

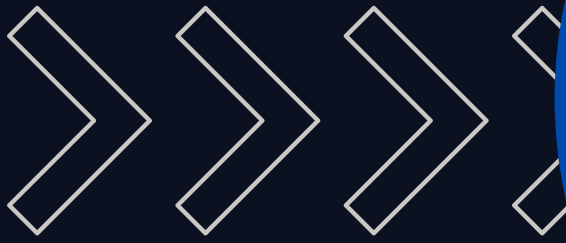


VIDEO SCRIPT CHEAT SHEET

Momentum Matters

AI Video Presenter Services

[MOMENTUMMATTERS.COM](https://momentummatters.com)



THE MOMENTUM MATTERS SCRIPT FRAMEWORKS TO STOP THE DOOM-SCROLL

Stop guessing what to say on camera.

Most business owners know they need video to fix their website's dwell time. But when they sit down to write a script, they stare at a blank Google Doc until their brain completely shuts down.

This guide cures your creative paralysis. We are giving you the exact, battle-tested frameworks required to build high-conversion video assets.

You just fill in the blanks.

— *Chris Daniel*



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FRAMEWORK 1: THE CORE VALUE HOOK

This is your elevator pitch. It sits at the top of your homepage or social media profiles. It tells the viewer exactly who you are, who you help, and why they should care before they can click away.

THE FORMULA:

"I help [Target Audience] achieve [Desired Result] through [Unique Mechanism], so they can [Escape Pain] and [Achieve Ultimate Goal]."

Your Turn (Fill in the blanks):

I help _____ achieve
_____ through
_____, so they can
_____ and _____.

THE EXECUTION:

You have your hook. Do not ruin it by recording it on your smartphone in your kitchen. This 15-second script is exactly what our synthetic avatars are built for. Take the text you just wrote, drop it into a Momentum Matters \$197 Test Drive, and we will hand you a hyper-ready video for your homepage in exactly 10 business days.

FRAMEWORK 2: THE DWELL-TIME RESCUER

This is the Problem-Agitate-Solve structure. You call out their specific pain, twist the knife so it hurts, and then introduce your service as the only logical cure. Use this at the top of long-form articles or VSL landing pages to interrupt the scroll and spike your time-on-page metrics.

THE FORMULA:

The Hook (0-10s):

Call out the audience and their biggest frustration immediately.

The Agitation (10-30s):

Explain why their current solution is failing miserably.

The Solution (30-60s):

Introduce your product or service as the exact antidote.

The Call to Action (60-90s):

Tell them exactly what button to click right now.

Your Turn (Draft your sections):

Hook: _____

Agitation: _____

Solution: _____

Call to Action: _____

THE EXECUTION:

You just built a script designed to spike your dwell time. But it only works if the delivery is flawless. If you try to film this yourself, you will spend three hours sweating under a ring light, completely forget how normal human beings speak, and eventually consider setting your camera equipment on fire.

Hand this exact script to Momentum Matters. Our studio-grade AI avatars will deliver this pitch perfectly so your visitors actually stay on the page.

FRAMEWORK 3: THE MYTH-BUSTER

This script is designed to instantly establish you as the ultimate authority in your space. Instead of bragging about how great your company is, you simply debunk the biggest lie your customers have been told by your competitors. It builds immediate trust and makes your solution seem like the only logical choice.

THE FORMULA:

"Most people think [**Common Industry Belief**]. But here is why that is completely backwards. The truth is [**Your Unique Reality/Mechanism**]. If you want to stop [**Pain**] and finally [**Desired Result**], you have to stop doing [**Old Way**] and start [**New Way**]. Click below to see how we do this."

Your Turn (Fill in the blanks):

Most people think _____.

But here is why that is completely backwards.

The truth is _____.

If you want to stop _____ **and finally**

_____, **you have to stop doing**

_____ **and start**

_____.

Click below to _____.

THE EXECUTION:

You just positioned yourself as the only honest expert in your industry. But if you deliver this script looking nervous on a grainy webcam, that authority evaporates instantly.

Do not risk your reputation on bad lighting. Copy this script, select our \$597 Flagship VSL tier, and let our hyper-realistic AI avatars deliver your message with absolute, unwavering confidence.

THE MOMENTUM ARCHITECTURE: THE 1-2 PUNCH

Before you write a single word of your script, you have to understand where these assets actually live.

If you run high-converting social ads without fixing your website's dwell time, you are basically paying for a digital billboard that directs traffic to a condemned building. People will show up, look at the mess, and leave immediately.

To dominate your market, you need to execute the One-Two Punch.

IMHO – THINKING OUTSIDE THE BOX

Punch 1:

Social Branding (The 9x16 UGC Asset) Your social media feed is a warzone. You use vertical, 9x16 UGC-style videos as your frontline soldiers. But you do not use them to pitch a massive, complex sale. You use them for Branding. You introduce yourself, your product, and your services. You use a crisp, hyper-realistic AI avatar to serve as the ultimate pattern interrupt. It stops the scroll, commands attention, and forces the click over to your website.

Punch 2:

The Dwell Time Engine (The 16x9 VSL Asset) Getting the click is only half the battle. Once they land on your site, Google's algorithm starts a stopwatch. If that visitor bounces in three seconds because they see a massive wall of text, your SEO rankings will tank.

You fix this by embedding a 16x9 Mini-VSL at the absolute top of every core page on your site. This is your closer. When the visitor hits play, they stay on your page for two to three minutes. Analytics data proves that embedding a video above the fold can increase organic Dwell Time by over 260%.

You use the 9x16 video to steal the attention. You use the 16x9 video to lock it down and close the deal.

THE ELEPHANT IN THE ROOM (AND WHAT TO DO NEXT)

Look, here is the absolute truth about why I just gave you these three frameworks and my freestyle application for them for free.

Yes, I want you to use them. I want you to fill in the blanks, put the videos on your website, and watch your dwell-time metrics spike. I want you to win, because when you win using my free stuff, you realize I actually know what I am talking about.

But let's not pretend we don't both know how internet marketing works. I gave you this guide because I want you to buy my video services. You now have the exact words you need to say. But words on a Google Doc do not stop the doom-scroll. You need a polished, professional video asset to actually deliver the message.

Right now, you have two choices.

CHOICE ONE:

You can take these scripts, spend a thousand bucks on a camera, fight with ring lights for three hours, and do 47 takes until you finally get one where you don't sound like a hostage reading a ransom note.

CHOICE TWO:

You can just hand the scripts to me.

At Momentum Matters, we don't do mandatory Zoom onboarding calls, we don't charge bloated agency retainers, and we don't waste your time. You paste your finished script into our checkout form, and we deliver a weaponized, studio-grade AI video asset straight to your inbox in 10 business days flat.

Pick your poison.

If you want to do it the hard way, I genuinely wish you the best of luck. But if you want it done fast, done right, and done for a flat fee—head over to the Pricing Page, pick your video tier, and let's get to work.

YOUR SCRIPTS ARE FINISHED. NOW LET US BUILD THE ASSET.
Do not let these scripts sit in a folder on your desktop gathering digital dust. Momentum Matters operates on a strict 10-business-day execution window with absolutely zero mandatory Zoom calls.

Head over to MomentumMatters.com, pick your video tier, paste your finished script into our intake form, and let us get to work.

Talk soon,

Chris Daniel

Founder, Momentum Matters

Pricing

