



# High Converting Video Scripts

For Course Creators & Coaches



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**This template has  
9 high converting  
Video ad Formulas**

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**Each template is based  
on a hook that gets  
people interested in  
your course**

# TYPES OF HOOKS

1 PROBLEM & SOLUTION

2 OPPORTUNITY + STATISTICS

3 WITHOUT & EVEN IF

4 BOLD STATEMENT

5 YOUR STORY

6 WHAT IF

7 HAVE YOU EVER WISHED

8 I AM GOING TO SHOW YOU

9 STUDENT SUCCESS STORY

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**View Template**  
**Check Example**  
**Write your own**

# PROBLEM - SOLUTION



Hook: Customers problem, that your course will solve

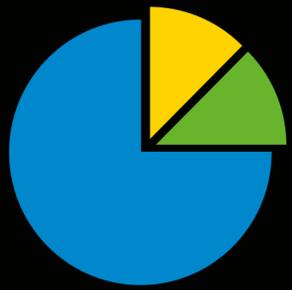
## TEMPLATE

- Are you a <customer profile> with this <problem>?
- But struggling to achieve <outcome>
- You aren't alone, it normally takes <years> of effort to master the skills required to achieve <this>.
- Naturally, most fail, because of this <big reason that your course is about>
- So I created a X minute micro course called <Name of Micro Course>
- It gives you the complete <formula/strategy/steps> on how to <do this important thing>
- Not just that, you also get <templates / examples> to help you <do this> easily
- If you want to learn the formula for <doing this> so you achieve <the outcome you want>
- Then Enroll Now, I will see you on the other side

## EXAMPLE

- Are you a coach or course creator who wants to create high converting video ads.
- But struggling to write the ad script
- You aren't alone, it normally takes years to be able to master writing video ad scripts.
- Naturally, most fail because they don't know what words get customers to buy
- So I created a 10 min micro course called "Video Ad Script Mastery"
- It gives you 9 different high converting ad formulas.
- Not just that, you also get templates, scripts & example ads, to help you create your own video ad easily
- If you want to learn the formula for writing high converting ads, then this course will save you time and a ton of money.
- Enroll Now. I will see you on the other side

# OPPORTUNITY + STATISTICS



Hook: Statistics that prove that learning this represents huge opportunity

## TEMPLATE

- Did you know that <this skill that your course is about>, can get you <this huge outcome>
- Imagine if you could create <this outcome> for yourself, what would it mean for your <bank balance, health, time, freedom>
- But just <doing something everyone does but doesn't work> isn't enough.
- You have to learn <what your course teaches>
- My name is <name> and I have been doing <this thing> for the last <X> years
- I studied the <top 1%> and created <this formula> so you can do <this> easily
- It's all in my <X> minute micro course <Micro Course Name>
- If you want to <achieve this outcome>, then Enrol Now, because this micro course will <save you X time and/or Y money>

## EXAMPLE

- Did you know that video ads get upto 30% more clicks & 80% more conversion vs other ads.
- Imagine if you could create amazing high converting video ads yourself, what would it mean for your online course business
- But just shooting and editing isn't enough.
- You have to learn how to write a high converting video ad script.
- My name is Ishwar Sundararaman, an IIMB graduate, and a high performance marketer for over 15 years.
- I studied the best performing ads and created 9 high converting ad formulas.
- I also created scripts, templates and examples so you can create a high converting video ad easily
- It's all in my 10 min micro course "Video Ad Script Mastery"
- If you want to create high converting video ads then Enrol Now because this micro course will save you months of research and a ton of money

