

**Key code:**

// Scene background, information, etc.

Regular text, actual script

Note: the script will be broken up into acts or segments.

Bootleg Morgan Freeman, Camera Man/Guy, and the 5 customer avatars will be the main characters.

Think Morgan Freeman from Bruce Almighty:



**VSL Script:**

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**Act 1 (Intro / Pattern interrupt):**

// This should start with Morgan Freeman walking towards the camera, perhaps through a hallway of what resembles either an office or a coworking space //

Hi, fancy seeing you here.

I'm bootleg Morgan Freeman.

Turns out the founders of Sqribble put all their money into making a great product, and well... can't actually afford to hire the real Morgan Freeman to shoot an ad.

So, here I am.

But, you know what's not bootleg?

Sqribble.

// Morgan walks into "conference" looking room in said office / coworking space so the following could overhear him //

...you know the software that allows you to create amazing ebooks & reports in 5 minutes or less without typing a single word.

// The 5 below are viciously working, click clacking away, overhear him and look up with the ultimate intrigue

Ron: Black guy in 50's, author.

Adeline: Middle aged asian woman, freelance designer.

James: White guy in 20's, internet marketer.

Amani: Older arab woman with hijab, small business owner.

Devaj: Older Indian man owns an agency. //

James asks: "So, you're telling me there's a way I could stop spending hours on my work and cut it down to literally 5 minutes?"

MF: Precisely, it's magic, no genies required.

Everyone at once responds: How?

MF: Hold on one second...

// MF walks into the camera's direction, whispers into the director's ear (you should be able to hear it). //

MF: So I know you guys said this ad was supposed to just be me but I think we just walked into a golden opportunity.

Director: Well... this ad only has a budget big enough for you.

MF: What if we do it with the same budget.

We'll just pay them \$0, and give them Scribble for free.

Director: Is that even legal?

MF: Look I'm bootleg Morgan Freeman, don't worry about it.

// MF clears his throat, turns around and walks back. //

MF: Look, I'll show you under one condition.

You have to let us follow you around for a day.

// They look somewhat puzzled  
but they take a moment to discuss, somewhat talking over each other. //

They at once excitedly say deal.

MF: Great. I'll see you all here tomorrow.

// Camera mans sigh is audible //

// Morgan walks out. //

// Scene fades away to a black screen.

Then says "24 hours later..."//

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## **Act 2 (Transition):**

// Morgan Freeman rolls out of bed, makes some coffee and steps out.

You see him in the car on his way, then see him walking into the meeting room again, everyone else is already there. //

MF: Alright, I hope everyone is well.

I'd like everyone to introduce themselves.

James: Hi, I'm James, an internet marketer.

Ron: What's going on! I'm Ron, an author.

Adeline: Hey! I'm Adeline, a freelance designer.

Devaj: I'm Devaj, I own an agency.

Amani: Hello! I'm Amani. I own a small dry cleaning business.

MF: Great!

So over the last 24 hours, we followed you all around and recorded the process of before using Scribble and after using Scribble.

I just got handed the footage, so let's see how everything went:

// MF walks over to a projector, plugs a laptop in, the camera slowly shifts to the projector wall and the video (entirely) shifts to static //

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### **(Act 3 - James):**

// Concept of scene that displays customer avatar

- Creates ebooks to generate email leads.
- Showcase how easy it is to create marketing ebooks.
- Monkey can do a better job than him with Scribble.

//

// Text that says "The Morning with James..." //

// Scene starts off with the camera man inside James room

In which, James is asleep in his bed.

Camera man turns on light //

Camera man: Good morning James.

// James looks over half awake somewhat shocked. //

James: How the f\*ck did you get in my room?

Camera man: We told you we were going to follow you around today...

James: Yeah.. but that doesn't explain – never mind...

Camera man: Morning!

James: Can you please let me get ready.

Camera man: Sure no problem.

// Camera man walks out.

Screen turns black with text that says "30 minutes later.."

James is sitting on the couch dressed drinking coffee."

Camera man: Okay James, so we're going to go over your traditional day as an internet marketer.

James: Sure, let's do it.

// James walks over to desk. Has a laptop/desktop there.

James talks, while showcasing what he's talking about on his monitor." //

James: So it's no secret, everything in internet marketing revolves around leads.

Without leads, you have no one to sell to.

Usually what I'll do is make a Facebook ad with what you call a lead magnet.

The lead magnet is usually a PDF with info enticing enough to get them to exchange their email for it.

I always have to create new ones to have fresh angles, and it's an exhausting process.

