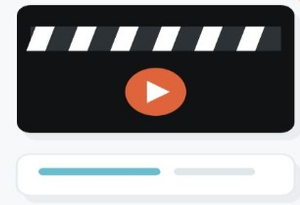
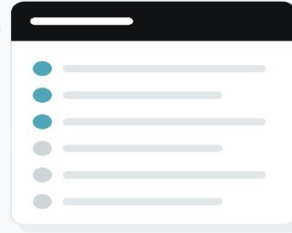


The 6-Line Brand Video Script

A six-part structure for turning what you already know about your customer into a short, honest brand video you can actually record.



Why this exists

Almost nobody gets stuck on the camera. They get stuck on the blank page — “we should do a video, but I don’t know what to say.” That is not a confidence problem, it is a structure problem. Give the message a shape and recording becomes the easy part, because you already know what the next line is before you say the current one.

WHAT IT IS

Six lines, in a fixed order, that move a viewer from their problem to your next step. Each line has one job. You fill in the blanks with your own words — the structure does not change.

HOW WE USE IT AT BAP

It is the first thing we write on a brand-video project, before any gear is booked. If the six lines are not clear on paper, the shoot only makes an unclear message more expensive.

WHY STRUCTURE BEATS INSPIRATION

Waiting to feel articulate is why the video never gets made. A structure lets an ordinary day produce a good take, because the thinking was done before the camera came out.

What this tool helps you do

1

Clarify the message

Know exactly what you are going to say before you press record, so the camera stops being the hard part.

2

Sound like yourself

A structure to follow, not a script to memorise. You keep your own words, phrasing and pace.

3

Get more from one take

One clear message becomes a homepage video, social clips, proposal footage and ad copy.

The shape underneath the six lines

The order is not arbitrary. It moves through three beats, and every beat has to land before the next one earns attention.

1 · THE PROBLEM

Lines 1 and 2. You name the frustration and show you have heard it before. Nobody listens to a solution for a problem they have not agreed they have.

2 · THE PERSON

Lines 3 and 4. You introduce what you do and how it works. Specific and plain — this is where vagueness quietly loses people.

3 · THE PATH

Lines 5 and 6. You show the after, then give one clear next step. A viewer who is convinced but not directed still does nothing.

ON THE NEXT PAGES

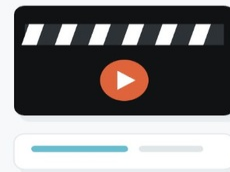
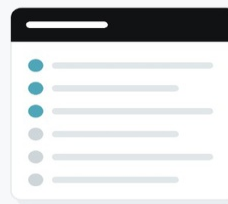
Page 2 takes each of the six lines apart — what it is doing, and what a weak version sounds like. Page 3 is where you write your own. Page 4 covers recording it and putting the finished video to work in more than one place.

PAGE

1 OF 4

The six lines, and what each one is doing

Read this before you write. Knowing a line's job is what stops you writing six versions of the same sentence.



01

Hook the problem

"If you're tired of [specific frustration], you're not alone."

WHY THE LINE IS THERE

Opens with the customer's world, not yours, so the right person recognises themselves in the first three seconds and stays.

Weak version: a frustration so general it describes everyone — "tired of poor service."

02

Empathy

"We've talked to so many [type of client] who feel [overwhelmed, stuck, burned out]."

WHY THE LINE IS THERE

Proves you have met this person before. It moves you from a vendor making claims to someone who already understands the situation.

Weak version: sympathy with no evidence you have actually seen it.

03

Introduce your solution

"That's why we created [service], designed to help you [key benefit]."

WHY THE LINE IS THERE

Connects your offer directly to the problem you just named, rather than launching into features nobody asked about yet.

Weak version: leading with what it is called instead of what it fixes.

04

Explain how it works

"Here's how it works: 1) [step] 2) [step] 3) [step]."

WHY THE LINE IS THERE

Three steps is enough to remove the fear of an unknown process, and few enough that it still sounds simple.