# WITHOUT & EVEN IF



Hook: To make a seemingly difficult task, seem really easy

## TEMPLATE

- <Doing this task> so you can achieve <this outcome> is really hard
- Many <customer type> have tried doing <this, this and this> and finally give up
- We thought there has to be a way to make this easy So we decided to create "<Course Name>" a short X min micro course
- Here we share the complete formula for <this thing that your course is about> alongwith <scripts, templates and examples>
- Once you get your hands on these you will be <doing this thing> without any <stress>.
- Trust me, even if you don't know <this thing people think they should know> and don't have <this thing people think they should have>
- You will still be able to <achieve this outcome they so want>
- The price increases every 20 seats, so make sure you grab them right nowmoney>

## EXAMPLE

- Writing the script for a video ad that gets people to buy, is really hard.
- Many coaches and course creators, try, advertise, burn money and finally give up
- We thought there has to be a way to make this easy So we decided to create "Video Ad Script Mastery" a short 10 min micro course
- Here we share the complete formula for 9 high converting ads alongwith scripts, templates and examples
- Once you get your hands on these templates you will be creating ads, without even batting an eyelid.
- Trust me, even if you have zero creativity and terrible writing skills, You will still learn to to create amazing high converting ads
- The price increases every 20 seats, so make sure you grab them right now

# BOLD STATEMENT



Hook: Debunk a popularly held belief or what people think is the truth

## TEMPLATE

- <Bold Statement> Right ?
- Wrong !! This is the biggest lie we have been told when it comes to <your domain>
- The Truth is <share the mind boggling truth>
- But it's hard to <do this> and here is why <share why>
- Which is why we created <Name of micro course>, a X min micro course
- It contains <share what's in the micro course>
- So you can <achieve this outcome>
- If you want to <achieve a big outcome>, then take the first step and Enrol Now

## EXAMPLE

- Time is Money. Right?
- Wrong!! This is the biggest lie we have been told in our 20s
- The truth is the goal of life is to delink time and money
- But it's hard to do this and here is why
- We are just so used to trading our time and knowledge for money
- That we don't think about just selling knowledge in the form of courses.
- Maybe you aren't sure how to sell courses
- Which is why we created "Video Ad Script Mastery", a 10 min micro course
- It contains 9 different high converting ad formulas, templates, scripts & example ads
- So you can create your first video ad easily
- If you want to create video ads that sell, then take the first step and Enroll Now

# YOUR STORY



Hook: Your own story of struggling with the problem, the search & finding the solution

## TEMPLATE

- When I tried <doing this thing that your course is about> for the first time, I did it so wrong
- I didn't know how to <do this critical thing>
- I invested so much money but did not get the <result> I wanted
- I almost gave up
- Then I did <this thing>, which helped me <figure out the answer>
- I documented it for myself.
- But I am now deciding to share it with you in my X minute micro course called "Name of course"
- In it you will find <templates, guides and examples>
- If you are looking to <get this outcome>, then Enrol now to save time and money

## EXAMPLE

- When I tried creating my first video ad for my first course, I did it so wrong.
- I didn't know how to write a high converting ad script
- I invested so much money but nobody was buying
- I honestly almost gave up.
- Until, I researched ads by some of the most successful online course creators.
- I converted their ads into templates that I could use
- And now I am sharing it with you in my 10 min micro course "Video Ad Script Mastery"
- In it you will find 9 high converting ad scripts, templates and examples
- If you are looking to create a high converting ad, then Enrol now.
- It will save you not just time but a ton of money

# WHAT IF

Hook: Make People Imagine a Better Future for themselves



## TEMPLATE

- What if you could do this one thing that your course is about>
- What would that mean for your <health, wealth, relationships, business>
- <Share what it could mean>
- Yet, Most people don't <do this> because when they try <this bad thing happens>
- But the reason this happens is because you aren't <doing this thing that your course is about>
- So I created a X minute micro course called <Name of Micro Course>
- It gives you the complete <formula/strategy/steps> on how to <do this important thing>
- Not just that, you also get <templates / examples> to help you <do this> easily
- If you want to learn the formula for <doing this> so you achieve <the outcome you want>
- Then Enroll Now, I will see you on the other side

