



## **Preparation for Script Consultation**

Thank you for booking your Script Consultation. Please use this simple Prep Sheet to do some advance thinking about the topics you'd like to cover in your Custom Videos. Preparing ahead of time will help us take the actual writing of your video scripts off your plate easily.

### **Here are Best Practices for generating content ideas for your Custom Scripts:**

**Start with Frequently Asked Questions (FAQs):** We've found the best way to use these custom videos is to focus each video around just one idea. One easy way to structure this is to start with a list of FAQs, then use each video to answer one question. You could also focus on "Should Ask Questions": questions your prospects or clients should be asking (which leads them to your specialized services). This accomplishes 4 things:

- It positions you as an expert who can solve the problems your clients are facing
- It's content that will be valuable and educational for your prospects and clients
- It's search engine-friendly because these are questions your prospects are asking and typing into search engines
- It's very easy content to create, because you already know the answers to these questions like the back of your hand

**Include a Call to Action (CTA):** Each video should include a call to action. A typical Call to Action sounds something like this: "To learn more, give us a call, or visit our website today."

**Focus on what makes you special:** The best use of these custom videos is to highlight your areas of expertise and what makes you different. So, give some thought to that.

**Number of scripts:** We'd like to put all your custom scripts into production at the same time, so please arrive to the meeting with a firm idea of how many custom scripts you'd like us to write for you.

### **YOUR NEXT STEP:**

Please write down your ideas and reply to this email before our scheduled Script Consultation with a list of your Frequently Asked Questions, Should Ask Questions, or other topic ideas attached, so that we can best prepare for this Script Consultation on our end.