

Membership Site Tour

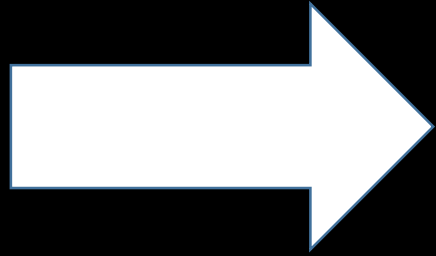
Tutorial

Salespage Video

Affiliate Product Demo

# THE SCIENCE OF SCRIPTING AND STORYBOARDING





Planning

Recording

Editing

Producing

# PHASES OF VIDEO CREATION

# BENEFITS OF A STORYBOARD

- Both you and clients can see easily and ***exactly*** how your video is going to be mapped out and what it will look like.
- You can be sure everything is covered and you're not leaving out any **crucial** topics or ideas.
- You'll save time by having a solid screen recording/PPT slide list that will make the creation process go **more smoothly**.

# STEPS TO CREATE A STORYBOARD

- 1 RESEARCH/BRAINSTORMING
- 2 SCRIPT DRAFT
- 3 REVISED SCRIPT
- 4 STORYBOARD

# MEMBERSHIP SITE TOUR

# WHY WOULD YOU WANT TO CREATE A WELCOME OR SITE TOUR?

Help users get the most of the site and allows you to point out the benefits that may otherwise go unnoticed. Increase retention and ease of use.

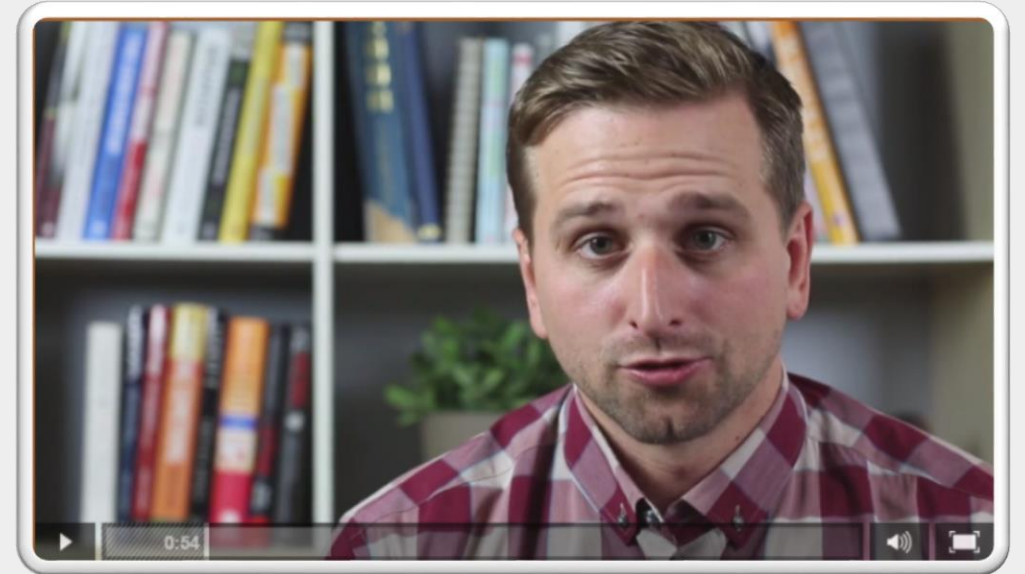
## RESEARCH AND BRAINSTORM

Before you script your tour, write out the story of the user who is going to experience the tour. Figure out who the user is, and what they will think and do throughout the process.



## RESEARCH AND BRAINSTORM

Review Videos or Welcome documents of other Membership Sites you belong to.





# DRAFT VERSION

## Screencast Video Coaching Guided Tour: Draft

Hi, I'm Michelle Schoen- one half of the team behind the Screencast Video Coaching program here at Learn Camtasia. Here's a picture of Lon (Lon says something).

We're happy you're here. Our goal is to help you make progress with your videos. Every single week.

To help you we created the webinars and the community that you will find behind the Screencast Video Coaching site (which I'll call SVC cause it's easier) because we want to give you the weekly mentoring, tips and techniques you can use to create a business you can be proud of.

What your about to watch is a guided video to show you around so that you can get the most of this membership.

What we have here behind the membership site is three main parts

The Coaching Webinars – which you will be invited to each week. Lon runs the one's on Tuesday night at 7 pm EST and I do the ones Wednesdays at 11 EST. The content of these webinars are based on the questions YOU submit to us each week and can be as simple how as “How do I choose a topic for a video” or more technical such as “What's the best way to enhance my audio so I sound like a radio announcer?”. We will also demo cool resources and screencasting techniques when we run out of questions. We are also available on these sessions to help you create a plan and be accountable to us for meeting your goals. Just ask us for that assistance on the registration form. And as long as you continue to be an active

# REVISED VERSION

## Screencast Video Coaching Guided Tour: Script for video

Hi, I'm Michelle Schoen- one half of the team behind the Screencast Video Coaching program here at Learn Camtasia. Here's a picture of Lon (Lon says something).

We're happy you're here. Our goal is to help you make progress with the quality, professionalism, and effectiveness of your videos. Every single week.

