

Script Template: Alex's Air Prune Bed Video

Alex has a full-time job, wife, kids, and hobbies. He'd like to quit his day job and make a living installing agroforestry systems by 2030. To attract clients and keep his momentum going he's decided to create organic content – may as well create lead magnets while learning the craft. He has two YouTube channels. The first channel is in Spanish for the locals – this is for low-ticket installs, workshops, and community projects to collect testimonials. His second channel is to attract wealthy gringos that have come to Mexico for a life-style change. This second group of clients are the ones that will pay the bills in the long term. However, as mentioned above Alex is a very busy man and clearly needs a system for creating videos within the shortest time possible without sacrificing quality. He is the generic script layout for his next English/Spanish video.

Section	Time	Camera	English	Spanish
Thumbnail	X	Subject	Photo of empty Air Prune Bed – with captions saying “Free Tree Nursery” – make it pretty	Igual
Title	X	Words	“How to make an Air Prune Bed (for free)”	Igual
Hook	10s	Either	“These trees cost \$50 each, and I need 300 of them – I’m going to find a better option.” (in a nursery?)	Igual
Intro	15s	Face	“Hi, I’m Alex an experienced market gardener moving into agroforestry and I need an air prune bed.”	Igual
Set-up	5s	Face	“So I’ll show you how to build the bed, explain how it works, and show you how to harvest.”	Igual
Context	3m	Subject*	Create silent film of AP bed being made with pointing. Then do a voice over.	Igual
1/3 CTA	10s	Face	“My buddy Jason scripted this video, so if you hate the new format go yell at him, link in description.”	Igual
Details	3m	Mix*	Voice over film of certain aspects + face camera to explain what, how, why, and alternatives / x 3~6	Igual
Solution	3m	Subject*	Voice over again: show PHYSICAL demonstration of tree removal^, use fake trees? DO DEMOS!!!	Igual
End CTA	10s	Face	“I’m new to this so please don’t share this to your friends, but you can subscribe for the next one.”	Igual
Outro	10s	Face	“What did the tree say to the mycelium network? I don’t know I’ve never been THAT high... bye!”	Igual

* - Creating silent film allows Alex to do voice-overs in both English and Spanish reducing the amount of editing required to publish both videos.

However, all camera shots that are direct to camera (face) will need to be repeated. He could remove his face or do dub, but that's just lazy.

Context – How to Build	Details – How It Works	Solution – How to Harvest^
Where to source materials	How the roots avoid dry air	Pull out a single tree by the trunk
Where to position it	...find a video online?	...bad practice but dramatic demo
Build the legs	How soil bulk keeps moisture	Remove wall
Build the frame	...draw pictures?	Take out clump of trees
Adding mesh and shade cloth	Mulch prevents evaporation	Put in wheelbarrow
Building the walls	...more pictures?	Wash off dirt
Add soil and mulch	Deeper beds if you plan to travel?	Plant “home-grown” tree

^ - It takes time to grow a tree, and we want to publish within a week of creating the new Air Prune Bed. So, to get the shot Alex will go to the nursery and buy some trees wants, then plant them in the Air Prune Bed, let them settle a week (or two), then demonstrate removing “established” trees.