## EXAMPLE

- What if you could create just one high converting video ad.
- What would that mean for your course, your coaching and consulting business
- A single high converting ad, has the power to completely transform how you acquire students
- Yet most people don't advertise, because every time they try, they end up losing money
- The reason this happens is because you aren't using a high converting video ad script
- So I created a 10 min micro course called "Video Ad Script Mastery"
- It gives you 9 different high converting ad formulas.
- Not just that, you also get templates, scripts & example ads, to help you create your own video ad easily
- If you want to learn the formula for writing high converting ads, then this course will save you time and a ton of money.
- Enroll Now. I will see you on the other side

# HAVE YOU EVER WISHED



Hook: What are their hopes and dreams

## TEMPLATE

- Have you ever wished you were great at <doing this>
- That you could <do this one thing> that would help you <achieve this outcome>.
- Have you already tried <doing this>
- If you have, you will realise one of the fundamental ingredients to achieving this <super outcome> Is the <thing that your course is about>
- Most people get this wrong
- Which is why I created a X min micro course called "Course Name"
- It gives you the complete formula to <do this thing>
- Not just that, you also get <templates & examples>
- So you can <complete this yourself> fast and easy.
- If you want to <achieve this outcome>, these <templates in your course> will get you there faster and save you a ton of money.
- Enroll Now. Prices will increase soon

## EXAMPLE

- Have you ever wished you were great at marketing and sales.
- That you could create one video ad and your course starts selling like hot cakes.
- Have you already tried creating a video ad?
- If you have, you will realise one of the fundamental ingredients in a great video ad Is the script.
- Most people get this wrong
- Which is why I created a 10 min micro course called
- "Video Ad Script Mastery" It gives you 9 different high converting ad formulas.
- Not just that, you also get templates, scripts & example ads
- So you can create your own video ad fast and easy.
- If you want to create high converting ads, these high converting ad templates will get you there faster and save you a ton of money.
- Enroll Now. Prices will increase soon

# I AM GOING TO SHOW YOU



Hook: A simple no nonsense ad that has a trailer/preview of the course

## TEMPLATE

- I am going to show you exactly what's waiting for you in <micro course name>
- (Share Screen) In <Micro course name> we will show you <explain key things in your course>
- Each session <has this thing> that makes it easy to achieve <outcome>
- Like in <this session> where I show you how to do <this thing> that will get you this <amazing outcome>
- And I have <number of such sessions> more that will make it super easy to <do this thing>
- (Stop screenshare) If you want to achieve <this outcome>, <micro course name> is a no brainer
- Enroll now, and be well on your way to <achieving that amazing outcome> that you want

## EXAMPLE

- I am going to show you exactly what's waiting for you in Video Ad Script Mastery.
- In "Video Ad Script Mastery" we will show you 9 types of hooks that video ads need to get people to buy
- Each hook has a template and an example so you can easily write your own high converting video ad script
- Like the "I am going to show you" hook. Where just by editing a few words, you can have a high converting video script for your landing page ready
- And I have 8 other templates like this, that you can edit and make your own
- If you want to launch video ads for your course, "Video Ad Script Mastery" is a no brainer
- Enroll Now, and be well on your way to releasing that amazing high converting video ad

# STUDENT SUCCESS STORY



Hook: A case study of a student who succeeded after taking your course

## TEMPLATE

- I just got this message from a student.
- "I had taken your micro course over a month ago.
- I was one of the first few students in <batch #>
- Last weekend I revisited "Micro Course Name" and finally decided to implement the concepts
- I <did this thing that was taught in the course> last weekend,
- And guess what I <achieved this outcome> today.
- 100s of students have already applied my <formula/guide/templates>.
- And have <got this outcome>
- It's possible. But not if you just take the micro course
- You get results when you take action... like her
- If you want to <achieve this outcome>. Then these <templates / step by step guides> will be your best friend
- Grab them all when you enrol for "Name of micro course"

