

Woodward Writing

AWARD-WINNING SCRIPTWRITING SERVICES

5 steps to creating a clear, concise and captivating video script:

Discovery

I start by asking you some basic questions:

Goals:

What is the purpose of your video? To educate... inspire ... motivate? We'll explore the outcomes you want and what you'd like your audience to feel and do after they view the finished product.

Audiences:

Who is your primary audience? Your secondary and your tertiary? This is huge, because it often determines what approach to take. Millennials will react to a video one way for instance; Boomers another.

Length:

How long do you want your video to be? Some want it to be short, some long; many aren't sure. If the latter, I'll recommend the length based on the video's goals.

Content:

What points do you want to convey in your video? Some videos are fact laden; others deliver an emotional message without resorting to a single fact. I'll help you determine what to include.

Creative Approach:

How do we collectively determine which approach to take? That depends on what you'd like your audience to do or feel after they view your video. If you look at the Work section of this website, you'll see each video uses a different creative approach to convey its message. I'll help you determine which direction is most appropriate for your audience.

Research

A script will convey your information which I get in any number of ways.

Sometimes, it's exclusively from you; other times it's from your senior leadership. Sometimes it's from your website; other times from your PowerPoint presentation or brochure. I've had Subject Matter Experts demonstrate their products to me via Skype, and I've gone to client locations to witness a process and gather the information I need first-hand.

Ultimately, every script emanates from this simple premise: You give me the raw information you want to convey to your audience. The rest is just a matter of working out the details.

Treatment

The purpose of a treatment is to convey a suggested approach the script might take. This gives you the freedom and confidence to approve of a script's direction before it's even written.

As an example, below is an excerpt of a treatment submitted to the US Army. In this case, the production company, Braun Films, was tasked to produce a profile of a typical Army hospital for an internal audience.

Beneficiary Welcome Video Fort Gordon, GA Draft 2

Overview:

This video, not to exceed 3 minutes in length, will provide the viewer with an encapsulation of the mission and services provided by The Dwight D. Eisenhower Army Medical Center. As we tour the facility, both inside and out, we will hear from those who provide Soldiers and their families with medical guidance and healing: Doctors, Nurses, Therapists and staff. A voiceover narrator will be used to provide the opening, bridge between interview statements, and conclude the presentation. The outcome will generate positive feelings of confidence from the primary audience – those who will get treatment at one of the facilities, and their immediate families.

Prologue:

We'll open with B-Roll footage of the Center as our voiceover narrator makes an opening welcome statement:

Welcome to the Dwight D. Eisenhower Army Medical Center, a 300 bed general medicine and surgical hospital that offers world class care to Soldiers, Retirees and their families here at Fort Gordon. At Eisenhower, we proudly serve the men and women of the Army Signal Corps as well as the Cyber Center of Excellence. We understand the vital work you do for our nation, which is why our dedicated medical professionals strive daily to fulfill the medical center's mission ...

We show the mission statement as a graphic:

Provide consistent, high quality, comprehensive, accessible and safe healthcare while promoting wellness in our community.

...as our narrator introduces us to our first interview subject:

And how is this mission is accomplished? In multiple ways, as Dr. XX explains:

Body:

Now we hear from a group of doctors, nurses, therapists and staff who give us a series of short, impactful statements, as they address the following questions:

The Script

My scripts are submitted in a two column format. The visual column is normally sparse, giving only a general description of what the audience will see. The actual visuals are chosen by a producer or editor. The exception is when there is little or no narration, in which case the visuals are written to be very descriptive.

Below is the first page of a typical narration script. You can see the finished video in the WORK section of the website.

Bechtel
“The Race”
2 Minutes

	Video	Audio
1	Show runners getting set in their blocks.	Sound: Natural sound of race. The gun, the crowd, etc.
2	Show runners starting the race. Show slow motion from various angles.	Announcer: Even at the start of a race, there are ways to tell who will most likely finish first. We can look at the raw athletic talent of each runner. We can see who left the blocks first. And we can look at the experience of the runner’s coach. You are like these athletes with raw talent in your respective fields, and the ability to become leaders in your profession. You just need to start fast off the blocks, and have the preparation that an experienced coach can provide.
3	BHTS logo with various shots of employees.	Sound: Start music. Announcer: We are BHTS. A new organization employing the best and brightest technologists from Bechtel. What we offer is this:
4	Driving down a road. Oil refinery . Chemical liquids in beakers. City skyline at night. Second refinery shot.	Whether you plan to fuel the world with green gasoline, refine heavy oil into saleable products, provide chemicals to improve people’s lives or enhance energy efficiency, BHTS will help you make the right decisions at the outset of your project to dramatically improve its chance of success.
5	More track and field racing	We know the success of the race depends on how well you move off the blocks. And how well you were coached.

Value Added

Since I also know how to produce, I can make suggestions that will save you and your producers time and money.

Often, when I write, I know what pieces of music I'd want to use, and will make those recommendations accordingly.

If the script is to be narrated, I can recommend a plethora of actors who will add depth and fire to the words.

If the script is for a Federal government agency, I have connections at government studios who will shoot the video for you at no charge.

In short, you get much more than a writer with me.