

Fill-In-The-Blanks Video Script

1. Are you {tired of} {or feed-up with}

(paying to much for car insurance), (or diet plans that leave you feeling hungry) (or the terrible mess and trouble that comes with trying to clean your own carpets).

2. What if I told you that there's a better way?

3. - One that doesn't {cost a small fortune or require hours of hard work}.

4. I know how difficult it can be to (find the time to)

{surf the net shopping for a new insurance provider) or (struggle to lose weight before summer), or (fight with smelly, time stealing DIY carpet cleaners}

5. We take a different approach to _____
(your product or service)

6. That because we're the only *(insurance broker/company)* in *(Walawala Washington)* that offers,

(free appraisals, no-hassle plan switching, when and where you want to meet, 24/7) (sensible, safe and customized diet and exercise plans with a 30 day money back guarantee) (Don't Lift a Finger™, environmentally safe, pet safe, professional carpet cleaning.)

This is your Unique Value Proposition. It must be something no one else in your area is willing to do. The best example is Domino Pizza. "Fresh hot pizza in 30 minutes or less, or it's free!"

7. If you'd like to know how to _____
{save at least \$ xx on car insurance every year}
(drop 5 lbs in 10 days)
(get truly fresh clean carpets in a day)

without suffering through the usual, _____
(sales pitch),
(starvation diet),
(wet mess and back-breaking work)

8. Imagine never having to wonder if

(you're paying too much for insurance)
(you're ever going to look and feel good again)
(your carpets are truly clean and safe)

9. Discover the difference our unique (system, service) has to offer.

10. Call xxx-xxxx today.

**Please be sure you're finished script is less 160 words.
This is the maximum number of word that can be spoken in
60 seconds.**