

# Reset Promo Script/Storyboard

**TITLE CARD:** "Happy Faces" background music starts to play

[Animated visuals with text flying in- **Life Comes With a LOT of Surprises**]

## INTRO/HOOK

**Scene 2: (Narrator):** We know life can be full of surprises.

[Two parents comforting their twins in nursery]

**Scene 3: (Narrator):** And your needs change. MOOO!

[Mother of twins is standing in road- car broke down and is smoking- cow protests]

**Scene 4: (CEO):** We have to let you go.

[Officed setting, CEO is laying off the father of the twins. He makes a desperate face.]

**Scene 5 (Narrator):** This is why we offer more than just mortgage protection or general life services.

[Subtitle card with dove bouncing in a circle holding a peace branch "**Tailored Solutions for Your Peace of Mind**"]

**Scene 6: (Narrator):** Our subject matter experts are here to protect you in 5 key areas.

[Continued subtitle card- parents rocking their twins, happy, knight comes down and bows to them with armor and sword, representing the SMEs protecting them]

## CONTENT

**Scene 7: (NO VO)**

[Subtitle card- **5 Key Areas to Protect Your Financial Future**]

**Scene 8 (NO VO):** [Solid background/transition slide- knight slides in from right, zoom in, knight shows shield with number 1]

**Scene 9: (Narrator):** Protect your family and income in case of death.

[Parents comforting twins, get shielded by an umbrella as a paycheck takes cover underneath]

**Scene 10: (NO VO):** [Solid background/transition slide- knight slides in from right, zoom in, knight shows shield with number 2]

**Scene 11: (Narrator):** Shield you from market risk.

[Digitized screen with small moving numbers, shield with a lock inside fades in- **PROTECTED**]

**Scene 12: (NO VO):** [Solid background/transition slide- knight slides in from right, zoom in, knight shows shield with number 3]

**Scene 13: (Narrator):** Guard you from unnecessary taxes.

[We are inside a prison. Taxes and bills float behind bars. Security guard crosses his arms confidently, keeping them locked up]

**Scene 14: (NO VO):** [Solid background/transition slide- knight slides in from right, zoom in, knight shows shield with number 4]

**Scene 15: (Narrator):** Defend you from unnecessary interest and debt.

[Parents slide down to a safe which pops open to reveal stacks of money safely protected]

**Scene 16: (NO VO):** [Solid background/transition slide- knight slides in from right, zoom in, knight shows shield with number 5]

**Scene 17: (Narrator):** Safeguard you from outliving your retirement savings.

[Safe pops open with money and gold coins sparkling- **Retirement Savings**]

## **CALL TO ACTION**

**Scene 18: (Narrator):** Ready to secure your financial future?

[Subtitle card- **Ready to Secure Your Financial Future?**]

**Scene 19 - 21: (Narrator):** Click the link to schedule an educational review and discover how we can protect you, your loved ones, and your most valuable assets.

[19- cell phone with hand searching for "**secure my future**". Phone screen says "**Schedule an Educational Review**"]

[20- Subtitle card- parents standing back-to-back holding their twins in the air]

[21- Back to the nursery, parents playing with their babies, one crawls over to the other- Mom is happy and bouncing, and dad lays on floor kicking his feet]

## **OUTRO**

**Scene 22: (Narrator):** Together, we can secure your tomorrow... today!

[Knight slides to left to meet parents holding twins on the left side of the screen. Zoom out to a pile of money being held high and bouncing- **Secure Your Tomorrow, Today!**]