

THE UGC PLAYBOOK

FOR CREATORS

10 Plug-and-Play Video Scripts

Scripts for testimonials, tutorials, unboxings, and viral videos brands love even if you hate being on camera.

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10 PLUG-AND-PLAY VIDEO SCRIPTS

Scripts for testimonials, tutorials, unboxings, and viral videos brands love even if you hate being on camera.

How to Use This Pack (2 mins)

1. Pick your goal: social proof, educate, launch, objection-busting, or retargeting.
2. Choose style: On-camera or Hands-only/VO (every script has both).
3. Fill the blanks: swap in [Brand], [Product], [Benefit], [Result], [Timeframe], [CTA URL/Code]. Keep hooks under 3 seconds.
4. Record to beats: aim for 20–35s total.
5. Deliver options: 1 hero + 2 hook variants + 1 cut-down (10–12s).

1) Testimonial: “I Was Skeptical Until...” (Social Proof)

Best for: Conversions, retargeting | Length: 25–30s

How to use it: Use your real “before” feeling + one measurable outcome. Shoot in a lived-in setting.

Beats

- 0–2s Hook: “I was skeptical.”
- 2–10s Before/Pain
- 10–22s Moment of proof (show product in action)
- 22–30s Result + CTA

On-camera script

“I was skeptical, but I tried [Product] for [use case]. Before this, [pain]. Day one, I noticed [quick win]. After [timeframe], [result metric]. If you’re like me—[objection]—this is the sign. [CTA].”

Hands-only / VO

VO: “Skeptical? Same. Watch. [Show product] Before: [pain]. After [timeframe]: [result]. It’s [top benefit] without [common hassle]. Try [Product] — [CTA].”

Overlays

- “Before: [pain] → After: [result]”
- “Tried & tested”
- “Use code [CODE]”

CTA options

“Tap to try” / “Use code [CODE]” / “Link in bio”

2) 3-Step Micro-Tutorial (Education That Sells)

Best for: Top-of-funnel, value posts | Length: 20–30s

How to use it: Pick 1 task. Keep steps visual and fast.

Beats

- 0–2s Hook: “3 steps to [desirable outcome]”
- 2–20s Step 1–3 demo
- 20–30s Benefit + CTA

On-camera

“Here are 3 steps to [outcome] with [Product]. Step 1: [action]. Step 2: [action]. Step 3: [action]. Done—[result] in [time]. Grab it at [CTA].”

Hands-only / VO

VO: “Step 1: [action]. Step 2: [action]. Step 3: [action]. That’s [result] with [Product]. [CTA].”

Overlays

- “Step 1 • Step 2 • Step 3”
- “[Result] in [time]”

CTA

“Save this” + “Get it via [CTA]”

3) Unboxing + First Use (Trust Builder)

Best for: Launches, new audiences | Length: 25–35s

How to use it: Film clean overhead unbox + first impression in one take if possible.

Beats

- 0–3s Hook: “Unboxing [Product]”
- 3–15s Unbox + highlight 3 features
- 15–28s First use demo
- 28–35s Verdict + CTA

On-camera

“Unboxing [Product]. In the box: [item 1–3]. First impression: [texture/fit/quality]. Using it for [use case]... okay [surprise/benefit]. If you care about [priority], this is it. [CTA].”

Hands-only / VO

VO: “Box contents: [items]. Setup takes [time]. First use: [demo]. Verdict: [benefit]. Get [Product] at [CTA].”

Overlays

- “< 60s setup”
- “3 things I noticed”
- “Code: [CODE]”

4) PAS Demo: Problem → Agitate → Solve (Ad staple)

Best for: Cold traffic | Length: 20–30s

How to use it: Name the pain in the audience’s words; show solve visually.

Beats

- 0–2s Problem
- 2–8s Agitate
- 8–22s Solve demo
- 22–30s Outcome + CTA

On-camera

“[Problem statement]. It gets worse when [agitate]. This fixes it: [Product]. Watch—[demo steps]. Result? [outcome] in [time]. Grab it here [CTA].”

Hands-only / VO

VO: “Struggle with [problem]? Try [Product]. Step 1 [action]. Step 2 [action]. Done: [outcome]. [CTA].”

Overlays

- “Fix [problem] in [time]”
- “Real demo”

5) “3 Reasons I Switched to [Product]” (Competitor Takeout)

Best for: Consideration stage | Length: 22–30s

How to use it: Be specific; avoid naming competitor if brand prefers.

Beats

- 0–2s Hook: “I switched.”
- 2–20s 3 reasons (snappy cuts)
- 20–30s CTA

On-camera

“I switched to [Product]. Reason 1: [pain solved]. 2: [feature → benefit]. 3: [proof: warranty/price/ethos]. If you want [desired outcome], try it. [CTA].”

