

Budget Videos - The 3 C's of Scriptwriting.

Your script is of course the heart of your web video production. So what makes a good online video script? Firstly it has to adhere to the 3 C's.

- **Clear**
- **Concise**
- **Conversational**

Scriptwriting for online video is the exact opposite from technical or academic writing. Those forms of writing are too complex and are usually very wordy and take time to understand. That is NOT what you want when writing a script for online video. Remember, you only have 30 seconds to a minute to put your point across.

Keep in mind that your video script is going to be read aloud by a professional presenter. So no tongue twisters please. It's called writing for the ear instead of writing for the eye. Have someone listen to you if possible and see how well they understand what you are saying.

Visitors to your website are going to have to listen as well as look. It needs to be easy to digest with a simple, clear message. If you read your script out loud you will immediately be able to see if there are any issues with how it sounds and its general pace.

Cut out the fat. Make sure the meat is prominent. By that we mean write down what you want to say and cut out all the words you don't need by re-writing the long sentences.

For Example:

- ~~Welcome to the online shopping site of John Davis & Sons.~~
- **Welcome to John Davis & Sons.**

Also try to make sure the words you have chosen are descriptive, colorful, yet easily pronounced and understood. Remember that you are trying to engage your visitors on a one-to-one level. Be clear, be concise and above all be conversational.

We don't expect you to be experts at this and experience has taught us that we may have to make some minor changes to your script. Don't worry as this is a normal part of things and will always be justified and run by you before shooting.

Script Tip:

Write each sentence in the script as a statement in and of itself. It's ok for video scripts to be full of sentence fragments because that is how people actually talk. If it makes sense when you read it back, then it will be ok.

