**60-Second Explainer Video Script Template**

| **Description** | **Time** | **Narration** | **Visuals** |
| --- | --- | --- | --- |
| **Opening Hook** | 0-5s | [Grab attention with a thought-provoking question or statement] | [Dynamic visuals to captivate viewers' interest] |
| **Problem Identification** | 5-15s | [Highlight a common pain point or challenge] | [Visuals depicting the identified problem] |
| **Solution Introduction** | 15-25s | [Introduce your product or service as the solution] | [Show a teaser of the solution, hinting at benefits] |
| **Key Features Highlight** | 25-35s | [Highlight the key features that set your solution apart] | [Visually showcase the features with animated graphics] |
| **How it Works** | 35-45s | [Provide a brief overview of how the solution works] | [Animated demonstration of the solution in action] |
| **Benefits and Value Proposition** | 45-55s | [Articulate the benefits users will gain] | [Visuals demonstrating positive outcomes and advantages] |
| **Call to Action** | 55-60s | [Encourage a specific action, such as a sign-up or trial] | [Display a clear call-to-action and relevant visuals] |

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| --- | --- | --- | --- |
| **Opening Hook** | 0-5s | "Ever wish you could effortlessly organize your chaotic schedule?" | High-energy visuals of a cluttered calendar, stressed individuals. |
| **Problem Identification** | 5-15s | "We get it. Life is busy, and staying organized can be a real challenge." | Clips of people struggling with messy schedules, missed appointments. |
| **Solution Introduction** | 15-25s | "Introducing SyncPro, the ultimate solution to streamline your life." | Sleek animation of SyncPro logo and app interface. |
| **Key Features Highlight** | 25-35s | "SyncPro syncs all your calendars, tasks, and reminders in one place." | Visual breakdown of the app syncing multiple calendars. |
| **How it Works** | 35-45s | "Simply connect your existing calendars and let SyncPro do the rest." | Animation showing calendars connecting and syncing in real-time. |
| **Benefits and Time-Saving** | 45-55s | "Save time, reduce stress, and regain control of your daily life with SyncPro." | Before-and-after scenarios showing the ease and efficiency of using SyncPro. |
| **Call to Action** | 55-60s | "Ready to take charge of your schedule? Download SyncPro now and make every day more manageable." | Screen transitions to a call-to-action button and download link. |

**90-Second Explainer Video Script Template**

| **Description** | **Time** | **Narration** | **Visuals** |
| --- | --- | --- | --- |
| **Opening Hook** | 0-10s | [Engage with a captivating hook or scenario] | [Dynamic visuals to immediately capture attention] |
| **Background and Context** | 10-25s | [Provide context or background information] | [Visually depict the situation or context being addressed] |
| **Problem Identification** | 25-40s | [Highlight a significant pain point or challenge] | [Visuals illustrating the identified problem] |
| **Solution Introduction** | 40-55s | [Introduce your product or service as the ideal solution] | [Showcase the solution briefly with intriguing visuals] |
| **Key Features Highlight** | 55-70s | [Detail the key features that make your solution unique] | [Animated graphics demonstrating each key feature] |
| **How it Works** | 70-80s | [Provide a step-by-step overview of how the solution works] | [Animated demonstration of the solution in action] |
| **Benefits and Value Proposition** | 80-90s | [Articulate the broader benefits users will experience] | [Visuals showing positive outcomes and advantages] |
| **Call to Action** | 90-95s | [Encourage a specific action, such as signing up or trying a demo] | [Display a compelling call-to-action and relevant visuals] |

**90-Second Explainer Video Script Example**

| **Description** | **Time** | **Narration** | **Visuals** |
| --- | --- | --- | --- |
| **Opening Hook** | 0-10 seconds | "Imagine a world where achieving [desired outcome] is effortless." | - Engaging visuals depicting a world of ease and success. |
| **Presenting the Challenge** | 10-25 seconds | "But the reality is many struggle with [common challenges]." | - Visual representation of the challenge through relatable scenarios. |
| **Unveiling the Solution** | 25-40 seconds | "That's where [Your Product/Service] steps in, changing the game." | - Showcase the product or service as a transformative solution. |
| **Key Features** | 40-55 seconds | "Discover the unique features that make [Your Product/Service] a game-changer." | - Animated highlights of key features with compelling visuals. |
|  |  | - "[Feature 1] for [benefit]." | - Visual representation of Feature 1 and its benefits. |
|  |  | - "[Feature 2] to [another benefit]." | - Visual representation of Feature 2 and its associated benefits. |
|  |  | - "[Feature 3] ensuring [additional benefit]." | - Visual representation of Feature 3 and its associated benefits. |
| **Seamless Integration** | 55-70 seconds | "See how seamlessly [Your Product/Service] integrates into your life." | - Animated demonstration of the product or service seamlessly fitting into daily routines. |
| **Real-world Impact** | 70-80 seconds | "Witness the real-world impact of [Your Product/Service] in action." | - Showcase scenarios where the product or service creates positive outcomes. |
| **Call to Action** | 80-85 seconds | "Ready to experience the change? Click 'Order Now' or call us at [Phone Number]." | - Visual emphasis on a clickable button or contact information. |
| **Closing** | 85-90 seconds | "Empower your [audience] with [Your Product/Service]. Your journey to [desired outcome] starts now." | - Final animation with a memorable tagline and branding elements. |