PUZZLEPOUTALON STUDIO

Script Template

VidNova - Printable Template

Print it. Fill it in. Ship the video.

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Video Script Template

One script per video. Write the Hook and the Payoff first — if those two work, the middle is worth writing.

Video title: ____

Target length: ____ minutes | Format: Long / Short

Hook (0–30 seconds)

Open on the most surprising fact, question, or stakes in the story — never on an introduction.

State the topic in the first 2 sentences so the click feels confirmed.

Do not say your channel name, do not ask for a subscribe here.

Hook line: ____

Second line (raise the stakes): ____

Setup & Promise

Give only the background the viewer needs to follow Beat 1 — nothing more.

Make one clear promise: what the viewer will know or feel by the end.

Name the open loop you will close in the Payoff.

Background (3–5 sentences): ____

The promise: ____

Beat 1

Present the first fact, event, or argument. End the beat on a question or turn.

Add one concrete detail (a date, a number, a quote) — specifics hold attention.

Script: ____

On-screen visual: ____

Beat 2

Escalate: this beat must raise the stakes or complicate Beat 1, not repeat it.

Introduce the strongest evidence, example, or counterexample here.

Script: ____

On-screen visual: ____

Beat 3

Deliver the turn: the fact that reframes everything before it.

This is the beat viewers should want to comment on — make it quotable.

Script: ____

On-screen visual: ____

Payoff

Close the open loop you opened in Setup & Promise — answer it directly.

Land on one clear takeaway the viewer can repeat to someone else.

No new topics here. End clean.

The answer: ____

The takeaway line: ____

CTA & Next Video

Ask for one action only (subscribe, comment, or watch next) — tied to a reason.

Point to a specific related video of yours and say why it continues this story.

Keep it under 20 seconds; the video is already over.

CTA line: ____

Next video to promote: ____

PUZZLEPOUTTALON STUDIO

Enjoying This System? Complete Your Library

Thank you for building with us! Here is what to explore next. Support: puzzle-pout-talon@duck.com - we reply within 1-2 business days.

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