Video Script Templates by Use Case

My Videos · https://coreel.ai/help/video-script-templates-by-use-case/

Use these scripts as starting points. Keep each video 30–60 seconds and personalize line 1.

1) First Outreach (Cold Intro)

Goal: Start conversation

Script:

Hi {{FirstName}}, I made this quick video for {{Company}} because I noticed {{specific context}}.
We help teams like yours {{outcome}} without {{common pain}}.
If useful, reply with your top priority and I'll send a tailored walkthrough.

2) Follow-Up (No Reply)

Goal: Re-engage politely

Script:

Hi {{FirstName}}, just wanted to follow up with one idea specific to {{Company}}.
In 30 seconds: {{single value point}}.
If you want, I can send a version customized for your {{team/role}}.

3) Post-View Follow-Up

Goal: Convert engagement into next step

Script:

Hi {{FirstName}}, thanks for checking out the video.
Based on that, the fastest win is {{recommendation}}.
Would Tuesday or Thursday work for a quick 15-minute call?

4) Reactivation (Old Lead)

Goal: Restart stalled thread

Script:

Hi {{FirstName}}, it’s been a bit, so I recorded this quick update for you.

What changed: {{new value/feature/result}}.

If timing is better now, reply and I’ll send a focused plan for {{Company}}.

5) Referral Ask

Goal: Get intro when not a fit

Script:

Hi {{FirstName}}, if this isn’t your lane, no problem.

Could you point me to who owns {{function/problem}} at {{Company}}?

Happy to send a short, relevant video they can review quickly.

Personalization Checklist (Use Every Time)

- Mention their name/company
- Include one real context detail
- Keep one CTA only
- End with a simple next step