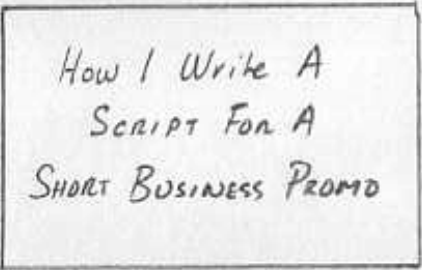
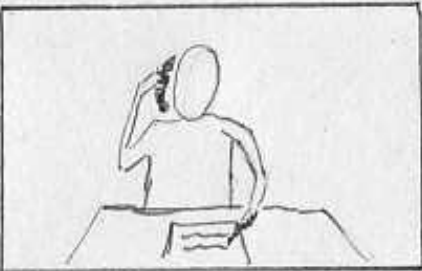
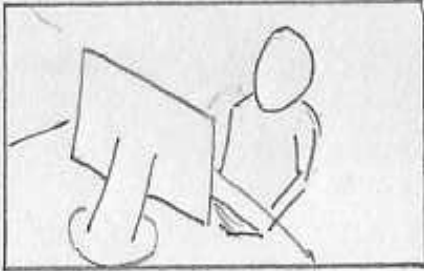
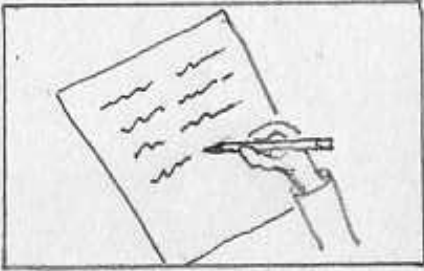
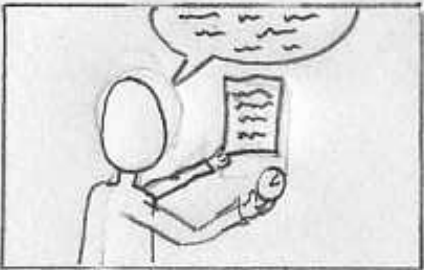
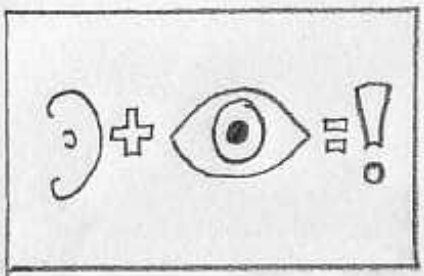
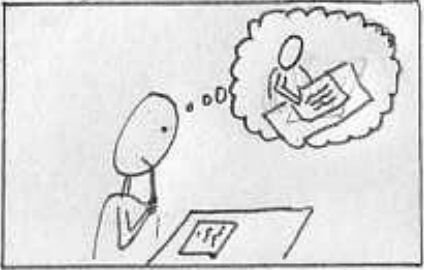
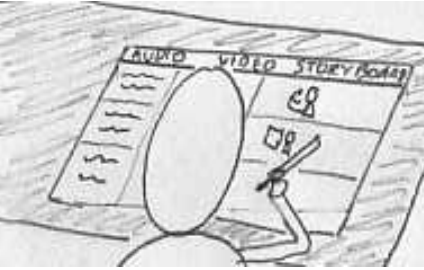

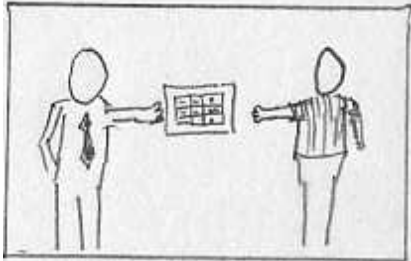
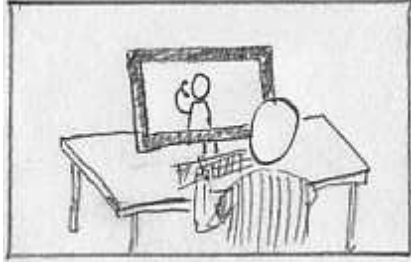


CUE #	AUDIO	VIDEO	STORYBOARD	CUE LENGTH (SECONDS)	RUNNING TIME (MIN:SEC)
1	<p>Many businesses need a short video that explains what they do, how their products work or the benefits of their services. This is how I write a script for a short business promo video.</p>	<p>Fade in text over blank background:</p> <p>"How I Write A Script For A Short Business Promo"</p>		12	12
2	<p>The first step is to interview the client about their product or service. I learn what makes the business special, the benefits they offer their customers and the desired call to action.</p>	<p>Animation:</p> <p>Man on the phone making notes during the call.</p>		10	22

CUE #	AUDIO	VIDEO	STORYBOARD	CUE LENGTH (SECONDS)	RUNNING TIME (MIN:SEC)
3	<b>My goal is to fully understand what the company does and the story they need to tell.</b>	Man at computer doing research.		7	29
4	<b>Next, I draft out the script's voice over, the spoken words you hear during a video.</b>	Close up of hand writing out the script.		4	33
5	<b>I listen to the flow by reading the script aloud and check the timing with a stopwatch.</b>	Man holding the script in left hand and stopwatch in right hand, reading aloud. A speech bubble appears with text in it.		4	37

CUE #	AUDIO	VIDEO	STORYBOARD	CUE LENGTH (SECONDS)	RUNNING TIME (MIN:SEC)
6	<b>The voice-over can tell part of the story, but it needs to be coordinated with what you see on the screen.</b>	Drawing of a ear appears, followed by a plus sign, an eye, an equal sign and finally an exclamation mark.		6	43
7	<b>I develop visual ideas for the animation, motion-graphics or live video.</b>	Man at a desk with blank paper in front of him, with a thought bubble. Inside the thought bubble is a picture of the man writing the script.		6	49
8	<b>The last step is drawing thumbnail size storyboards because, as they say, a picture is worth a thousand words.</b>	Close up view of the script with the man drawing the storyboard.		6	55

CUE #	AUDIO	VIDEO	STORYBOARD	CUE LENGTH (SECONDS)	RUNNING TIME (MIN:SEC)
9	<p><b>When the first draft is ready, the client reviews it and makes notes about the changes they'd like to see. Most scripts go through two revisions to reach the final draft.</b></p>	<p>Client (wearing a tie) is in an office. He holds the script in front of him.</p> <p>The client has a thought bubble, inside the thought bubble it reads "This is great!"</p>		10	1:05
10	<p><b>The finished script is sent to the animator or video producer,</b></p>	<p>Client hands the script to the animator.</p>		3	1:08
11	<p><b>who uses it as a blueprint for producing the video.</b></p>	<p>Animator at a computer is drawing picture. On the screen is a drawing of man on the phone (Cue #2)</p>		4	1:12
12	<p><b>END AUDIO</b></p>	<p><b>END VIDEO</b></p>			