How to write a video script

1.   *Choose your target audience*

     Your target audience for your video script may impact: the length and format of your video, where you post your video, setting, costume and lighting.

2.   *Set a goal for your video script*

     Why are you making this video? Think about the problem you're hoping this video will solve.

3.   *Choose the main character for your video*

     Choosing the main character for your video before you begin your script will help you focus on telling a story. This will help your audience connect and engage with your video.

4.   *Create a brief*

     Focus on your goals, topic and takeaways in your brief.

5.   *Use your brief to write an outline*

     Start with a well-structured outline. Many video scripts follow a three-part structure that includes: an introduction and hook to draw viewers into your video; a problem, pain point or question comes up; a conclusion and resolution of the problem, including a call-to-action.

6.   *Start writing your script, section by section*

     A good script makes it easy for the people on camera to get their messages across while sounding and acting naturally (Write conversationally, make it thorough including any necessary information, write for the audience and the platform, script every single word).

7.   *Edit your video script*

     It's worth doing two or three rounds of edits to cut any unnecessary words in your writing.

8.   *Do a verbal run-through off-camera*

     Reading your video script out loud can help you make the language more conversational and your sentences shorter.

8 Tips to create a successful video tutorial

1. Select the right tools: right microphone, select screencasting software
   (es. RecTrace => https://www.cincopa.com/rectrace/welcome?utm_source=online-pages-blog&utm_campaign=on-going&utm_medium=pot-rectrace&utm_term=word;

2. Choose the right recording location;

3. Rehearse before recording;

4. Keep tasks simple and clear (clear beginning, middle and end);

5. Think about your viewers;

6. Edit post-production: add annotations, chapters and closed captions;

7. Upload your tutorial video to the right platform;

8. Use analytics to track viewer engagement;