



Tip Video Script Template

“Tip” Videos or “Content” Videos are videos in which you share 1 or more tips on how to do something. They are the easiest videos to make when you are starting out because you get to give away snippets of your wisdom and expertise-- vs. eg. a sales video where you're selling something and you have to be way more strategic.

People love to watch Tip Videos to learn for free, how to do something they don't know how to do. So it's win-win! You get to feel like a hotshot and be visible to your potential clients and your potential clients get to learn something new! Tip videos are probably the easiest way to stand out as an expert because when you show up on video- you already stand out as an expert and when you share your awesome tips, it's just icing on the cake!

You can never make too many Tip Videos! However, don't hide behind your content! Your content is not more important than sharing YOU and YOUR ENERGY. It's actually secondary. So don't get fixated on the content of your Tip Video. Connection matters more than anything- ya dig? 😊😊

Keep these videos to 2-3 minutes. This is merely a suggestion to get you going. Do not feel limited by it. Some people can talk a lot longer and hold their audience's attention. I suggest doing longer when you have loyal video following. In the beginning when you're learning to really be YOU on video, it's harder to hold people's attention. So start short and ramble later ;)

The Tip Video is geared to focus on two polarities:

1. your ideal clients' **problems**: their **challenges, struggle, pain** and
2. the **solution to their problem: results**, a major **benefit** from solving that problem

So I'll refer to **challenges** and **results** throughout the script, so that you connect to these 2 polarities at all times which will keep you focused on your ideal clients eg. "it's not about you, it's about them." However, if you are talking about your personal experience with your ideal client's **struggle** or **results**, then it is very relevant to them and they will be able to relate to you!

There are 4 sections in a Tip Video:

Section 1: Welcome and Intro

Hi! (Greeting)

I'm so glad you're here! (or Welcome to this Video!) (optional- it's inviting)

I'm (your name) _____ from (your business name, or your website if you have one 😊😊) _____.

And I'm a (title: health coach, etc...) _____

Or: [Use your elevator pitch/What do you do statement]

I help (or teach etc...) (your ideal clients: eg. women entrepreneurs, moms, etc...) _____ how to

(overcome your ideal client's **challenge** that you help solve: eg. overweight, not enough clients) _____ so that they can (receive **results**: major benefit from solving that problem: more clients, weight loss, more money etc..) _____.

(Even if your what do you do statement is evolving- you can keep changing and tweaking this in each subsequent video. Just start with something for this video.)

Section 2: Purpose of this video, what they will learn and why it's important

In this video, I'd like to share with you a tip (or 3-5 small tips about one topic) about how to (overcome a challenge – to get the result your ideal client wants! Eg. lose weight, make \$, etc.) _____.

I've noticed (your ideal clients) _____ struggle with (a problem) _____ and these tips can help you (get the

result)

Section 3: Your Tips

Your tip(s) is/are the 'pathway' that takes people from their **challenge**- a problem you help solve - to **results**- to receive the benefits of solving this problem.) (eg. Your tips to eat healthy take people from having 20 lbs to lose to being thin and fitting in their skinny jeans.

Describe tip(s) 10-12 sentences max-or just outline them

Section 4: Finale + Call to Action- what you want them to do!

I hope these tips on _____ have been helpful to you.

(Call to Action! Give one only- very important to make video effective for you) Let me know how they're working for you in the comments below!

(Or ask them a question that will engage them to comment.) (Or subscribe to my Youtube channel.)

(Go to my website to get my free gift!)

Bye for now! (or See you next time!)(Or let them know of an upcoming video you will be making.)

Here is an example of using the video script template:

Hi! I'm so glad you dropped by!

I'm Michelle Hart from MichelleWhiteHart.com and I teach video- shy fem-preneurs how to unleash their authentic energy and make their videos from start to finish so they can attract their ideal clients and make money.

In this video, I'd like to share with you about 3 different types of cameras you can use to shoot your videos and a little tip about each one. I see techno-shy fem-preneurs struggling with filming their videos and I'd like to offer some help to make it easier....

The Good news is that you don't need an iPhone or a video camera to get

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started making your videos! You can use your computer's built in camera! This is my laptop and I can set it up anywhere. The advantages are I don't have to hold it myself, I don't need a tripod and my camera footage ends up on my computer making it instantly ready to be edited!

2nd camera I'd like to talk to you about is the iPhone (or any smartphone), which is great to make your short biz vids. Ever wondered why you get black sidebars and your image is a lot smaller? That happens when you shoot with the Iphone holding it vertically. If you hold it horizontally, your image will look like this! Looks a whole lot better, doesn't it?

3rd camera I'd like to talk to you about is the camcorder. If you want to buy an inexpensive video camera and tripod, make sure you get a camera with an external microphone jack- to give you freedom to use an external microphone, because the sound is so much better quality. So for example, the Canon VIXIA 300- costs about \$300 and comes with the external mike jack. The similarly priced SONY camera doesn't have an external mike jack- so even if it's cheaper, it's not a good choice.

I hope these camera tips are helpful to you! Now go out and make your videos! Let me know in the comments below which camera you use and why you like it!

Bye for now!

Now it's your turn to write your Tip Video Script!

By the way, you don't have to memorize this! Just use it to get your thoughts clear before you shoot your video. Let it be natural- and as I said before don't focus on the content, focus on sharing your energy as if you are speaking to someone live and really wanting them to understand what you're saying.

Use the blank template below to get started.

Fill in the blank template:

Hi! (Greeting)

I'm (your name) _____ from (website)

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_____.
And I'm a (health coach, etc...) _____

Or

I help (or teach etc...) (your ideal clients:) _____ how to
_____ so that they can (receive these **results**)

_____.

In this video, I'd like to share with you a tip about how to
_____. I've noticed (your ideal clients)
_____ struggle with (a problem)
_____ and these tips can help you (get this
result)

_____.

Describe tip(s) 8-12 sentences max:

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...

I hope these tips on _____ have been helpful to

you. (Call to Action!) Check out _____

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.....

Not too hard, right? And kinda fun, right? It's fun to share what you know!

Do let me know how this Tip Video Script Template is working for you-
either on my Facebook page: Michelle White Hart or send me an email.
Michelle@MichelleWhiteHart.com

I'd LOVE to know!

If you're having some challenges around making a Tip Video, like:

- How to shoot it yourself
- What to Say
- How to be confident & authentically "You" on Camera
- How to edit

—let's have a chat! Don't hesitate to reach out by phone 310-795-2408 or email Michelle@MichelleWhiteHart.com

Sometimes a little support is all you need to cut loose and become video-versatile!



To being visible and standing in your expertise!

Michelle