



Bridge Script Worksheet

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Introduction

Use this script to draft out your bridgel video. Remember, this is just a framework. Feel free to add and change it however you would like.

1. Hook

“What if you could [BENEFIT] without [CHALLENGE]?”

2. Intro

“Well now you can! Introducing [PRODUCT/SERVICE NAME]. This revolutionary new [PRODUCT/SERVICE TYPE] allows you to [MAIN BENEFIT]”

3. Faster + Easier

“So much faster and easier than having to [COMMON ALTERNATIVE]... Let me show you how it works...”



4. Demo

Demo the top 3-5 benefits of the product/service. Show them how it works or what they get. Make sure you relate everything back to a benefit or the 'destination' it helps them reach.

Benefit 1:

Benefit 2:

Benefit 3:

5. Eliminate the alternatives

"With [PRODUCT/SERVICE] you'll never need [COMMON ALTERNATIVES] again!"

6. Intro price

"Now the great news is [PRODUCT/SERVICE] is just [PRICE]. That's less than [WELL KNOWN EXPENSE] And you'll see results in [TIMEFRAME]"



7. Urgency/Scarcity

“Grab this now because [SCARCITY]”

8. Risk reversal

“And don’t worry because you’re fully protected by our [GUARANTEE]”

9. CTA (Call To Action)

“So act now, click the button below to get yours today!”