



Easy-To-Use Formulas For Video Ad Scripts That Engage And Convert

When writing a video ad script for YouTube, there are a couple of simple formulas you can go by as a guide. These help ensure that you cover all the essentials in a logical, concise manner.

1. POSER - This five-part framework tackles the necessities a viewer needs to know about your offer before inviting them to convert.

P - Promise

What will you be able to do as a result of the product offered?

Example: If you are a service professional selling contracts to individuals or small businesses, then I'm going to help you make a lot more profit and work way less hours.

O - Obstacle

What are the commonly encountered hurdles to achieving the desired result?

Example: When you're a service professional, one of the challenges you continually have is that you're often selling your time for money, and all your available hours in your calendar are blocked up with clients.

S - Solution

How do you get around the aforementioned challenge(s)?

Example: What you can do is actually score your clients and eliminate the ones who are taking up too much bandwidth, far more than they deserve. Then find the very best clients and optimize your client profile for only those good customers.

E - Example

Give an example of how the solution works, maybe using your own or a client result.

Example: With my own client base, I actually reduced the number of clients that I had from 35 down to 27. And because there were now only really good clients, and no bad ones, I was able to work half the hours that I worked before.

R - Reach/Result

Invite the viewer to reach for similar results using your product.

Example: If you want to learn about that and several other techniques, then grab



a copy of Work Less Make More on Amazon or Audible. You can find out how to do that, and so many other things.

2. 3H - A feature in YouTube ads called bumper ads utilizes seven-second, non-skippable ads that are placed between cold, warm and hot videos to help people engage. The 3H formula is an ideal framework for these ads, usually if you've got something ecommerce-based, i.e. a physical product. It basically covers:

Here's what I've got...
Here's what it does...
Here's how to get it...

Example: I've got this cool YETI cooler. Put water in it, and it stays cool for 27 hours. It's great for camping trips, great for ball games. Want it now? We've got a coupon for first time buyers who opt in. Grab it now.

Get more help with effective YouTube ad scripting from Patrick Kenney at GetYouBooked.com

Access world class business expertise inside [SuperFastBusiness membership](#)