

# Everyone's Favorite Video Script

*The whole script fits on a Post-it. Hook, one idea, one reason why, stop. That is the default shape of a video that earns inbound without turning you into a full-time creator.*

## 1 Hook

Open with the **specific, unfinished line** that makes the right person stop scrolling. One real pain, said out loud. If it could go on a billboard, it works.

## 2 One idea

Pick **one** thing to say. Not three. The mistake most beginners make is trying to teach everything. Plan the hook and this idea, then improvise the rest.

## 3 One reason why

Give **one** reason your idea matters. What happens for the viewer if they believe it, what it costs them if they do not. Never make a point without a story.

## 4 Stop

Close the loop on your hook, then **stop**. Most videos do not need a CTA. Let your profile do the converting. End on the bow, not a sales pitch.

### THE 5-MINUTE RULE

#### **Five minutes or five tries, whichever comes first.**

Then ship the rough draft. The script is not the work. Posting is the work. One person, one question, one video. Done beats perfect every time.