



branded storytelling

week five

PUTTING VERBAL + VISUAL TOGETHER

THE PLUG+PLAY PART

our goal here

is to show how to use the same content in different areas, for branded story telling, while doing it in a structure that can then be converted into a 1-minute video script or a 30 second Instagram Reels video.

DIRECTIONS

1. read through the first section showing examples
 2. using your workbooks from the first two weeks, repurpose your content into short, but cohesive stories
 3. use these story topics for promo videos, story highlights, or reels
-

VIDEO TOPICS YOU SHOULD CREATE

1. about you
2. about the client (aka. pain points / their before journey + desired result or transformation statement)
3. about the business (process / mission / history)
4. any specific freebie, points, eye grabbing core topics, etc.

Example

FIRST EXAMPLE TOPIC

about
you

GROUNDWORK

the basics

1. who are you ? *(name + position or title)*

Yvonne Bridges

2. what do you do?

a Confidence Coach

3. why does it matter? *(to your clients + the world at large)*

*to help women 55+ who hold themselves back in
their online business or from pursuing their goals.
out of insecurity or overwhelm*

4. who do you serve?

help women 55+

5. why do they want it? *(result, transformation, pain point, value)*

*to feel confident and independent
as they launch their online business and pursue their goals.*

FOUNDATION Qs

elevator pitch

Put it Together:

Hi, I'm/We are

Yvonne Bridges

and I/we

a Confidence Coach

because

to help women 55+ who hold themselves back out of insecurity or overwhelm

mission statement

Put it Together:

Hi, I'm/We are

Yvonne Bridges, a Confidence Coach.

and I/we

With Confidence 2 Commit, I provide a clear roadmap

for

women 55+

who

hold themselves back out of insecurity or overwhelm

because

so they can feel confident and independent as they launch their online business and pursue their goals.

VIDEO SCRIPT

about you

01. INTRO: Eye catching lead in

Hi, I'm Yvonne and I'm a Confidence Coach.

I have over 20 years of experience helping companies ensure they have the right leaders who are aligned and focussed on key results so their strategy moves forward.

02. Pain Point

But as someone over the age of 50, I sometimes lack confidence when it's time to show up in my business online. I have thoughts of "I'm not good enough... Nobody knows me... I'm too old..."

03. Relate it to your biz

So I use the same STARR Trick I've taught for over 20 years to help me:

- slow down
- create a new mindset loop
- and feel calm focused, and confident

04. OTHER: Strong or Happy Note / Validating Statement / Other Relevant info / etc.

Now, I've shifted to supporting women aged 55+ who are feel the same.

Because I believe this is the time in our lives when we can bravely step into a new phase and grow a fulfilling online business.

05. CTA:

If you... *(what you think they feel or need)*

then... *(what you want them to do)*

#01 • Book Discovery Call

#02 • Download Freebie

#03 • Join the FB Group

REELS SCRIPTS

about you

DISCLAIMER:

Don't overthink notes or seconds too much. This is just a guide to help wrap your brain around shooting/editing reels. So just use this to get started, and then adjust as you go.

DIRECTIONS:

Break down other posts into bite sized Reels

1. Shoot for only 3-5 words per line
2. You can break lists into multiple text bubbles for effect

GOAL:

The main point you're trying to make with this post:

- Pain Points
- Key Points & Feelings
- Desired Result

01: EYE CATCHING LEAD IN

- 1.5 sec: I'm Yvonne, a Confidence Coach
- 3.5 sec: with 20+ years experience
- 5 sec: as a leadership + strategy consultant
- 6.5 sec: for companies around the globe
- 8 sec: *Hold! So they can read!*

02: PAIN POINT

- 9.5 sec: But now as someone 50+
- 11 sec: I sometimes lack confidence
- 12.5 sec: showing up online in business
- 14 sec: So when insecurity pops up
- 15.5 sec: *Hold! So they can read!*

03: RELATE IT TO YOU OR BIZ

- 17 sec: I use my STARR Trick
- 18.5 sec: to help me slow down
- 20 sec: create a new mindset loop
- 21.5 sec: feel calm and confident
- 23 sec: *Hold! So they can read!*

04: END ON A STRONG OR HAPPY NOTE

- 24.5 sec: Now I teach this trick to other 55+ women
- 26-27 sec: so they can commit to confidence + succeed
- END: *Leave 3-4 seconds at end so they can read your most important point.*

STORY + HIGHLIGHTS

about you

TIP:

You're able to post up to 100 stories within 24 hours, but since we're not insane, let's start with 10.

