

# Video Scripts for **YouTube Ads**

## *Top Funnel*

For top of the funnel videos, you want to focus on building awareness.

These videos don't necessarily bring in as many conversions as the bottom funnel ads because most people here probably don't even know that they need your product or service.

But they still help drive new traffic to your site.

Things you might need to focus on:

- Making them aware that a problem exist
- Your product or service
- Your brand
- Your CTA (e.g. visit the website, learn more, etc.)

## 1-Minute Script Template for Awareness-Focused YouTube Ads

### **5-10 Second Hook**

Quick, witty, catchy, surprising, creative.

## Detailed Description of Product or Service

Part one:

“[Product or service] is [one-sentence description].”

Part two:

“[Product or service] [describe functionality: does X].”

Part three:

“[Results of functionality: more time, easier life—describe how the lead’s life will change after using this product or service].”

## Why Product or Service Is Relevant

“[This product or service was made for you specifically. Here’s why].”

## CTA: What to Do Next

“[Awareness-focused CTA. For example, learn more (link to website), subscribe]”

Examples:

[True Classic](#)

[G Fuel](#)

[Raycon](#)

## *Middle Funnel*

The middle funnel ad is for prospects who are already aware of the problem and the solution they need.

They've articulated commercial intent and they're here to contextualize that against their needs and their experience.

However, they might not be ready to buy yet. They're still in the evaluation stage.

The ad's job is to help them decide.

Here are some things you want to focus on:

- Stacking the benefits of your product or service
- If possible, show proof (e.g. testimonials, case studies)
- Nudging them to take action and make the action easy and rewarding (e.g. free trial, free shipping, etc.)

## 1-Minute Script Template for Consideration-Focused YouTube Ads

### **5-10 Second Hook**

These videos are all about the hook.

Get creative! Surprise and intrigue the audience.

## **Benefits: How the Product or Service Change the Viewer's Life**

[Introduce product or service].

[Instead of explaining what product or service is/does, talk about how the viewer's life will change].

## **More Details of Benefits**

[The viewer is considering your product or service. Pile on the benefits].

## **Value Proposition: Why Your Company is the Best One**

[What makes you different?]

## **CTA**

[Middle funnel CTA: Sign up now]

Examples:

[Lumin](#)

[Dollar Shave Club](#)

## *Bottom Funnel*

These ads are best when shown to those who have already expressed high commercial intent in your product or service. They're aware of the problems and are now choosing between different solutions.

In other words, these ads are for your ready-to-buy customers! So it's important to be crystal clear with how you present your benefits and

Things you want to focus on:

- Showing the transformation--what's the outcome after they purchased?
- Talking about success stories
- Don't be shy to encourage people to buy
- CTA must be clear and easy to do

## 1-Minute Script Template for Conversion-Focused YouTube Ads

### **5-10 Second Hook**

Part one:

"If you [have this problem]..."

"If you [are this person]..."

"If you [do this thing]..."

Part two:

“...you need [product or service]”

“...[product or service] was made for you”

“...[product or service] will change everything”

## **Show How Using Product or Service Impacts the Customer’s Life**

Part one:

“[Product or service] is [one-sentence description].”

Part two:

“[Product or service] [briefly describe functionality: does X].” ← *This may be combined with part one.*

Part three:

“[Results of functionality: more time, easier life—describe how the lead’s life will change after using this product or service].”

## **How Does it Work?**

“[Help the viewer understand the technicality of the product or service: Product or services works by X feature, Y feature, and Z feature].”

## **Restate Benefits and Value Proposition**

Part one:

“[Reaffirm how using product or service will change the user’s life]”

Part two:

“[No other product or service does X]” ← *Value proposition can also be included earlier in sections one (it can be your hook!) or two.*

## Call to Action

“[Conversion-focused CTA: Sign up for a free trial, receive your first month free by signing up now, get a free demo]”

Example:

[Monday.com](http://Monday.com)

## Resources

Need more examples?

Check out [Facebook Ad Library](#) and look for your competitors! Just choose the country, ad category, and type your niche.

You can also go to this unofficial [YouTube Ad Library](#) for inspiration.

Don't forget to check out our [YouTube channel](#) and [blogs](#) for more awesome freebies like this!