

# Video Script Template

The Digital Marketing Templates Library

**BACKLINKO**

In this video script template, I'll walk you through the 4 major parts of an engaging video script. Using the "H.I.C.C." formula.

Just replace the example text in each section with your own.

## H=Hook

The hook is something that grabs viewers' attention in the first 15 seconds.

Even though it's short, the hook is INCREDIBLY important. Because it's the part of the video where people decide whether to move on or stay with you.

For example:

- A brief summary of what your video is about
- An eye-catching visual
- An attention-grabbing line
- A teaser for what's coming up later

**Write your hook here:**

*E.g. In this video I'm going to show you my favorite SEO tools. The best part? Every single tool in this list is 100% free.*

## I=Intro

The intro comes right after the hook. Its purpose is to quickly introduce the topic. You can also introduce yourself if you'd like to.

This is also a good place to preview what you're going to talk about, show an example, or tease a specific tip that's coming up. Like the hook, it's best to keep this section brief.

**Write your intro below:**

*E.g. I'm Brian Dean, the founder of Backlinko: the place where marketers turn for higher rankings and more traffic. And if you're looking for tools that will help you get higher Google rankings, you'll love this video. Keep watching.*

## C=Content

Now it's time for the main content of your video.

Naturally, this is the longest part of your script. Remember to keep it snappy so people don't get bored and leave.

**Write your main content below:**

*E.g. The first tool on this list is called Seed Keywords dot com.*

*Most keyword research tools work the exact same way: enter a seed keyword into a tool, and get a list of suggestions. The problem with this approach is this: everyone types the same exact seed keywords into these tools. No wonder most keywords are super competitive!*

*That's where Seed Keywords comes in...*

## C=Call to Action

At the very end of your video, you want to ask people to do something. If the video is for YouTube, it's common to ask people to like the video, subscribe to your channel, and maybe leave a comment.

On other platforms, you might ask them to do something else. Like share the video. Visit your website. Or subscribe to your email list.

### Write your call to action below:

*E.g. If you liked this video, make sure to subscribe to my YouTube channel right now. Just click on the subscribe button below this video.*

*Also, if you want exclusive SEO and traffic techniques that I only share with subscribers, head over to Backlinko dot com and hop on the newsletter. It's free.*

*Now, I want to turn it over to you. Which tool from today's video are you gonna try first? Are you gonna find trending keywords using Exploding Topics? Or optimize your videos with TubeBuddy? Let me know by leaving a comment below, right now.*

I hope you enjoyed this video script template. And remember, you can find [20+ other free marketing templates here](#).

**-Brian Dean**

Founder, Backlinko.com