|  |  |  |
| --- | --- | --- |
| **SCRIPT**  *What will you say?* | **PIECE-TO-CAMERA OR CUTAWAYS**  *What video footage will we see?* | ☑ |
| *Hey [NAME] it's [YOUR NAME] from [YOUR COMPANY].* | *Piece-to-camera (= you talking to camera)* | ☐ |
| *Thank you for connecting with me on [PLATFORM / EVENT]. So here’s a video for you to share with the team at [COMPANY] that explains how we’re helping our clients to XXXX.* | *Piece-to-camera* | ☐ |
| *So how do we do this? We provide XXX****A****. We can even provide XXX****B*** *and XXX****C****.* | *Piece-to-camera* | ☐ |
| *Cutaway of XXX****A*** *(= video footage of what you’re talking about)* | ☐ |
| *Cutaway of XXX****B*** | ☐ |
| *Cutaway of XXX****C*** | ☐ |
| *Now, if XXXX don’t worry, our XXX****D*** *will ensure XXXX.* | *Piece-to-camera* | ☐ |
| *Cutaway of XXX****D*** | ☐ |
| *Our service means you can XXX****E****.* | *Piece-to-camera* | ☐ |
| *Cutaway of XXX****E*** | ☐ |
| *[NAME], I really believe our innovative approach can have some wonderful benefits for your business, I look forward to catching up with you soon, until then [NAME].* | *Piece-to-camera* | ☐ |