GOAL:

The main point you're trying to make with this post:

- Pain Points
- Key Points
- Validation
- Personality

01. INTRO:

Hi, I'm Yvonne, and I'm a Confidence Coach.

02

I help companies ensure they have the right leaders

- aligned and focussed on key results –

so their strategy moves forward.

03

But as someone over the age of 50, I sometimes lack confidence when it's time to show up in my business online

04

I have thoughts of "I'm not good enough... Nobody knows me... I'm too old..."

05

So I use the same STARR Trick I've taught for over 20 years to help me

06

- slow down

- create a new mindset loop

- and feel calm focused, and confident

07

Now, I've shifted to supporting other women aged 55+ who feel the same

08

Because I believe this is the time in our lives when we can bravely step into a new phase

09

and grow a fulfilling online business.

10. CTA:

If you....
(what you think they feel or need)

then...
(what you want them to do)

- #01 • Book Discovery Call
- #02 • Download Freebie
- #03 • Join the FB Group



1-min. video scripts

week five

PUTTING VERBAL + VISUAL TOGETHER

VIDEO SCRIPT

01. INTRO: Eye catching lead in

02. Pain Point

03. Relate it to your biz

04. OTHER: Strong or Happy Note / Validating Statement / Other Relevant info / etc.

05. CTA:



30 sec. reels

scripts

week five

PUTTING VERBAL + VISUAL TOGETHER

REELS SCRIPTS

DISCLAIMER:

Don't overthink notes or seconds too much. This is just a guide to help wrap your brain around shooting/editing reels. So just use this to get started, and then adjust as you go.

DIRECTIONS:

Break down other posts into bite sized Reels

GOAL:

The main point you're trying to make with this post:

01: EYE CATCHING LEAD IN

1.5 sec:

3.5 sec:

5 sec:

6.5 sec:

8 sec: *Hold! So they can read!*

02: PAIN POINT

9.5 sec:

11 sec:

12.5 sec:

14 sec:

15.5 sec: *Hold! So they can read!*

03: RELATE IT TO YOU OR BIZ

17 sec:

18.5 sec:

20 sec:

21.5 sec:

23 sec: *Hold! So they can read!*

04: END ON A STRONG OR HAPPY NOTE

24.5 sec:

26-27
sec:

END: *Leave 3-4 seconds at end so they can read your most important point.*



story + highlights

break down

week five

PUTTING VERBAL + VISUAL TOGETHER

STORY + HIGHLIGHTS

TIP:

You're able to post up to 100 stories within 24 hours, but since we're not insane, let's start with 10.

GOAL:

The main point you're trying to make with this post:

01. INTRO:

02

03

04

05

06

07

08

09

10. CTA:



bonus!

highlight icons

week five

PUTTING VERBAL + VISUAL TOGETHER

THINGS TO CHOOSE:

Bonus
Icons!

highlight icons

1.



Start Here



My Story



STARR Trick



Business



Tips



Quotes

2.



Start Here



My Story



STARR Trick



Business



Tips

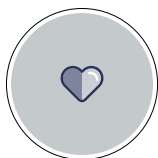


Quotes

3.



Start Here



My Story



STARR Trick



Business



Tips



Quotes

4.



Start Here



My Story



STARR Trick



Business



Tips



Quotes

5.



Start Here



My Story



STARR Trick



Business



Tips



Quotes

hey, i know.
it's so vulnerable.
but you have a
story no one else
does, but many
need to hear.
and you know
what else...?

the world needs you.

YOUR GIFTS

YOUR BUSINESS

YOUR BRAND

The world needs
you.