



SHOOTSTA'S SCRIPT TEMPLATE

FOR SALES TEAMS

SCRIPT What will you say?	PIECE-TO-CAMERA OR CUTAWAYS What video footage will we see?	<input checked="" type="checkbox"/>
Hey [NAME] it's [YOUR NAME] from [YOUR COMPANY] .	Piece-to-camera (= you talking to camera)	<input type="checkbox"/>
Thank you for connecting with me on [PLATFORM / EVENT] . So here's a video for you to share with the team at [COMPANY] that explains how we're helping our clients to XXXX .	Piece-to-camera	<input type="checkbox"/>
So how do we do this? We provide XXXA . We can even provide XXXB and XXXC .	Piece-to-camera	<input type="checkbox"/>
	Cutaway of XXXA (= video footage of what you're talking about)	<input type="checkbox"/>
	Cutaway of XXXB	<input type="checkbox"/>
Now, if XXXX don't worry, our XXXD will ensure XXXX .	Cutaway of XXXC	<input type="checkbox"/>
	Piece-to-camera	<input type="checkbox"/>
Our service means you can XXXE .	Cutaway of XXXD	<input type="checkbox"/>
	Piece-to-camera	<input type="checkbox"/>
[NAME], I really believe our innovative approach can have some wonderful benefits for your business, I look forward to catching up with you soon, until then [NAME] .	Cutaway of XXXE	<input type="checkbox"/>
	Piece-to-camera	<input type="checkbox"/>