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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Description	Time	Narration	Visuals
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.

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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	Visuals: Troubleshooting steps on the app and screenshots of the

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		journey seamless.	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.

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