Free template

The short video script template we use

Arrive late, leave early. Start on the first useful line, finish on the last one, and let the caption do the selling.

Hook 0 to 3 s	The first piece of value. Not "hi", not your name, not "in this video". The most useful or surprising line goes first.
Point 1 3 to 8 s	One idea per sentence. Say it like you would to a friend across the table.
Point 2 8 to 14 s	Show it if you can. Cut to the thing you are talking about.
Point 3 14 to 20 s	The best point goes last so people stay to the end.
End last line	Stop on the last tip. No "follow for more", no summary. People rewatch videos that end clean.
Caption not in the video	Your call to action lives here. "Comment GUIDE and we will send it to you."

Worked example

A cleaning business, 20 seconds. Notice there is no intro and no outro.

Hook	Spray the cloth, not the mirror.
Point 1	Spray on glass runs to the edges and leaves streaks in the frame.
Point 2	Fold the cloth into four so you always have a dry side.
Point 3	Wipe in an S from the top down, then buff with the dry side.
End	Do the frame last, with what is left on the cloth.
Caption	Save this for Sunday. Comment SHINE for our full bathroom checklist.

Before you film, check:

- [ ] Could someone understand the hook with the sound off?
- [ ] Is every sentence under about twelve words?
- [ ] Is it 15 to 25 seconds when you read it out loud?
- [ ] Did you cut "so", "basically" and "today I want to"?
- [ ] Is the keyword in the caption, not the video?

Stuck on the first line?

Grab the free 100 video hooks file, or try the hook generator at spotd.com.au/tools/hook-generator.

Script 1 and 2

Topic

Hook

Point 1

Point 2

Point 3

End

Caption

Topic

Hook

Point 1

Point 2

Point 3

End

Caption

Script 3 and 4

Topic

Hook

Point 1

Point 2

Point 3

End

Caption

Topic

Hook

Point 1

Point 2

Point 3

End

Caption

Shot list

Plan two to four shots for every point: wide, medium, then close. Tick them off on the day.

#	Line it covers	What we see	Angle	Done
1				☐
2				☐
3				☐
4				☐
5				☐
6				☐
7				☐
8				☐
9				☐
10				☐
11				☐
12				☐
13				☐
14				☐
15				☐
16				☐
17				☐
18				☐
19				☐
20				☐