

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]

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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.