[SkyrocketVideo.com script writing services (click here).](http://skyrocketvideo.com/)

Every video is based on a script first. The most important part of video creation is the script. For further detail [review this article](http://skyrocketyourbusiness.co.uk/write-powerful-video-explainer-script/).

The best converting video are ones that touch on the fears, aversions and desires of the target market they are addressing. For this reason we need to explore these elements and several others so that we can write a well crafted voice-over script that is designed to get conversions.

To establish what the script will need to cover – we need you to take the time to answer the following questions and send them back to us...

If you prefer to complete this form online simply go to:

<http://skyrocketyourbusiness.co.uk/script-writing-discovery-form/>

1. Where will your video be used?

2. Who are your target audience, you’re ideal customer (age range, balance of male to female, married / single, parents, location, profession, hobbies..etc)?

3. What specific service(s) do you want to promote in the video and why?

4. What problem or problems are your target audience currently experiencing that your service or product can help with and solve?

(Here please just state the problems - rather than how you solve them)

4a. In what way does your product or service help with or solve these problems?

5. What challenges are your audience currently experiencing right now trying to solve this problem or these problems?

(please just focus on the problem here rather than your solution)

6. What are your target audiences top 3 fears relating to this problem? (list other minor fears also if they are relevant)

7. What are the top 3 benefits your target audience would ideally want to be experiencing in their lives after having this problem solved?

Here explore the actual experiences they would love to be experiencing rather than just specific results. E.g. earning more money, better reputation, people recommending them, taking their family on holiday more often… able to relax… etc… You can list more than 3 if more come to mind.

8. What challenges have your audience experienced and are experiencing so far trying to solve this problem when using other services, suppliers or options?

(explore how this is effecting their lives also here)

9. What are the top 3 benefits your currently converted customers say they liked the most when using your service or products?

10. What makes your business stand-out when compared to your competition?

10a. If there are any specific features you need explaining in the script please describe them here:

11. If you could sum up the message you want to convey in your video in one sentence - what would it be?

12. How do you want your audience to feel after watching your video?

13. What 'call to action' do you want your audience to make after watching your video? (i.e. what do you want them to do)

14. Does your business or service currently have a slogan and/or USP?

14a. What is your website address?

15. What style of video do you like the style of?

NB: Review my portfolio and name a video you like the style of

Review them on Youtube (note the ones marked ‘custom’ are from my custom services instead of the standard): <https://www.youtube.com/user/skyrocketyourbiztv/videos>

16. What type of voice-over would your target audience respond to best: male or female / UK, USA, other?

17. What length of video are you envisioning for this project?

**CONTACT DETAILS**

You can get in touch with Darren and the team at SkyrocketVideo at:

**VIDEO SERVICES**

<http://skyrocketvideo.com>

**WEB DESIGN**

<http://skyrocketyourbusiness.co.uk>

**WEB & VIDEO SEO SERVICES**

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