## EXAMPLE

- I just got this message from a student.
- "I had taken your micro course over a month ago. I was one of the first few students of your pilot batch
- Last weekend I revisited "Video Ad Script Mastery" and finally decided to put it in action
- I launched my first video ad yesterday,
- And guess what I got my first sale today.
- 100s of students have already applied my formula.
- And have created multiple video ads promoting their courses & programs It's possible.
- But not if you just take the micro course
- You get results when you take action... like her
- If you want to be selling courses and coaching using video ads. Then these 9 high converting video ad scripts will be your best friend
- Grab them all when you enrol for "Video Ad Script Mastery"

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**Now Write Yours**

# PROBLEM - SOLUTION



Hook: Customers problem, that your course will solve

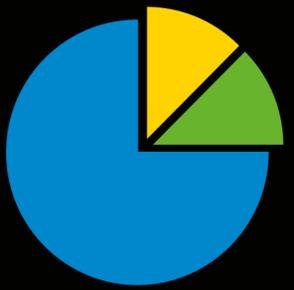
## TEMPLATE

- Are you a <customer profile> with this <problem>?
- But struggling to achieve <outcome>
- You aren't alone, it normally takes <years> of effort to master the skills required to achieve <this>.
- Naturally, most fail, because of this <big reason that your course is about>
- So I created a X minute micro course called <Name of Micro Course>
- It gives you the complete <formula/strategy/steps> on how to <do this important thing>
- Not just that, you also get <templates / examples> to help you <do this> easily
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## WRITE YOURS

-

# OPPORTUNITY + STATISTICS



Hook: Statistics that prove that learning this represents huge opportunity

## TEMPLATE

- Did you know that <this skill that your course is about>, can get you <this huge outcome>
- Imagine if you could create <this outcome> for yourself, what would it mean for your <bank balance, health, time, freedom>
- But just <doing something everyone does but doesn't work> isn't enough.
- You have to learn <what your course teaches>
- My name is <name> and I have been doing <this thing> for the last <X> years
- I studied the <top 1%> and created <this formula> so you can do <this> easily
- It's all in my <X> minute micro course <Micro Course Name>
- If you want to <achieve this outcome>, then Enrol Now, because this micro course will <save you X time and/or Y money>

## WRITE YOURS

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# WITHOUT & EVEN IF



Hook: To make a seemingly difficult task, seem really easy

## TEMPLATE

- Did you know that <this skill that your course is about>, can get you <this huge outcome>
- Imagine if you could create <this outcome> for yourself, what would it mean for your <bank balance, health, time, freedom>
- But just <doing something everyone does but doesn't work> isn't enough.
- You have to learn <what your course teaches>
- My name is <name> and I have been doing <this thing> for the last <X> years
- I studied the <top 1%> and created <this formula> so you can do <this> easily
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Hook: Debunk a popularly held belief or what people think is the truth

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# YOUR STORY



Hook: Your own story of struggling with the problem, the search & finding the solution

## TEMPLATE

- When I tried <doing this thing that your course is about> for the first time, I did it so wrong
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# WHAT IF

Hook: Make People Imagine a Better Future for themselves



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- What if you could do this one thing that your course is about >
- What would that mean for your <health, wealth, relationships, business>
- <Share what it could mean>
- Yet, Most people don't <do this> because when they try <this bad thing happens>
- But the reason this happens is because you aren't <doing this thing that your course is about>
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Hook: A simple no nonsense ad about what you are going to teach

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- Last weekend I revisited "Micro Course Name" and finally decided to implement the concepts
- I <did this thing that was taught in the course> last weekend,
- And guess what I <achieved this outcome> today.
- 100s of students have already applied my <formula/guide/templates>.
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- It's possible. But not if you just take the micro course
- You get results when you take action... like her
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## WRITE YOURS

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ISHWAR SUNDARARAMAN

# UNSOLVED.network

Where Influencers Launch Micro Courses



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