STUDIO93 - A CREATIVE AGENCY

Camera Confidence Script Pack

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Studio93 Camera Confidence Script Pack

Plug-and-play templates to help you speak clearly on camera (without rambling)

Welcome

This Script Pack is a companion to the upcoming Studio93 mini-course:
"In 15 minutes, stop rambling and deliver your message clearly - on the first take."

These templates help you know what to say and stay structured.

The mini-course shows you how to deliver it confidently (so it sounds natural, calm, and first-take ready).

How to use this Script Pack

Before you fill in any template, understand this:

ONE PERSON → ONE POINT → ONE OUTCOME

- **One person:**
Who are you talking to? (e.g., "busy business owners", "first-time buyers", "fitness beginners")

- **One point:**
What's the single thing you want them to understand?

- **One outcome:**
What should they think/feel/do after watching?

Now pick one template and fill the blanks!

Important: If you're still rambling even with templates, it's usually because you're trying to squeeze two points into one video.

The mini-course shows you the "anti-ramble" filter that fixes this fast.

Your "On-Camera Notes" rule

To avoid sounding scripted, format your "script" like this:
- One sentence per line
- Bold only the keywords

Template 1: The One-Take 30 (30 seconds)

Use for:
quick tips, social posts, story replies, "I help with..." videos.

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HOOK (1 sentence):
"If you're struggling with [PROBLEM], do this: [SIMPLE ACTION]."

POINT (1–2 sentences):
"Most people [COMMON MISTAKE]. Instead, [BETTER WAY]."

EXAMPLE (1 sentence):
"For example: [REAL-LIFE EXAMPLE]."

CLOSE (1 sentence)

Fill-in prompts:
- PROBLEM =
- SIMPLE ACTION =
- COMMON MISTAKE =
- BETTER WAY =
- REAL-LIFE EXAMPLE =

Template 2: The One-Take 60 (60 seconds)

Use for:
your best "value" posts, authority-building, client education.

HOOK (0–10s):
"Quick tip for [AUDIENCE]: if you [PAINFUL SYMPTOM], here's what to do."

CONTEXT (10–20s):
"This happens because [REASON IN PLAIN ENGLISH]."

THE FIX (20–45s):
"Do this instead:
1. [STEP 1]
2. [STEP 2]
3. [STEP 3]"

PROOF / EXAMPLE (45–55s):
"When you do that, [RESULT] - for example [EXAMPLE]."

CTA (Call to action) - (55–60s)

The mini-course teaches the delivery piece that makes this feel effortless: where to pause, what to cut, and how to stay calm.

Template 3: The "Stop Rambling" Reset (when you go off-track)

Use mid-record if you drift. This saves takes.

Say this out loud (smile slightly) and keep going:

"Let me simplify that."

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Then:

1) One sentence summary:
"The main point is: [ONE POINT]."

2) One example:
"For example: [EXAMPLE]."

3) Close:
"So if you're [AUDIENCE], do [NEXT STEP]."
This is a control move - it makes you look confident even when you're correcting course.

Template 4: The Authority Story (without sounding braggy)

Use for:
"why you," credibility, origin story, trust.
LINE 1 (relatable start):
"I used to [STRUGGLE]."

LINE 2 (turning point):
"Then I realised [TRUTH / INSIGHT]."

LINE 3 (what changed):
"So I started [NEW APPROACH]."

LINE 4 (result):
"And that's what helped me [RESULT]."

LINE 5 (tie-back to viewer):
"If you're dealing with [VIEWER PROBLEM], this will help."

LINE 6 (CTA)

Template 5: The "3 Mistakes" Video (instant clarity)

Use for:
educational content that positions you as the guide.

HOOK:
"3 mistakes that make [TOPIC] way harder than it needs to be."

MISTAKE 1:
"First: [MISTAKE] → Instead: [FIX]"

MISTAKE 2:
"Second: [MISTAKE] → Instead: [FIX]"

MISTAKE 3:
"Third: [MISTAKE] → Instead: [FIX]"

CLOSE

In the mini-course, you'll learn how to keep these "3 points" tight so they don't turn into a 3-minute ramble.

Template 6: FAQ Answer (easy weekly content)

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Use for:
recurring questions, lead nurturing, DM replies.

HOOK:
"I get asked this all the time: [QUESTION]."

ANSWER (one sentence):
"Short answer: [ANSWER]."

WHY (one sentence):
"Because [REASON]."

HOW (one step):
"Here's what I'd do: [STEP]."

CLOSE

Template 7: The Soft Sell (sell without selling)

Use for:
services, offers, "here's how I can help" without awkwardness.

HOOK:
"If you've been trying to [GOAL] but keep getting stuck at [PROBLEM], here's a simpler approach."

VALUE (one point):
"What matters most is [ONE PRINCIPLE]."

INVITE (soft CTA):
"If you want help with this, I can support you with [OFFER].

Template 8: Client Result / Case Study (without numbers if you don't have them)

Use for:
proof content.

HOOK:
"Here's what changed when we fixed [ONE THING]."

BEFORE:
"Before: [PAIN / SYMPTOM]."

