

5 PLUG-AND-PLAY

Script Templates

The exact videos that build trust, authority & connection

by Andrea Stenberg



The Ultimate Video Script Starter Kit

5 Plug-and-Play Templates for Coaches, Healers & Heart-Centered Entrepreneurs

Video One. Attention-Grabber Video

Goal: Spark curiosity + stop the scroll

Script Template:

1. **Hook:** “Stop _____ [common mistake] if you want _____ [result]”
2. **Body (1–2 points):**
 - Call out the mistake or myth.
 - Share your quick truth/tip.
3. **Mini-Intro:** “I’m _____ [name], and I help _____ [ideal clients] _____ [achieve result].”
4. **Soft CTA:** “If this hits home, drop a 👍 in the comments or follow me for more quick tips.”

Video Two: Belief-Builder Video

Goal: Shift limiting beliefs, reframe thinking

Script Template:

1. **Hook:** “Everyone says _____ [old belief], but here’s why that’s keeping you stuck.”

2. **Body (3 points max):**
 - Point out why the old belief doesn’t work.
 - Share your reframe/new perspective.
 - Paint a quick “what’s possible” picture.

3. **Mini-Intro:** “I’m _____ [name], and I help _____ [ideal clients] _____ [achieve result] without [pain point].”

4. **Soft CTA:** “What’s one belief you’ve held about _____ [topic]? Comment below—I’d love to hear.”

Video Three: Trust Accelerator Video

Goal: Show proof, credibility, results


Script Template:

1. **Hook:** “Here’s what happened when _____ [client/you] tried _____ [your method].”
2. **Body (2–3 points):**
 - Share the before (their struggle).
 - Share the after (the win/transformation).
 - Highlight the “how” at a high level.
3. **Mini-Intro:** “I’m _____ [name], and I help _____ [ideal clients] _____ [achieve result].”
4. **Soft CTA:** “Want to hear more behind-the-scenes stories like this? Follow me or watch for my next video.”

Video Four: Personal Connection Video

Goal: Build emotional connection + show your personality

Script Template:

1. **Hook:** “Can I share a story that has nothing (and everything) to do with _____ [your niche]?”
2. **Body (story arc):**
 - Share a short, personal story (daily life, hobby, challenge).
 - Tie it back to a bigger business/life lesson.
 - Connect the dots for your audience.
3. **Mini-Intro:** “I’m _____ [name], and I help _____ [ideal clients] _____ [achieve result]. And yes, I use stories like this to make my teaching real.”
4. **Soft CTA:** “If this story resonates, hit  or tell me your version in the comments.”

Video Five: Conversion Video

Goal: Move audience from “interested” to “taking action”

Script Template:

1. **Hook:** “If you’ve been struggling with _____ [pain point], here’s your next step.”
2. **Body (2–3 points):**
 - Call out the problem they know they have.
 - Share a glimpse of the solution (your method/offer).
 - Show what becomes possible if they take the step.
3. **Mini-Intro:** “I’m _____ [name], and I help _____ [ideal clients] _____ [achieve result].”
4. **CTA (clear but gentle):** “Click the link below to [grab the freebie / join the challenge / book a call].”

Who is Andrea Stenberg?



If a picture is worth 1,000 words, a video is worth a library when it comes to gaining visibility, showing off your expertise, and actually growing your business online.

A video marketing strategist, Andrea Stenberg shows coaches, course creators, and other heart-centered entrepreneurs how to share their unique brilliance and connect with their ideal clients using video.

If you don't know what to say, hate how you look, and are intimidated by the technology, Andrea helps you quickly and confidently make client-attracting videos. Stop making it up as you go along and start using a proven video strategy to attract new clients.

Let's Connect!

Want more quick ways to grab attention online? Connect with me on **LinkedIn, Facebook, or Instagram** where I share video marketing tips and behind-the-scenes insights. Let's stay in touch!

And if you use one of these scripts in your next video, be sure to tag me. I'd love to see what you get up to.

LinkedIn: <https://www.linkedin.com/in/andreastenbergl>

Instagram: <https://www.instagram.com/andreastenbergl>

Facebook: <https://www.facebook.com/andreastenbergl>