Sometimes I'll sit here for hours working on them when I'd rather just be selling my actual product.

Camera man: Okay, we're going to go ahead and let you work then we'll meet back up in the afternoon.

// Screen cuts to black with text "Later that afternoon..." //

// James is still sitting at desk working, looking exhausted. //

Camera man: How's everything going James.

James: Well, I have a bunch of gibberish. I deleted it like four times and now I just have this:

// Camera man gets closer to the screen and it literally just says "Hi my name is James and in this report I'm going to be showing you..."

Camera man: Ouch...

James: Yeah, I think a monkey could literally do a better job.

// Screen cuts to black

Text says: "We really wanted to incorporate a monkey in this ad, so we did."

Text on the screen that says "Before Scribble:"

Showcase a monkey typing on a typewriter writing gibberish, with a piece of paper saying something like:

"Adsdgdsdgsdhdhfhfgf"

Text on the screen that says "After Scribble:"

Showcase a monkey using Scribble, then having a piece of paper saying:

"Hi my name is monkey, I can in fact do a better job than James with Sqribble." //

// Screen cuts to black, then says "Okay back to James again." //

Camera man: Alright, so we're going to get you set up with Sqribble.

// Camera guy walks over to James desk, opens up Scribble on his monitor, and logs him in. //

Camera man: Okay get at it, tiger!

We're going to hop into your computer and watch as you work and meet up after the work day.

James: Sounds good.

// Transitions to screen capture, rather than just a camera recording his monitor, think of it as zooming in on the monitor, then showing the actual screen itself

Displaying the process of easily copying existing content from the site and putting it into a PDF eBook.

Writes up a quick Facebook Ad, posts it with a download link. //

// Screen shifts to black with text "Later that night..." //

// Transitions to James on the couch interview style. //

Camera man: So how did everything go?

James: Great.

I actually used the "Grab from URL" feature to repurpose some of my old content into a eBook for a lead magnet.

Camera man: So was Scribe worth it?

James: For sure, it cut my work down massively.

I sat there all morning with practically nothing and was able to get it done in a snap with Scribe.

// Video switches to static again //

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**(Act 4 - Ron):**

// Concept:

- Was trying to convert his physical book into an ebook easily.
- Other products confused him (matrix)
- This got it done easily for him. //

// Goes black with text "The Morning with Ron..." //

// Camera man walks into the bathroom with Ron brushing his teeth. //

Camera man: Good morning Ron!

Ron (talking in a voice you would when you're brushing your teeth): Uhhhhhh, hey.

Camera man: We're here to record you today.

Ron: Right, right, give me a second here.

// Transitions to Ron back on his couch interview style. //

Camera man: Okay, so you're an author, right?

Ron: Correct.

Camera man: So what's your goal today?

Ron: Well I have this book done, primarily in Word that I need to convert to a pretty looking eBook.

Camera man: Okay, cool, so how this is going to work is this morning we're going to let you go on your own then we're going to come back in the afternoon and give you access to Scribble.

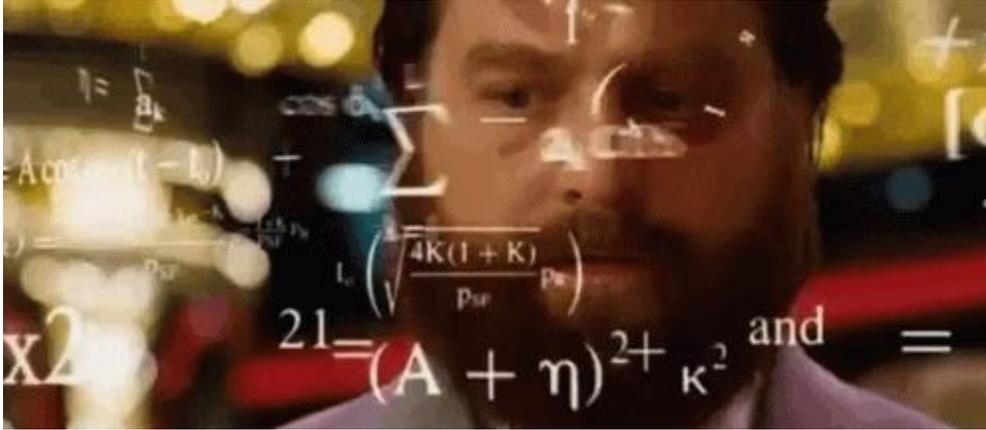
Ron: Sounds good!

// Screen cuts to black

"That afternoon.."

