

HOW TO GUIDE THROUGH QUESTIONS

Pellekan II e05p4 [Film and share life-change e05]

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This episode contains three blocks, written to be extracted as individual clips for a training course on YouTube and other social media platforms. Every individual clip starts with a "Hook" mentioned in this script.

YouTube thumbnail for 7-minute episode: Picture: Medium shot of three hosts in set or recording location. Text: "How to guide through questions". Smaller text: "Film and share life-change > episode 05". Text has priority.

FADE IN:

1. INT. LIVING ROOM - DAY

Topic: >>Be guided by questions<<

YouTube thumbnail: Picture: CHESSY points with one hand with expression "guide", also question mark in hand and in graphical background. Text: "Be guided by questions". Smaller text: "Film and share life-change > video 13".

Hook: Chessy with question mark in hand. ADEEL and TARIK also at tea table.

CHESSY

(to camera, to viewer)

Questions are great. You can use them to guide people so they stay on track.

Welcome back. My name is Chessy. With my friends Adeel and Tarik we assist YOU to film and share your life-changing story. Don't be afraid to:

2. INTRO - ANIMATION

Graphic animation with music and text: "Be guided by questions". Possibly animation of YouTube thumbnail.

NARRATOR

Be guided by questions.

3. INT. LIVING ROOM - DAY

Adeel, the testifier, his friends Chessy and Tarik sit at a tea table. Question mark sign decoratively in background. Planning paper on table. Action according to spoken text.

CHESSY

(to camera, to viewer)

How is it going with your testimony? Are you done with putting in narration? Great.

CHESSY (CONT'D)
 (jokingly with smile)
 Adeel, your life is interesting.
 But when you explain everything,
 it's too long.

ADEEL
 That's why we have narration.
 Right?

CHESSY
 Exactly. But when you talk for one
 hour we have a hard time in
 editing. It's hard to find the good
 parts out of a long recording.

ADEEL
 That's possible.

CHESSY
 So we need to limit your talking.

Chessy takes the planning paper. Written text is visible to
 camera when it fits the conversation. Action according to
 spoken text.

CHESSY (CONT'D)
 For all the "Adeel talks" parts we
 find questions to ask. What do we
 have first? The "Hook". Well, we
 already have a hook text. Let's
 talk about it in a separate video.
 So we continue with "Exposition".
 That is narration. We want to go
 through "Adeel talks". So the next
 talk is about the family situation.
 What question can we ask to find
 out about the family situation?

ADEEL
 You could ask me: What family did
 you grow up in?

CHESSY
 Yes. We want to know the situation.
 How can we find that out?

ADEEL
 We can ask: What family situation
 did you grow up in?

CHESSY
 That sounds right.

Chessy writes on the right side of the word "Parents
 fighting" and "Adeel talks" the text: "What family situation
 did you grow up in?"

CHESSY (CONT'D)
What else can we ask?

TARIK
I would like to know: How was your
childhood?

Chessy writes under the first question the text: "How was
your childhood?"

CHESSY
Very good. And we want to find out
if he was loved or not. How can we
ask this?

ADEEL
Did you feel loved?

CHESSY
(to camera, to viewer)
This is a great example to learn.
The question: "Did you feel loved?"
is a closed question. Why? The
answer is only yes or no. The
opposite of a closed question is an
open-ended question - open to a
longer answer.

ADEEL
I understand. You want a LONGER
answer.

CHESSY
Yes, that's what we want.

ADEEL
So it's better to ask: How did you
experience being loved?

CHESSY
Very good. As always, you are a
fast learner.

CHESSY
(to camera, to viewer)
I'm sure you are learning fast as
well. I like that.

4. INT. LIVING ROOM - DAY

>>Outro for Social Media<<

Call to action (CTA) displayed graphically and with keywords.
"Film and share life-change" is displayed when mentioned.
Person talking is visible all the time.

CHESSEY (CONT'D)
 (to camera, to viewer)
 Just continue and find questions
 with your team for your testimony.
 We continue also in the next video.
 As always: If you have any
 question, please search and find us
 in connection with "Film and share
 life-change". See you.

ALL
 (to camera, to viewer)
 Bye bye.

Short graphical credits and contact details. No fade to
 black. Consider an extra export with 20 seconds end screen
 time for YouTube.