Hands-only / VO

VO: “3 reasons I switched: [reason 1/2/3]. That’s why it’s [result] for me. [CTA].”

Overlays

- “Reason 1/2/3”
- “Save for later”

6) Before/After Mini-Challenge (Transformation)

Best for: Retargeting, social proof | Length: 20–35s

How to use it: Pick a safe, observable change (e.g., organisation, glow, cleanliness). Avoid medical claims.

Beats

- 0–3s Hook: “I tried [Product] for [timeframe]”
- 3–10s Before
- 10–25s Process
- 25–35s After + takeaway + CTA

On-camera

“I used [Product] for [timeframe]. Before: [state]. Process: [2–3 steps]. After: [visible change]. Takeaway: [lesson]. Try it via [CTA].”

Hands-only / VO

VO: “Before → After with [Product] in [timeframe]. Steps: [steps]. Result: [visible outcome]. [CTA]. Results vary.”

Overlays

- “Before” / “After”
- “Results may vary”

7) POV: Day-In-The-Life With [Product] (Lifestyle Fit)

Best for: Lifestyle brands, story | Length: 25–35s

How to use it: Film 4–6 clips across a day; add VO later.

Beats

- 0–2s Hook: “POV: you use [Product] all day”
- 2–28s 4–6 moments (wake, commute, work, gym, night)
- 28–35s Benefit summary + CTA

On-camera

“Morning: [use]. Commute: [use]. Work: [use]. Evening: [use]. It just [benefit] without me thinking about it. That’s why I use [Product]. [CTA].”

Hands-only / VO

VO: “How [Product] fits my day: [moment 1–4]. Net effect: [benefit]. Get it at [CTA].”

Overlays

- “POV” tag
- Time stamps (“7:10 AM”, “6:30 PM”)

8) Objection Slayer: “Too Expensive?” (Value Case)

Best for: Price objections | Length: 20–30s

How to use it: Translate cost into per-use or time saved.

Beats

- 0–2s Hook: “Too expensive?”
- 2–18s Value math (cost per use / time saved / bundled features)
- 18–30s Proof + CTA

On-camera

“Think it’s too expensive? I did too—until I did the math. I use it [uses/month] so it’s £[price]/month ÷ [uses] = £[per-use]. Plus it [saves time/money]. That’s why I stuck with [Product]. [CTA].”

Hands-only / VO

VO: “Cost per use = £[per-use]. Time saved = [mins/wk]. Value > price. Try [Product]: [CTA].”

Overlays

- “£[per-use] per use”
- “Saves [mins]/week”

9) Rapid Hook Montage (A/B Test Starter)

Best for: Paid ads testing | Length: 10–15s (each)

How to use it: Record 5 hooks over the same first shot. Brand picks winner.

Beats

- 0–2s Hook line
- 2–10s Micro demo
- 10–15s CTA flash
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Hook lines (record 5):

1. “If you hate [pain], watch this.”
2. “I wasted [time/money] until I tried [Product].”
3. “The trick brands don’t tell you about [category].”
4. “POV: you finally fix [pain].”
5. “This replaced [old solution] in one week.”

On-camera

Deliver each hook, same background, then one-step demo.

Hands-only / VO

VO reads hook over close-up of product + quick use.

Overlays

- Big hook text
- “Tap to learn more”

10) Storytime: “I Almost Returned It, Then...” (Retention + Emotion)

Best for: Mid-funnel, humanising brand | Length: 25–35s

How to use it: Share a real turning point (feature you overlooked, setup you missed).

Beats

- 0–3s Hook: “I almost returned this.”
- 3–15s The problem / confusion
- 15–28s The discovery / fix
- 28–35s The result + CTA

On-camera

“I almost returned [Product] because [issue]. Then I found [feature/trick]: [how to]. Now it [result] and I’m keeping it. If you buy it, do this first. [CTA].”

Hands-only / VO

VO: “Problem: [issue]. Fix: [feature] → [how]. Result: [benefit]. Keep it—just set it up like this. [CTA].”

Overlays

- “Do this before you decide”
- “Saved my purchase”

Caption Template (paste under any script)

“Trying [Product] for [use case] so you don’t have to. Here’s what worked: [top benefit] → [result/timeframe]. Full demo in video.

Use code [CODE] or tap [link]. #ugc #ad #[category] #[brand]”

Export & Delivery Tips

- Spec: MP4, 1080×1920, 23.98–30fps, ≤50MB.
- File names:
[Brand]_[Product]_Script#_HookA/B_CreatorHandle.mp4.
- Deliverables: 1 hero, 2 hooks, 1 cut-down (10–12s), 1 thumbnail.
- Bonus: Include .SRT captions for accessibility and watch-time.



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