond.com/explainer-videos/ or contact us directly at +1.877.619.3488 or sales@breadnbeyond.com.

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