## **Loom Video Script Structure**

**1. Quick Intro (10–15 sec)** “Hey [Name], I’m [Your Name] from [Your Site/Brand]—I made you this quick video because typing felt… insufficient.”

**Alt**:  
 “I know you probably get a ton of emails, so I figured I’d stand out the old-fashioned way—with a face and a screen.”

**2. Why You’re Reaching Out (15–20 sec)** “I came across your post on [Topic] and really appreciated your take on [Specific Point]. It actually inspired an idea for [Project, Collab, Resource].”

**Alt**:  
 “I noticed you’ve been [doing/speaking/writing] about [Relevant Topic] lately. I’ve got something that might make your life a little easier—or at least more interesting.”

**3. What You’re Sharing (20–30 sec)** “We just put together [Content/Tool/Guide] that aligns perfectly with your audience. It’s [what it is], and I think it could be a valuable addition to [their blog/page/content strategy].”

**Bonus tip**: *Share your screen here and show the exact section you’re referencing or what makes your thing helpful.*

**4. Low-Pressure CTA (10–15 sec)** “If it sounds useful, happy to send the link or give more details. Totally no pressure—I just thought it might be worth your time.”

**Alt**:  
 “Let me know if this is interesting and I’ll send over the details. If not, all good—I’ll go cry silently into my coffee.”

**5. Sign-Off (5–10 sec)** “Thanks again for what you share online—it really shows. Either way, appreciate your time, and hope this brightened up your inbox a bit.”

## **Optional: Bonus CTA for Calendar Bookers**

“If you’d prefer to chat live, here’s my link to grab 15 minutes—no pitch deck, just ideas.”