Weak version: five or six steps, which reads as complicated rather than thorough.

05

Paint the outcome

"So instead of [old reality], you can enjoy [new reality]."

WHY THE LINE IS THERE

Gives the viewer the after picture. People do not buy the process, they buy the day that comes once the process is done.

Weak version: an outcome about your work rather than their life.

06

Call to action

"If you're ready for [result], [book a call, request a quote]."

WHY THE LINE IS THERE

Ends with one unmistakable next step. A viewer who is convinced but not told what to do simply leaves.

Weak version: three options, which is the same as none.

ONE IDEA PER LINE

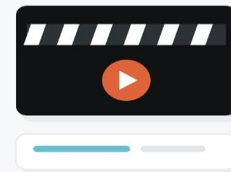
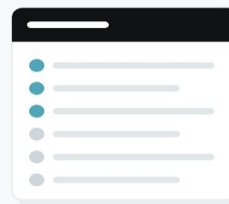
If a line needs an "and," it is doing two jobs and will lose the listener on the second. Split it, or cut the weaker half. Six tight lines beat nine thorough ones every time.

WRITE IT THE WAY YOU TALK

Read each line out loud as you write it. If it is not a sentence you would say to a client across a table, it will not survive the camera — it will sound like a script being performed.

Build your six-line script

Your own words, in the fixed order. Do not try to make it perfect — aim for a clear first draft you could say out loud right now.



1

Hook the problem

What specific frustration are they tired of?

2

Empathy

Who feels this way, and what emotion are they carrying?

3

Introduce your solution

What do you offer, and what benefit does it produce?

4

Explain how it works

What are the three simple steps?

5

Paint the outcome

What changes for them once the problem is solved?

6

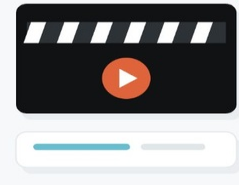
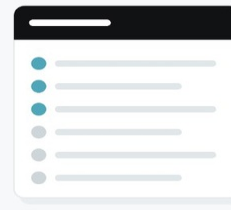
Call to action

What is the one thing they should do next?

NOW READ ALL SIX ALOUD, AND WRITE THE VERSION THAT CAME OUT NATURALLY

Record it, then make it work more than once

The recording is the short part. What you do with the finished video is where most of the value actually is.



BEFORE YOU HIT RECORD

- ☐ Read the script out loud and remove anything you would not naturally say.
- ☐ Treat the six lines as a guide — you do not need to memorise it word for word.
- ☐ Record on the phone you already have. Clarity matters more than production polish.
- ☐ Find a quiet spot and a simple, uncluttered background.
- ☐ Look at the lens, not at yourself on screen.
- ☐ Do more than one take, and keep the raw file — it gives you options later.

Where the finished video goes to work

1

Your homepage

The full version, where visitors are deciding whether they understand and trust you. It answers the question a page of text is still arguing about.

2

Social clips

Fifteen to thirty second segments. One recording becomes several posts, all carrying the same message rather than competing ones.

3

Proposals and follow-up

Attach it as a short about-us introduction. It does the warming-up work before anyone reads your numbers.

Two things that decide whether this ever gets made

Not the camera, and not the month. Both of these are decisions you make before you start.

KEEP THE FIRST VERSION SHORT

You can always record a longer one later. A ninety-second video that exists beats a five-minute one still being planned.

DO NOT WAIT FOR A BETTER MONTH

The script is the asset. If the message is right, this year's slightly rough recording still outperforms next year's polished silence.

KEEP THE RAW FILE

Every future clip, cutdown and ad version comes out of footage you already own. Deleting the original is the expensive part, not shooting it.

YOUR NEXT MOVE

Finish the six lines on page 3, record one simple version this week, and put it on your homepage. Then pull one or two short clips from the same take, so the same message keeps working in more than one place. When we run this with clients we pair the script with strategy, production and placement, so the video has a job inside the wider marketing system rather than sitting on a page on its own.

www.bap.digital