The rhetoric pentagon	
Topic	• What specific problem will this tutorial solve? • What will the audience be able to do after watching this?
Writer	• Who are you? What affects your rhetorical choices?
Circumstances	• What are the circumstances of the text?
Reader/ Audience	• Who are the intended readers of the text? Is there a secondary audience?
Language	• What characterises the language? (syntax, vocabulary, style, rhetorical features, etc.)
Intention	• What is the intention of the text? (to inform, to entertain, to provoke, to persuade, etc.)

The A.A.A.A Formula

This formula is a perfect way to structure your script so that it is easy to follow and helpful to your viewers. While there is no industry standard, you can use this script format as a guide for your videos. Take a screenshot now and save it for whenever you need to refer to the structure.

- Attention (Grab their attention in the first line)

- Agitation (Agitate the pain that you can solve)

- Activity (Show them how to solve it)

- Action (Call them to action and tell them how to get the solution)

Breaking your outline down and writing a video script section by section is an excellent way to make sure your thoughts stay organized and the storyline for your video follows a logical progression.

TUTORIAL VIDEO SCRIPT TEMPLATE

ON-SCREEN	NARRATION
Narrator on camera	In this video, I'm going to show you how to [INSERT VIDEO TOPIC] step-by-step. [TITLE CARD]
	Hi, I'm [INSERT FIRST NAME] from [INSERT COMPANY].
	If you're struggling with how to [INSERT PROBLEM], this video walks you through exactly what you need to do so you can [INSERT SUCCESS]. Let's get started.
Screen recording or footage of Step 1	The first thing you need to do when [INSERT VIDEO TOPIC] is to [INSERT STEP 1].
	[WALK THROUGH STEP 1].
	Now that you [SUMMARIZE STEP 1], it's time for step 2: [INSERT STEP 2]
Screen recording or footage of Step 2	[WALK THROUGH STEP 2].
	And once you've [SUMMARIZE STEP 2] it's time for step 3: [INSERT STEP 3]
Screen recording or footage of Step 3	[WALK THROUGH STEP 3].
Narrator on camera	There you have it. In just a few steps, you can [INSERT VIDEO TOPIC].
	If you don't already have [INSERT PRODUCT/SOLUTION], there's a link in the description to [INSERT CALL TO ACTION].
	Thanks for watching!

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