60-SECOND VIDEO SCRIPT TEMPLATE

Two columns: what we see and what we hear. About 150 spoken words fit in 60 seconds.

Scene	Time	Visual (what we see)	Voiceover (what we hear)
1. Hook	0:00–0:08	The viewer's problem, shown in one striking image	One line that names the problem in the viewer's words
2. Problem	0:08–0:20	What the problem costs them: time, money, stress	Two or three short lines. Make it felt, briefly
3. Solution	0:20–0:30	Your product enters as the turning point	Name the product and the one thing it does
4. How it works	0:30–0:48	Three steps at most, shown rather than listed	One line per step
5. Proof or benefit	0:48–0:54	The outcome: the happy version of scene 1	The result, as specifically as you can honestly say it
6. Call to action	0:54–1:00	Logo, URL and the action on screen	One clear next step, spoken and shown

YOUR SCRIPT

Fill in one row per scene. Count only the voiceover words.

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1. Hook	0:00–0:08		
2. Problem	0:08–0:20		
3. Solution	0:20–0:30		
4. How it works	0:30–0:48		
5. Proof or benefit	0:48–0:54		
6. Call to action	0:54–1:00		

FILLED EXAMPLE: ROTAWISE (FICTIONAL)

A 60-second explainer for a fictional rota app. About 90 voiceover words.

Scene	Time	Visual	Voiceover
1	0:00–0:08	Sunday night. A café manager, Maya, stares at a spreadsheet full of red cells	It's Sunday night, and Maya's still building next week's rota.
2	0:08–0:20	Phone buzzing with swap requests; a sticky note reads "Who's on Friday??"	Holiday requests in one inbox. Shift swaps in another. And someone always ends up working three closes in a row.
3	0:20–0:30	The spreadsheet folds away; the Rotawise app opens on her phone	Meet Rotawise. It builds a fair rota for you, in minutes.
4	0:30–0:48	Three quick beats: staff tap availability; the rota fills itself; a swap is approved with one tap	Your team adds their availability. Rotawise builds the rota around it, fairly. And when someone needs a swap, they ask in the app, and you approve it with a tap.
5	0:48–0:54	Maya closes her laptop at 7 pm and joins friends	No spreadsheets. No Sunday nights. Just a rota everyone can live with.
6	0:54–1:00	Logo, "Start your free trial at rotawise.example"	Try Rotawise free today.