3 ACT STORY STRUCTURE FOR 2 MINUTE INBOUND VIDEO SUCCESS

INT. INTERVIEW SETTING WIDE

Camera 1 dollys left through studio setting to reveal Andy in interview setting.

> ANDY
> Many online videos may be informative but fall well short of being engaging

Camera 2 close up.

> ANDY
> And therefore, despite a company's best efforts, they lose their audience before the desired message is ever delivered.

TITLE: INBOUND TV

INT. OFFICE

We see Andy setting up camera.

> ANDY
> So, getting the camera pointed in the right direction is a good start, but it's not enough to maintain audience interest.

Camera 2 close up

> ANDY
> and you want to be genuine. You don't want to become a clown or stand up comedian in order to capture a viewer either. So here is another solution.

We see Andy taking notes on creating videos on scratch pad cut to detail of writing "Organizing Video Structure".

> ANDY
> Organizing a simple video with a solid narrative structure can both inform and capture interest and this is where most people need a little help developing a good idea into a strong story.

Camera 1 wide.

ANDY
          In order to accomplish this, we can think of our
          message in terms of classic 3 act structure that
          is found in novels, plays, and films.

Detail of scratch pad. Writing "ACT 1: Establish setting
and problem to be resolved"

                         ANDY
          In "Act 1" we are introduced to the setting,
          characters, and the problem or conflict.
          Usually, the conflict comes to a point that
          requires action.

Camera 2 close with black and white treatment.

                         ANDY
          For the purposes of short content video, Act 1
          can be kept brief but with a strong hook to
          engage your audience's attention.

Camera 1 wide (studio reveal)

                         ANDY
          In this video for example, we started with a
          strong statement about how many educational
          online videos fail, and by using an interview
          setting we established the scene and a subject
          matter expert.

Camera 2 close with black and white treatment.

                         ANDY
          In the second act, further complications can be
          encountered but also partnerships that can lead
          to a positive solution.

Detail of scratch pad. Writing "ACT 2: Path to solution
is revealed"

          In our case, how utilizing a 3 act structure can
          solve the issue of non-engaging content and help
          achieve the goal of advancing your organizations
          story or video message.

Camera 2 close

                         ANDY

In the third and final act, the problem is
                    resolved, we learn how the journey has changed
                    the characters forever, and next steps are
                    suggested.

Detail of scratch pad. Writing "ACT 3: Resolution and
next steps"

                              ANDY
                    It might take a little work upfront

Camera 1 (wide)

                              ANDY
                    but organizing your video messages in this
                    fashion can help maintain your online audience
                    long term.

Andy is editing in the production suite.

                              ANDY
                    In addition to the narrative, online viewers
                    demand a faster paced visual dialogue to maintain
                    interest

Camera 1 dollys right exiting studio setting.

                              ANDY
                    so we'll talk about the visual story and
                    treatments in our next video.