

Explainer Video Script Template

Source course section

Draft a 60-second product education script that shows the old workflow, AI action, human control, output, and CTA.

60-Second Structure

- 0-10s: Name the old workflow pain in plain language.
- 10-25s: Show the exact product input and the AI action.
- 25-40s: Show human review, safeguards, and what stays under user control.
- 40-50s: Show the output and business result.
- 50-60s: Close with one CTA and one trust point.

Script Fields

- Audience: _____
- Workflow before product: _____
- Product action: _____
- Review/control point: _____
- Output/result: _____
- CTA: _____

Storyboard Shot List

- Old workflow screen or sketch.
- Input moment.
- AI action or generation moment.
- Review/edit/approve moment.
- Final output and result.
- CTA screen.

Owner Notes

Owner	
Due date	
Status	
Next edit	