**60-Second How-to Video Script Template**

| **Description** | **Time** | **Narration** | **Visuals** |
| --- | --- | --- | --- |
| **Introduction** | 0:05 | Start with an attention-grabbing question or statement that creates curiosity about the product/service/app's purpose or benefits, setting the context for the how-to and its relevance to the audience.  | Engaging visuals that sparks curiosity or sets the tone for the product/service/app. Text or animation introducing the topic of the how-to. |
| **Problem Identification** | 0:10 | Identify a common problem or challenge that the how-to video will address. Connect with the audience's needs or pain points. | Visual representation or animation highlighting the identified problem. |
| **Objective Statement** | 0:15 | Clearly state the objective of the how-to video, outlining what viewers will learn or accomplish by the end. | Text or animated bullet points summarizing the how-to's goals. |
| **Required Materials** | 0:20 | Present the materials or tools needed for the task. Ensure clarity on what viewers should have ready before starting. | Images or animations showcasing required materials or tools. |
| **Step-by-Step Instructions** | 0:35 | Present the instructions in a clear step-by-step format. Clearly and concisely explain each step, allowing time for viewers to process the information. | Screen recordings, animations, or live demonstrations of each step. |
| **Tips and Tricks** | 0:40 | Offer additional tips or insights that can enhance the viewer's understanding or make the task easier. | Text overlays or animations providing additional tips and insights. |
| **Troubleshooting** | 0:45 | Anticipate common challenges or mistakes and provide solutions or troubleshooting tips. | Visuals demonstrating common issues and effective solutions. |
| **Recap** | 0:55 | Summarize the key points covered in the how-to, reinforcing the main takeaways. | Text or animated recap highlighting the how-to's key steps and tips. |
| **Closing** | 1:00 | Conclude with a thank you and encourage viewers to try the how-to themselves. | Thank-you message, encouraging visuals, and a fade-out. |

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| --- | --- | --- | --- |
| **Introduction** | 0:05 | Welcome to QuickClean Pro, the revolutionary app that transforms your cluttered digital space. | Animated text: "Introducing QuickClean Pro - Simplify Your Digital Life." |
| **Problem Identification** | 0:10 | We understand the frustration of managing a cluttered phone with redundant files and disorganized apps. | Animation showing a cluttered phone screen with files and apps scattered. |
| **Objective Statement** | 0:15 | Today, we'll show you how to use QuickClean Pro to declutter your phone, boost performance, and reclaim storage space. | Text points: "Objective - Declutter, Boost Performance, Reclaim Space." |
| **Required Materials** | 0:20 | Before we begin, ensure you have your smartphone and QuickClean Pro installed from the app store. | Images of a smartphone and the QuickClean Pro app icon. |
| **Step-by-Step Instructions** | 0:35 | Step 1: Open QuickClean Pro. Step 2: Select 'Scan' to analyze your device. Step 3: Review suggested optimizations. | Screen recordings demonstrating each step on the QuickClean Pro app interface. |
| **Tips and Tricks** | 0:40 | Pro Tip: Schedule regular scans for automated maintenance, and use the 'Quick Boost' feature for instant performance enhancement. | Text overlay: "Pro Tips for Efficient Phone Maintenance." |
| **Troubleshooting** | 0:45 | Encountered issues? Ensure the app is updated or visit our support page for FAQs and troubleshooting guides. | Visuals: App update process and screenshots of the support page. |
| **Recap** | 0:55 | To recap, QuickClean Pro streamlines your phone for optimal performance. Declutter effortlessly and enjoy a smoother digital experience. | Animated text recap: "QuickClean Pro - Your Shortcut to a Cleaner Phone." |
| **Closing** | 1:00 | Thank you for choosing QuickClean Pro. Download now and experience the joy of a clutter-free, high-performance smartphone. | Thank-you message, app logo, and a fade-out with a happy user on a cleaned phone. |

**90-Second How-to Video Script Example**

| **Description** | **Time** | **Narration** | **Visuals** |
| --- | --- | --- | --- |
| **Introduction** | 0-10s | Welcome to SnapFit, the ultimate fitness app revolutionizing your workout routine. Ever wished for a personalized fitness companion in your pocket? | Energetic visuals of people exercising, paired with text: "Introducing SnapFit - Your Fitness Partner Anytime, Anywhere." |
| **Problem Identification** | 10-20s | We get it - finding the right workout routine can be overwhelming, and staying motivated is a challenge. Let's solve that together. | Animation showing confused individuals surrounded by fitness options. |
| **Objective Statement** | 20-30s | Today, we'll guide you on using SnapFit to create a tailored workout plan, ensuring you stay motivated and achieve your fitness goals. | Text points: "Objective - Personalized Workouts, Motivation, Goal Achievement." |
| **Required Materials** | 30-35s | Before we start, ensure SnapFit is downloaded, and have your fitness goals in mind. Let's turn those goals into a reality. | Images of a smartphone with SnapFit installed and a person contemplating fitness goals. |
| **Step-by-Step Instructions** | 35-55s | Step 1: Launch SnapFit, set specific fitness goals tailored to your journey. Step 2: Explore diverse, curated workouts aligned with your fitness preferences. Step 3: Personalize your workout plan with specific days, durations, and intensity. Step 4: Access detailed exercise guides for optimal performance and form. Step 5: Track progress seamlessly, celebrate achievements, and stay motivated. | Screen recordings demonstrating each step on the SnapFit app interface. |
| **Tips and Tricks** | 55-70s | Pro Tip: Use the progress tracker to celebrate milestones, and set reminders for your workouts. Consistency is key to success. | Text overlay: "Pro Tips for a Successful Fitness Journey." |
| **Troubleshooting** | 70-90s | Facing issues? Check your internet connection or visit our support section for FAQs. We're here to make your fitness journey seamless. | Visuals: Troubleshooting steps on the app and screenshots of the support section. |
| **Recap** | 90-110s | To recap, SnapFit empowers you with personalized fitness plans and motivation. Let's transform your workout routine together. | Animated text recap: "SnapFit - Your Partner in Fitness Transformation." |
| **Closing** | 110-130s | Thanks for choosing SnapFit. Download now and embark on your journey to a healthier, fitter you. Your fitness revolution starts here. | Thank-you message, app logo, and a fade-out with a fit and happy individual. |