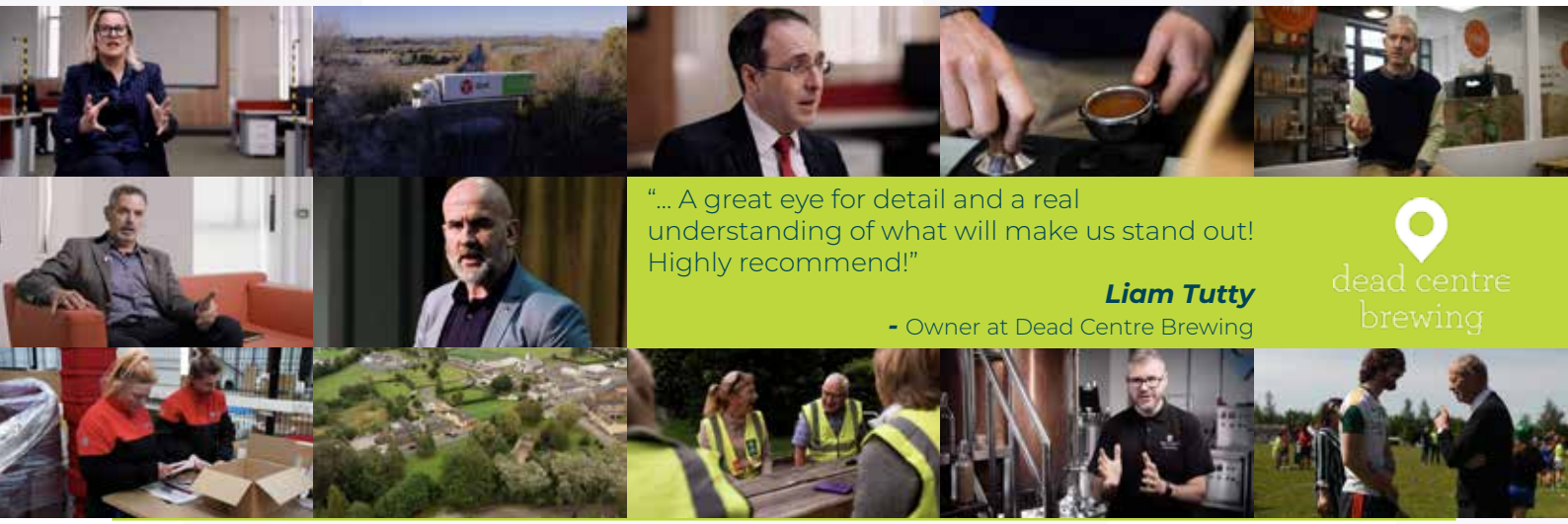
CHANGE:
"We focused on: [SIMPLE CHANGE]."
AFTER:
"After: [RESULT / EXPERIENCE]."

LESSON:
"The lesson is: [ONE LINE]."

CTA

10 Hook Starters (fill-in-the-blank)

Use these to start strong without feeling cringe.



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1. “If you’re [AUDIENCE] and you’re struggling with [PROBLEM], do this.”

2. “Most people get [TOPIC] wrong - here’s the simple version.”

3. “Quick fix for [PROBLEM]: stop doing [MISTAKE] and do this instead.”

4. “If you only remember one thing about [TOPIC], remember this...”

5. “Here’s why you keep [SYMPTOM] - and how to stop.”

6. “I used to [STRUGGLE] until I started doing this...”

7. “This is the fastest way to get better at [SKILL] without overthinking it.”

8. “If you’re about to [ACTION], do this first.”

9. “Unpopular opinion: [CONTRARIAN TAKE].”

10. “Steal this: [TEMPLATE NAME] for [RESULT].”

The mini-course shows you how to deliver hooks so they sound natural - not like you’re performing.

Quick Recording Prompts (for days you don’t know what to say)

Pick one and run Template 1 (30s) or Template 2 (60s).

Expertise prompts
- “The biggest mistake I see with [TOPIC] is...”
- “If I could give you one rule for [TOPIC], it’s...”
- “Most people overcomplicate [TOPIC]. Here’s the simple version.”

Trust prompts
- “Here’s what I believe about [TOPIC]...”
- “What I wish I knew before I started [THING]...”
- “A quick behind-the-scenes of how we do [PROCESS]...”

Conversion prompts
- “If you’re thinking about [BUYING/DECIDING], here’s what to consider...”
- “You don’t need [COMMON THING] - you need [BETTER THING]...”
- “If you’re stuck between [OPTION A] and [OPTION B], here’s the difference...”

what you’ll learn that makes these templates work

This Script Pack helps you stay structured. In the mini-course, you’ll learn the missing piece: confident delivery.

Inside the mini-course, we’ll cover:

- The “first take” setup that reduces nerves fast
- The anti-ramble filter (what to cut before you hit record)
- How to sound natural (even with notes)
- What to do when you go blank (without panicking)
- A repeatable routine so filming stops feeling like a big deal

Keep an eye on your inbox - early access is coming soon.

One last thing

If you want to feel confident on camera and have your content look premium, Studio93 can help with professional video production - but either way, you’re already doing the most important thing:

Showing up clearly.

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