

# THE 1-MINUTE VIDEO AD BLUEPRINT

Create a Video to Sell Your Products and Grow Your Business

Creating a 1-minute video is as easy as piecing together these 4 components.  
Once you have all 4 components written out, put them together to create your video script.

<b>Hook</b> First 3 seconds	
<b>Ignite Pain</b> 12 seconds	
<b>Describe Solution</b> 35 seconds	
<b>Call to Action</b> 10 seconds	
<b>TOTAL TIME: 60 seconds</b>	