If that's **your** goal also, then you're in the right place!

To achieve these goals, we've created the webinars, community, support, and resources that you will find right here in the Screencast Video [Coaching](#) site (which I'll call SVC cause it's easier).

In this short video, I'll give you a guided tour of what's here, how to make the most of the content, and the 4 steps you should take to get started successfully.

Let's get started!

### **STEP 1: Membership Tour**

Your Screencast Coaching Membership has several main parts:

#### **1. LIVE Coaching Webinars**

As you know, one of the best ways to make progress fast is to learn from a mentor or coach. That's why you're here, right?

# STORYBOARD VERSION

## Screencast Video Coaching Guided Tour: Storyboard

1 MS	<p>Hi, I'm Michelle Schoen- one half of the team behind the Screencast Video Coaching program here at Learn Camtasia.</p> <p>And, I'm Lon Naylor. We're happy you're here.</p>	<p>Image of Michelle</p> <p>Image of Lon appears</p>
2 LN	<p>Our goal is to help you make progress with the quality, professionalism, and effectiveness of your videos. Every single week.</p> <p>If that's <b>your</b> goal also, then you're in the right place!</p>	<p>Image of Lon (Lon Narrates)</p> <p>Words: quality, professionalism, and effectiveness appear on screen.</p>
3 LN	<p>And achieve these goals, we've created the webinars, community, support, and resources that you will find right here in the Screencast Video Coaching site.</p>	<p>Show <u>Salespage</u></p>
4 LN	<p>In this short video, Michelle's <u>gonna</u> give you a guided tour of what's here, how to make the most of the content, and the 4 steps you should take to get started successfully.</p>	<p>Show part of web page with our photos with arrow pointing to Michelle.</p>

## WEBSITE TOUR ACTIVITY:

- 1 LIST 5 PLACES ON YOUR SITE YOU WOULDN'T WANT PEOPLE TO OVERLOOK**
- 2 VISIT A HANDFUL OF OTHER SITES TO LOOK AT THEIR TOURS**
- 3 WRITE OUT A ONE MINUTE WELCOME/TOUR OF YOUR SITE**

SHARE ON OUR FACEBOOK FORUM OR IN THE NEXT SVC SESSION

## RESOURCES

- 1** [297 Flabby Words and Phrases That Rob Your Writing of All Its Power](http://boostblogtraffic.com/weak-writing/)  
**HTTP://BOOSTBLOGTRAFFIC.COM/WEAK-WRITING/**
- 2** [7 Techniques for Reducing Wordiness in Your eLearning Courses](http://info.shiftelearning.com/blog/7-techniques-for-reducing-wordiness-in-your-elearning-courses)  
<http://info.shiftelearning.com/blog/7-techniques-for-reducing-wordiness-in-your-elearning-courses>

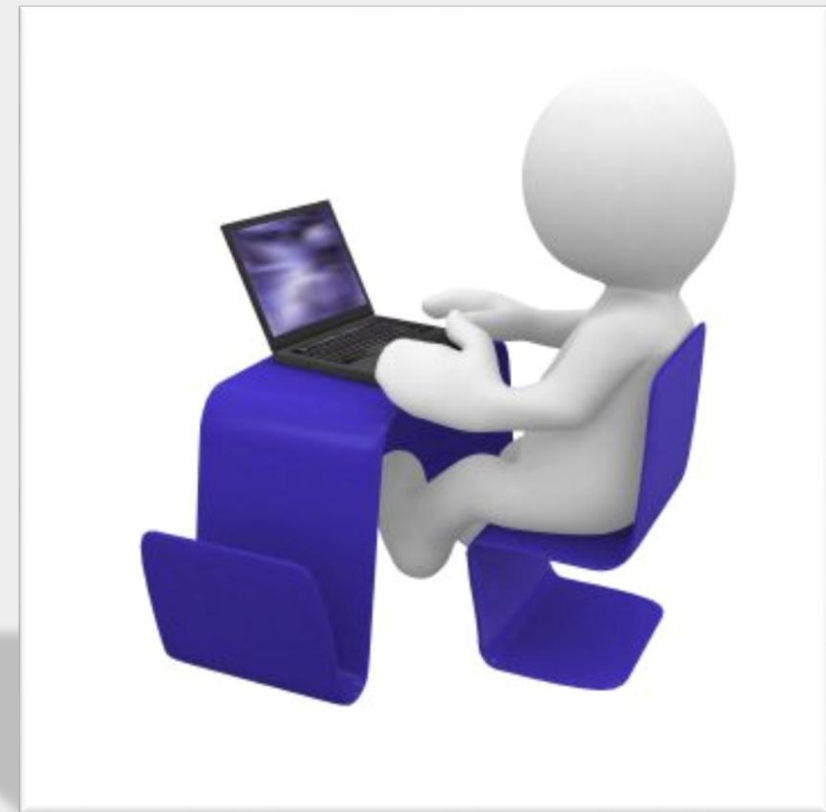
Membership Site Tour

Software Demo

Salespage Video

Affiliate Product  
Demo

# THE SCIENCE OF SCRIPTING AND STORYBOARDING



Next Session: **Software Demo Scripts**