5. INT. LIVING ROOM - DAY

>>Outro for 7-minute episode (broadcast and YouTube)<<

CHESSEY (CONT'D)
 (to camera, to viewer)
 In the next part we talk about the
 hook. Stay tuned.

ALL
 (to camera, to viewer)
 See you.

6. BRIDGE - ANIMATION

**Short graphic animation (without text) as a fade or whoosh
 with music or sound effect to bridge to next topic.**

7. INT. LIVING ROOM - DAY

Topic: >>Find a question for your hook<<

YouTube thumbnail: Picture: Chessy points with one hand with
 expression "guidance", also question mark in hand and in
 graphical background. Text: "Find a question for your hook".
 Smaller text: "Film and share life-change > video 14".

Hook: Chessy forms a hook with finger. Question mark sign in
 background. ADEEL and TARIK also at tea table.

CHESSEY
 (to camera, to viewer)
 The hook with the hook. Welcome
 back. My name is Chessy. Also my
 friends Adeel and Tarik are around.
 Together we guide YOU to film and
 share your life-changing story.

Write a hook or:

8. INTRO - ANIMATION

Graphic animation with music and text: "Find a question for your hook". Possibly animation of YouTube thumbnail.

NARRATOR

Find a question for your hook.

9. INT. LIVING ROOM - DAY

Adeel, the testifier, his friends Chessy and Tarik sit at a tea table. Question mark sign decoratively in background. Planning paper and pen on table. Action according to spoken text.

CHESSY

We already wrote the hook. That's not always the case.

TARIK

But we know that our hook must attract our viewers.

CHESSY

That is correct.
Let us also find a question for the hook. What questions can we ask to get this answer?

ADEEL

That's tricky. We know the answer and ask the questions accordingly.

TARIK

You got it. But it makes your answer come out like an answer. Not like reading.

ADEEL

Ah-ha, I understand.
So we can ask: "Why did you want to end your life and what held you back?"

CHESSY

(to camera, to viewer)
These are two questions in one question. If possible, avoid that because the person who answers can choose what they want to answer.

ADEEL

Well, I know I must answer both parts. And I will.

Chessy writes Adeel's question on the planning paper.

TARIK
Thank you, Adeel.

ADEEL
Of course.

TARIK
Another question to get a strong hook is: "In 2 or 3 sentences, what facts and feelings interest a person to listen to your testimony?"

CHESSY
Wow. Impressive. Let's use it.

Chessy writes that question down.

ADEEL
Do we need questions for the narrator as well?

CHESSY
No, we don't need questions. But we roughly write down what we want the narrator to say. So we get an overview what our video will look like.

10. INT. LIVING ROOM - DAY

>>Outro for Social Media<<

Call to action (CTA) displayed graphically and with keywords.
"Film and share life-change" is displayed when mentioned.
Person talking is visible all the time.

CHESSY (CONT'D)
And we do that in the next video.

TARIK
(to camera, to viewer)
For now, find a question for your hook. Make sure you have questions for all talking parts of your testimony video.

ADEEL
(to camera, to viewer)
If you are unsure what is the best question, then contact us.
Research and find us in connection with "Film and share life-change".
Any time you can contact us for any other question.

If you want, please send us your planning paper. We'd love to help you.
We also want to send you our planning paper. Just ask us for it.
See you.

ALL
(to camera, to viewer)
Bye bye.

Short graphical credits and contact details. No fade to black. Consider an extra export with 20 seconds end screen time for YouTube.

11. INT. LIVING ROOM - DAY

>>Outro for 7-minute episode (broadcast and YouTube)<<

CHESSY (CONT'D)
And we do that in the next video part where we finalise our testimony story.

ALL
(to camera, to viewer)
See you.

12. **BRIDGE - ANIMATION**

Short graphic animation (without text) as a fade or whoosh with music or sound effect to bridge to next topic.

13. INT. LIVING ROOM - DAY

Topic: >>Finalise your story<<

YouTube thumbnail: Picture: Tarik moving hands together with expression "shorter", also planning paper in background.
Text: "Finalise your story". Smaller text: "Film and share life-change > video 15".

Hook: Tarik moving hands together. Adeel and Chessy also at tea table.

TARIK
(to camera, to viewer)
Shorter is better. That applies to the overall length of the video and also to the narration. Welcome back. My name is Tarik.
With my friends Adeel and Chessy I want to encourage YOU to continue to:

14. INTRO - ANIMATION

Graphic animation with music and text: "Finalise your story".
Possibly animation of YouTube thumbnail.