// Camera man spys on Ron, think sneaking the camera around the corner of the door and zooming in //

// Ron is using a competitor's product like Issuu (or whatever competitor product you want to use), looking stressed and confused.



Formulaic numbers are on the screen like above.

Ron ends up throwing the keyboard across the room. //

Camera man: How's everything going Ron?

// Ron suddenly looks back acting like nothing happened. //

Ron: Uhhhh, great.

Camera man: You sure about that?

Ron: No to be honest I gave another similar product a try but I'm an author, not a rocket scientist.

I couldn't figure the damn thing out.

Camera man: Okay Ron, don't freak out.

We're going to go ahead and give you access to Scribble.

// Camera guy walks over to the keyboard thrown across the room, picks it up, then plugs it back in, and logs Ron into Scribble. //

Knock yourself out.

Ron: I uhhh.... have no idea how that keyboard got over there, but cool, thanks.

// Screen cuts to black

"A couple minutes later..." //

// Camera man is back spying around the corner of the door, watches Ron use Scribe to easily import the book and easily stylize the eBook. //

// Ron says "holy f\*ck this is way easier. //

// Camera man laughs, Ron turns around to look, Camera man abruptly disappears. //

// Screen turns to black

"Later that night..." //

// Interview style, Ron is sitting on his couch. //

Camera man: So how did things go, Ron?

Ron: Honestly this morning I blew a gasket.

I damn near threw my keyboard across the room.

Camera man (in a way where he agrees but knows different): mmmhmmm

Ron: But after I got Scribe I just imported my word document, stylized it, and got everything done.

It was a piece of cake, not going to lie.

// Screen cuts to static. //

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## **(Act 5 - Adeline)**

// Concept:

- Showcase the slow and painful process of manually designing.
- Showcase how easy it is to do with Scribe. //

// Screen turns to black

"The Morning with Adeline..." //

// Camera man walks up to her front door and knocks.

// Dog is at the door, barking like crazy

Adeline pulls back the dog, and opens the door already dressed. //

Adeline: Hey!

Camera man: How's it going? Can we come in?

Adeline: Sure, come on in.

// Camera man and Adeline walk over to her couch.

The dog follows them over and chills on the couch with them.

Adeline sits on couch, Camera man sits across, interview style. //

Camera man: So what's your normal day consist of?

Adeline: Usually I'll start my day with pitching new jobs on Upwork.

I send a lot of pitches to other marketers, small business, authors or whoever.

I'm a graphic designer, so I do a lot of work making text look pretty in an eBook or PDF format.

Then the rest of the day I'll get my existing work done.

But first, I need to get some coffee, so I'm going to go grab some.

Did you want to come along?

Camera man: Sure, sounds good.

// Camera man walks out with Adeline, and they hop in her car. //

// Camera man and Adeline pull up, and they walk in together. //

// They both order coffee and under the name for "camera man" he just says "camera man" (make sure you record it). //

// They sit in the coffee shop. //

// Adeline pulls out her laptop, the screen is facing her. //

Camera guy: So, what are you doing right now?

Adeline: I just now sent out a couple pitches to new business.

We'll see if I land any of them.

But, let's head back.

I have some work I need to get done.

Camera man: Sounds good!

// Screen cuts to black

"Later that afternoon..." //

// Camera guy walks into her office, she's working in Photoshop. //

Camera guy: So how did everything go?

Adeline: Like normal, pretty tedious, but productive.

Camera guy: Okay, now we're going to give you access to Scribble and compare the difference.

Adeline: Cool! Let's do it.

// Camera guy walks over, opens up Scribble, and logs her in. //

Camera guy: Alright, I'll catch up with you later tonight.

// Screen cuts to black

"Later that night..." //

// Camera guy walks back into her office, she's face timing her dad showing him the eBook design she just got done.

She walks him through the steps of importing a word document and stylizing it.

(Show that.) //

Her super thick accent dad on facetime says: "Ho - Le - Fuk!"

// Translation on the screen "That's really nice!" //

She replies: Yeah I know, it's crazy.

// She notices the camera guy behind her.//

She replies to her dad: Okay dad gotta' go, talk later.

Adeline: Woops! Sorry about that.

Camera guy: \*Laughs\* Yeah it looks like you like it, huh?

Adeline: I do, it made the design process ridiculously easy.

It looks legitimately like the same level of design I would have to do by hand.

It's so good it almost makes me afraid of my job.

But...

At least, not until everyone else finds out about Scribe.

No complaints here.

