



VISUAL COMMUNICATION STUDIOS

PROBLEM/SOLUTION SCRIPT TEMPLATE

What This Script Is

The problem/solution script, as you might guess, describes and builds up the problem before releasing the tension with a perfect, unique solution and a ton of benefits.

When Is Appropriate To Use?

This script is perfect for videos 95% of the time. It educates the audience, describes why your company is a perfect fit, and sends them on their way to a specific, actionable step.

Perfect For Which Audience?

The problem/solution script is a great all-purpose outline and can be adapted and successful in most situations: external/internal advertising and medium/low/high awareness.

- **External:** Advertising out in the “wild jungle” of Google AdWords, YouTube, list rentals, Taboola, Adblade, etc. External ads may target high awareness audiences if they run on specific keywords and have specific ad creative headlines. But external ads often catch medium/low awareness audiences. This style video can be adapted well for both.
- **Internal:** Advertising on your website, your list, with an audience who already knows you. In this case you might expect a high awareness audience who does not need to start with a high-level overview but can get right down to brass tacks.
- **Medium/Low Awareness:** If the audience in the advertising space has medium or low awareness, the “problem” first half can be more educational--e.g. informing the audience of a problem they might have but have not noticed or could not describe.
- **High Awareness:** If the audience in the advertising space has high awareness, the “problem” first half can be more resonant--e.g. simply getting the audience to identify with the problem.

Outline

- What problem does your demographic have?
 - what does your demographic want to achieve or attain?
 - what stands in the way of achieving or attaining that?
 - describe the “lost benefit” of the problem (e.g. Because Captain Tim did not have a map, **he could not find the treasure**)
 - describe the “new difficulty” of the problem (e.g. Because Captain Tim did not have a map, **he got lost three days in the swamp**)
- Tighten the screws... “reverse benefit” ... what problems do the benefits solve? We can anticipate those benefits by listing only those problems here
 - Brainstorming Worksheet: Brainstorm 1-3 problems that anticipate the service/product benefit
 - Benefit #1 _____ >> solves this problem >> _____
 - Benefit #2 _____ >> solves this problem >> _____

- Benefit #3 _____ >> solves this problem >> _____
- [Verified customer reviews] Certified data collection process prevents companies and providers from reporting on themselves or their competitors.
>> **solves this problem** >> Mr. Mills was concerned that the free online reviews he read weren't to be trusted; he was wondering if companies would praise themselves and slander their competitors in the free review boards that were never verified by a trusted 3rd party
- The healthcare dashboard uses a quality algorithm to locate the best specialists from a series of rankings, that are in your area, that accept your insurance
>> **solves this problem** >> Steve wasn't sure that his local doctor could perform the special treatment, and he didn't have enough money to fly across the country to see some big shot specialist
- Acme Health Plan Exchange has a team of certified representatives who can answer clients' questions 24/7 by telephone or online chat
>> **solves this problem** >> Billy the insurance broker wants to set up a private exchange with his personal brand, but doesn't think he can handle the customer volume all by himself, and doesn't know how to get help

The above is a brainstorming worksheet.

In this section, the script itself includes the problems only.

- Worst Case Scenario
 - What are the far-reaching implications of these problems, of not having the solution? What does your demographic want the solution for in the first place?
- Introducing Acme Business Solutions, Inc.
 - Only tell the "how it was founded" story if there's time AND it directly relates to solving the problem, such as what problem the company wanted to solve, who the company wanted to help (especially if it's your demographic too) ... but cut this section first if you need to shorten your video
 - Who is this business? How old? Started by whom?
 - Why was this business founded? (e.g. to meet a broad need... like "providing ecommerce solutions to small businesses" or "connecting people with quality products to enrich their lives")
 - If the company has been around a long time >>
 - "been in the business XX years"
 - "a recognized leader in the industry for XX years"
 - If the company is newer >>
 - "a fresh approach"
 - "groundbreaking ideas"
 - "changing the game"
- How they discovered the solution
 - "Our customers/clients told us they wanted ____, so we created/offered ____"
 - "We wanted to combine the benefits of ____ and ____ into one solution"



- “We wanted to achieve/start doing _____, which has never been done before, so we invented this solution”
- Benefits of this company/product
 - How does it solve the problem?
 - How does it make things easier? Faster? Cheaper? More fun? Higher quality? Less problematic?
 - How does it improve lives?
- Spin-Off Benefit
 - This could be a benefit to a related person/party (e.g. **Not only** will your clients love finding the cheapest best and most personalized solution, **but you will get 50% higher commissions than ever before**)
- Big picture/best case scenario/“ imagine” statement
 - Imagine, now you can [goal], while also doing [spin off benefit], without [problems, or difficult requirements], in [short time].
- Call to action
 - Short, even memorable from hearing it once
 - Easy 1-step action with low commitment and instant benefit
 - Click the link below to learn more
 - Click below for instant report
 - Go to acme.com for a 30-sec demo
 - Go to acme.com for a free quote in 1 business day
 - Go to acme.com for a demo and a free instant quote
 - Click here for a 10% coupon code
 - Click here for details
 - Phone numbers not recommended, both because they’re hard to remember and (depending on demographic) may be perceived as higher commitment than simply visiting a website... but vanity URL + “call us” ok
 - Go to acme.com and call the number at the top for a free quote
 - Vanity Short-Codes are OK if your clientele is comfortable with texting
 - Text “More Info” to 82888 to get the PDF Whitepaper