**60-Second Whiteboard video Script Template**

| **Description** | **Time** | **Narration** | **Visuals** |
| --- | --- | --- | --- |
| **Opening Scene** | 0:00 | Welcome to [Your Company/Product Name] | Whiteboard background, logo appears |
| **Problem Statement** | 0:05 | Identify a common problem in your industry | Whiteboard illustration of the problem |
| **Pain Points** | 0:10 | Narrate the pain points of the problem | Visual representation of the pain points |
| **Transition to Solution** | 0:15 | Introduce [Your Product/Service] | Draw a door opening to reveal the solution |
| **Highlight Features** | 0:20 | Briefly describe key features/benefits | Illustrate features being written on the board |
| **How it Works** | 0:30 | Explain the process or solution steps | Whiteboard animation demonstrating the process |
| **Call to Action** | 0:45 | Encourage viewers to take the next step | Display a clear call-to-action message |
| **Benefits Reinforcement** | 0:50 | Reiterate the benefits of the solution | Highlight key benefits on the whiteboard |
| **Closing** | 0:55 | Thank viewers and invite engagement | Conclude with a thank you message |

**60-Second Whiteboard video Script Example**

| **Description** | **Time** | **Narration** | **Visuals** |
| --- | --- | --- | --- |
| **Opening Scene** | 0:00 | Welcome to SwiftHealth Solutions | Whiteboard background, logo appears |
| **Problem Statement** | 0:05 | In today's fast-paced world, healthcare professionals struggle with outdated systems, hindering efficient patient care. | Whiteboard illustration of a stressed healthcare worker surrounded by cumbersome paperwork. |
| **Pain Points** | 0:10 | Endless paperwork, time-consuming tasks, and communication gaps lead to frustration and compromises patient well-being. | Visual representation of overflowing paperwork, clocks ticking, and communication lines crossed out. |
| **Transition to Solution** | 0:15 | Introducing MedEase, our revolutionary healthcare management system. | Draw a door opening, revealing the MedEase solution with a bright light shining through. |
| **Highlight Features** | 0:20 | MedEase streamlines patient records, automates administrative tasks, and enhances communication among healthcare teams. | Illustrate features like organized records, automated tasks, and connected healthcare professionals. |
| **How it Works** | 0:30 | Watch as MedEase simplifies workflows, allowing doctors, nurses, and staff to focus on what matters most – patient care. | Whiteboard animation demonstrating the streamlined process and happier healthcare professionals. |
| **Call to Action** | 0:45 | Ready to transform your healthcare experience? Visit swifthealthsolutions.com/medease and embrace a new era of efficient healthcare. | Display a clear call-to-action message with the website URL. |
| **Benefits Reinforcement** | 0:50 | MedEase – Empowering healthcare, one click at a time. | Highlight key benefits on the whiteboard with uplifting visuals. |
| **Closing** | 0:55 | Thank you for choosing SwiftHealth Solutions. Join us in revolutionizing healthcare for a healthier tomorrow. | Conclude with a thank-you message and logo fading in. |