NARRATOR

Finalise your story.

15. INT. LIVING ROOM - DAY

Adeel, the testifier, his friends Chessy and Tarik sit at a tea table. Planning paper and pen on table. Action and expression according to spoken text.

TARIK

A good video needs good planning.
Now we plan the narration parts.

CHESSY

(to camera, to viewer)
Narration is not mandatory. But
it's a change in the audio. That
makes your testimony more
interesting and enjoyable.

Chessy shows planning paper.

ADEEL (OFF CAMERA)

Good.

CHESSY

(to camera, to viewer)
We want to encourage you to use
narration in your testimony. Of
course it's more work but makes a
huge difference.

CHESSY (CONT'D)

Let's start. We basically write
some keywords next to the narration
blocks so we know what it is about.

TARIK

Here we have the exposition, the
introduction. The family situation.
The father with alcohol problems.

CHESSY

So it's about family situation and
father drinking alcohol. And also
that religion was not a big part in
the family.

Chessy writes "Family situation", "Religion not a big part in family" and "Father drinking alcohol" on the right side next to "Narration".

ADEEL

It's very similar to the first block. As I can see.

CHESSY

Right. It will help us later in writing the narration. And we see if the story makes sense.

CHESSY (CONT'D)

(to camera, to viewer)

We write keywords for all the narration blocks.

Planning paper with the next block already filled in: "Left home at age 12", "Stayed with friends", "Drugs for entertainment" and "Deeper and deeper into drugs" superposed on Chessy's writing hand.

CHESSY (CONT'D)

Yes, I would say we do not need this narration block: "Earned money was not enough, moving to another city." We can skip that.

TARIK

Let me see.

Yes, we skip the "Narrator" part and combine the two "Adeel talks" parts in one.

Chessy writes with big letters "skip" next to that block. She also finishes the other blocks. Perhaps with superimposed image.

CHESSY

Good idea. Otherwise it's too long talking about drugs. That is not the focus. Shorter is better.

16. INT. LIVING ROOM - DAY

>>Outro for Social Media<<

Call to action (CTA) displayed graphically and with keywords. "Film and share life-change" is displayed when mentioned. Person talking is visible all the time.

CHESSY (CONT'D)

(to camera, to viewer)

Please take your planning paper. In a new column, write down keywords what the narrator need to say. Then you have a great plan what your testimony will look like.

TARIK

(to camera, to viewer)

Do you have questions? Find us in connection with "Film and share life-change" and contact us. We'd love to help you.

If you want, please take a picture of your planning paper and send it to us. We'd love to see it and give you feedback. Because we want to guide YOU to film and share your life-changing story.

ADEEL

(to camera, to viewer)

We can send you our planning paper, if you want. Just ask us for it.

TARIK

(to camera, to viewer)

In the next video we will talk about how to picture the narrator parts. That means what video we will display. Stay tuned.

ALL

(to camera, to viewer)

Bye bye.

Short graphical credits and contact details. No fade to black. Consider an extra export with 20 seconds end screen time for YouTube.

17. INT. LIVING ROOM - DAY

>>Outro for 7-minute episode (broadcast and YouTube)<<

Call to Action (CTA) displayed graphically and with keywords. "Film and share life-change" is displayed when mentioned. Person talking is visible all the time.

CHESSY (CONT'D)

(to camera, to viewer)

Please take your planning paper. With your team, find questions for all your talking parts of your testimony. Also find a question for your hook.

In a new column, write down keywords that the narrator needs to say. Then you have a great plan and can see what your testimony will look like.

TARIK

(to camera, to viewer)

If you are unsure what the best questions are or what keywords to write for the narrator, then please contact us.

Research and find us in connection with "Film and share life-change". If you want, please take a picture of your planning paper and send it to us. We'd love to see it and give you feedback. Because we want to guide YOU to film and share your life-changing story.

We also want to send you our planning paper. Just ask us for it.

ADEEL

(to camera, to viewer)

In the next video we will talk about how to picture the narrator parts. That means, what video we will display. See you.

ALL

(to camera, to viewer)

Bye bye.

Graphical credits and contact details with behind-the-scenes footage and music. Fit time to seven minutes. Consider an extra export with 20 seconds end screen time for YouTube.

FADE OUT: