**Sample Promo/Sales Reel Script SHOW/SUBJECT:**

**TITLE/VERSION: Length:**

**Writer: DATE: XX/XX/XX**

|  |  |
| --- | --- |
| **VIDEO** | **AUDIO** |
|  | ***MUSIC: IN BOLD CAPS ITALIC*** |
| **GRAPHICS: IN BOLD** |  |
|  | Sound on tape (SOT) is upper/lower case: The Plane! The Plane |
|  |  |
|  | **VOICE OVER IS IN BOLD CAPS** |
| Action in upper/lower |  |
|  | **Sound Effects (SFX): Upper/Lower Bold** |

NOTES:

KEEP YOUR FONT CONSISTENT AND EASY TO READ. I USE ARIAL 12PT.

THE FORMAT WAS CREATED USING THE “TABLE” FUNCTION IN MS WORD. BOTH “PAGES” AND “GOOGLE DOCS” HAVE SIMILAR FUNCTIONS.

YOU CAN CREATE MORE LINES/ROWS BY PLACING YOUR CURSOR OUTSIDE OF THE TABLE TO THE RIGHT OF THE CELLS. THEN HIT THE “ENTER” KEY.

YOU CAN ALSO COPY AND PASTE ROWS:

HIGHLIGHT THE ENTIRE ROW AND THEN JUST PASTE. A DUPLICATE ROW WILL APPEAR ABOVE THE HIGHLIGHTED ROW.

A SAMPLE SCRIPT IS ON THE NEXT PAGE.

**EXAMPLE**

**Company Event Promo Script SUBJECT: Announcement**

**TITLE/VERSION: RSVP V1 Length: :45**

**Writer: Able Crafter DATE: XX/XX/XX**

|  |  |
| --- | --- |
| **VIDEO** | **AUDIO** |
|  | ***MUSIC: HANDEL’S WATER MUSIC*** |
| **GRAPHIC: COMPANY LOGO**  **TITLES CENTERED UNDER: JOIN US MAY 15th at 6:00 PM** | **VO: MAY 15th AT 6:00 PM** |
| CEO on camera | CEO: I’ll be announcing an innovation that will change our direction. |
| Shots of:  Four Seasons exterior  Table settings in conference hall  Band and dancing  CEO at podium  **GRAPHICS: ? over mystery faces** | **VO: COME CELEBRATE AT THE**  **FOUR SEASONS**  **FOR DINNER,**  **DANCING, A RAFFLE,**  **A SPECIAL ANNOUNCEMENT, WITH SOME SURPRISE GUESTS!** |
| Fingers typing  website loads on computer screen.  **GRAPHICS: WWW.NOTAREALTHING.COM** | **SFX: Keyboard typing**  **VO: TO RSVP AND FOR MORE DETAILS GO TO: WWW.NOTAREALTHING.COM** |
| **GRAPHIC: COMPANY LOGO**  **TITLES CENTERED UNDER: JOIN US MAY 15th at 6:00 PM**  **RSVP AT:**  **WWW.NOTAREALTHING.COM** | **VO: SEE YOU THERE!** |