

Video Script
The Barefoot Writer Club

Video Script with Visual Instructions

Scene	Audio	Visual
1	<p>“Hi, I’m Rebecca Matter.</p> <p>Congratulations on taking the first steps to becoming a well-paid freelance writer!</p> <p>I know it can be both exciting and scary, but I’m here to assure you that you don’t have to go it alone.”</p>	<p>AWAI President Rebecca Matter standing in front of a white screen.</p>
2	<p>“One of the biggest challenges in leaving the corporate world is saying goodbye to your co-workers. People you may have gone to with questions or for advice.</p> <p>But going out on your own doesn’t mean you have to leave that behind.”</p>	<p>Image of a person carrying a box out of a large office building.</p>
3	<p>“I’d like to tell you about a community of thousands of writers – from beginners to experts, called The Barefoot Writer Club.”</p>	<p>Image of The Barefoot Writer Club logo.</p>

4	<p>“Club members discuss writing strategies, share tips and advice, and develop friendships.</p> <p>When you have a question, you can turn to a Club member. Just like you did during your corporate days.”</p>	<p>Slide with the following text:</p> <p>Club members:</p> <ul style="list-style-type: none"> • Discuss the finer points of good writing • Share tips and advice • Compare notes on: <ul style="list-style-type: none"> ○ Clients ○ Fees ○ Royalties ○ Bonuses • Develop friendships
5	<p>“Club members also receive our monthly magazine, ‘The Barefoot Writer,’ filled with information to help you on your writing journey.”</p>	<p>Slide with the following text:</p> <p>“The Barefoot Writer” contains:</p> <ul style="list-style-type: none"> • Writing tips and strategy • Productivity tips • Ways to make more money • Success stories • Profiles of top writers • Current writing opportunities • Chance to win one of three monthly writing contests – and the \$100 prize
6	<p>“And, you’ll get access to our members-only website and Facebook page, along with every back issue of ‘The Barefoot Writer.’”</p>	<p>Slide with 3 images</p> <ul style="list-style-type: none"> • Home page of members-only website • Facebook page • Cover of “The Barefoot Writer”
7	<p>“Don’t tackle your writing journey alone. Click on the button below to learn more about The Barefoot Writer Club and the vibrant community of freelance writers.</p> <p>See you in the Club!”</p>	<p>AWAI President Rebecca Matter standing in front of a white screen.</p>

Landing Page Copy

Headline – A World of Fellow Freelance Writers is Waiting for You to Join Their Ranks

Subhead – You Don't Have to Go It Alone

CTA Button – LEARN MORE ABOUT THE EXCLUSIVE BAREFOOT WRITER CLUB!

SEO YouTube Title and Description

Title – The Barefoot Writer Club: An Exclusive Community for Freelance Writers

Description

Being a freelance writer doesn't mean you're on your own. Club members benefit by having a community of thousands of writers by their digital side.

(Disclaimer – This is a sample piece. I was not hired to write this, but it illustrates the quality of work I can deliver for you.)