

Script it in *five beats*.

Product:

Framework:

Length:

HOOK	PROBLEM	PRODUCT	PROOF	CTA
TIME	HEAR (SPOKEN)	SEE (SHOT AND ON-SCREEN TEXT)		
0-3 s				
3-8 s				
8-20 s				
20-26 s				
26-30 s				

MUST-SAY LINES AND APPROVED CLAIMS (FROM THE BRIEF)

THREE HOOK OPTIONS

A

B

C

BEFORE YOU FILM

☐ Read aloud with a timer

☐ Claims match the brief

☐ Text in the safe zone

☐ Only true, first-hand experience

☐ No lines that say what the viewer is