



Video script

A two-column script: what we see on the left, what we hear on the right, with a time for every line. Read it out loud with a timer before anyone films a frame.

Video title

Client or team

Writer

Version and date

Inside

01	The idea in one line	2
02	Details	2
03	Script	2
—	Worked example	4
—	How many words fit	5
—	Before it goes to the client	5

Type into this PDF or use the Word file. Fill page 2 first: the one-line idea and the length decide how many words the script can hold.

01 The idea in one line

Who is watching, and what should they think or do when it ends? If this line is vague, the script will be too.

Who it is for

What they should do after watching

02 Details

Length sets the word count: about 150 spoken words a minute. The table on page 5 has the numbers.

Length

Shape (16:9, 9:16, 1:1)

Where it plays

Voice (voiceover, on camera)

03 Script

One row per shot or beat. Every line of sound needs a picture next to it, and every picture needs a reason to be there.

Time	Picture: what we see	Sound: what we hear

Worked example

A 60-second product explainer, filled in

Illustrative. A scheduling app for teams that work in shifts. About 70 words of voiceover, which leaves room to breathe at 60 seconds.

01 The idea in one line

Managers of shift teams who still plan the week in a spreadsheet.

Book a demo from the end card.

A real viewer and a single action. Everything in the script serves this line.

02 Details

60 seconds

16:9, plus a 1:1 cut

Website and
LinkedIn

Voiceover

The length and the shape are fixed before writing, so the word count is known.

03 Script

Picture and sound do different jobs. The voice never describes what we can already see.

Time	Picture: what we see	Sound: what we hear
0:00	Close on a phone buzzing on a desk. Three calendar alerts stack up.	SFX: phone buzz. VO: Monday, 9:02. Three people, one shift.
0:05	A manager drags names around a crowded spreadsheet, sighs.	VO: Most teams still plan the week in a spreadsheet, and it breaks the moment someone is out. Music: soft pulse starts.
0:15	Screen recording: one click and the week fills in. Names slide into place.	VO: The app builds the rota for you. It knows who is off, who is trained and who worked last weekend.
0:30	Three quick shots: a nurse, a barista, a warehouse lead, each checking a phone.	VO: Everyone sees their week on their phone, and swaps happen in the app, not in a group chat.
0:45	The manager closes the laptop and leaves on time.	VO: Planning takes minutes, not a morning. Music: lifts.
0:55	End card: logo, "Book a demo" and the web address.	VO: Book a demo today. Music: hit, then out.

How many words fit

About 150 spoken words a minute is a common pace for voiceover. Go slower for a complex product or a calm brand.

Length	Words of voiceover	What fits
15 seconds	30 to 40	One idea and the name
30 seconds	65 to 75	The problem, the product, one proof, the call to action
60 seconds	130 to 150	A short story with two or three points
90 seconds	200 to 225	A full explainer with a demo
2 minutes	260 to 300	A walkthrough or a customer story

Before it goes to the client

Seven checks that catch most script problems while they are still cheap to fix.

- ☐ **You read it out loud with a timer.**
If it runs long, cut words. Speaking faster is not the fix.
- ☐ **Every line of sound has a picture.**
An empty picture cell means someone will fill it with stock footage on the day.
- ☐ **The voice does not describe the picture.**
"Here is our dashboard" over a shot of the dashboard wastes three seconds.
- ☐ **There is one message.**
If the viewer remembers one thing, which is it? Cut what fights it.
- ☐ **The call to action is said and shown.**
Spoken in the voiceover and written on the end card.
- ☐ **It works with the sound off.**
Many people start watching muted. Plan captions or text on screen for the key lines.
- ☐ **Names, numbers and claims are checked.**
Product names, prices and any claim legal will ask about, before the voice is recorded.