// Screen cuts to static //

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## **(Act 6 - Devaj)**

// Concept:

- Runs an outsourcing agency.
- Play on shitty products outsourced.
- Scribe does the same job easier and cheaper.//

// Screen cuts to black

"The Morning with Devaj..."//

// Camera guy walks into an office building, but Devaj's office is just one janky room //

Camera guy: Hi Devaj, I thought you ran an agency.

It looks pretty empty here.

Devaj: Well, I do, but I'm the only one here.

Camera guy: Where's everyone else?

Devaj: Back home, in India.

In fact, I need to call them real quick.

// Devaj visually takes out phone, puts it on speaker and calls another number //

// A guy with a thick indian accent answers //

Indian guy: Hello sir!

Devaj: Yes hello, I sent you over the marketing materials 3 days ago and still haven't received back it converted into a PDF.

(Audible in the background of call:

Yes sir, your car's extended warranty has expired.

I will need you to give me a \$300 Amazon gift card to extend this.)

Indian guy: Yes sir, yes sir, I will get this over immediately.

// Cutaway scene from Adeel

Hi, I'm Adeel.

The founder of Scribe.

AKA, an Indian.

What can I say?

The accuracy is funny.

Okay, back to regular programming.

End cut away scene. //

Camera guy: Okay, well I'm going to leave you and let business go as usual.

We'll meet after lunch and I'll give you access to Scribe then.

// Screen cuts to black

"Later that afternoon... //

// Camera guy walks back into the office.

Devaj is yelling on the phone to the guy with a thick accent. //

“What do you mean it’s going to take a week? You said it would be done two days ago?!?”

Indian guy: Yes sir, things got a bit caught up around here.

(Audible in the background:

Yes sir, your computer is infected.

I will need \$500 through Western Union to fix it)

// Devaj hangs up the phone and puts his hands on his face in frustration. //

Camera guy: Sounds like things aren’t going as smoothly as expected.

Devaj: Yes, literally nothing has been done.

Camera guy: Well how about we give you Scribe now?

We have this cool little thing called “auto content creator” it will literally write for you.

// Devaj has a little “thinking cloud” and it goes into his imagination of a robot writing for him. //

Devaj: Yes, yes, robots, fantastic.

Camera guy: Okay, here you go:

// Walks over to his computer, logs into Scribe, shows him how to use the auto content creation. //

// Screen cuts to black.

“Later that night...” //

Camera guy: So how much work did you get done?

Devaj: A ton.

I’m about to fire my “employees” (he says with physical finger quotes).

And use my army of Scribble robots.

It's so fantastic it almost seems like Elon Musk made AI.

// Screen cuts to static //

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**(Act 7 - Amani):**

// Concept:

- Runs small business
- Just needs to convey the benefits of dry cleaning for her small business
- Gets it done easily //

// Screen cuts to black

“The Morning with Amani..”

// Camera guy walks into a dry cleaning place, Amani has an iron and she's ironing out some clothes //

Camera guy: How's it going Amani?

// Amani is so focused she doesn't notice him and gets a bit spooked when she hears him. //

Amani: Oh! Hey, I forgot about this, honestly.

Camera guy: Are you still planning on getting the PDF done for your local marketing campaign about the benefits of dry cleaning?

Amani: Yeah, I need to. You can't get any business without people knowing about it.

Camera guy: Okay, well I know you're not really a marketer but I'm going to let you try out things on your own then in the afternoon we'll catch back up.

// Screen cuts to black

“Later that afternoon...”

// Camera guy walks back into the dry cleaning place, she's still doing the same thing. //

Camera guy: So what did you get done?

Amani: Nothing, honestly, I'm just so busy running my business.

My daughter said she did get something done, though.

// Daughter appears, probably 7-8 years old.

Dressed in somewhat formal school clothes, with a backpack on. //

// Hands the camera guy a sticky note, it just has a stick figure on it. //

Camera guy: Uhhh, beautiful work.

// Amani's husband appears from the back. //

// Camera shifts and follows him. //

Amani's husband: Alright honey, enough marketing, time for school.

// Husband puts his arm around the daughter's shoulder and walks her to the door. //

// As the daughter and amani's husband are walking to the door, she turns, waves and says: //

Amani's daughter: Bye, camera guy!

// You can audibly hear the camera guy say "bye, bye"

Camera shifts back over to Amani. //

Camera guy: Okay, so, normally we would just give you access to Scribe and let you at it...

...but, it's so easy, how about I show you Scribe now in front of you?

// Camera guy pulls laptop out of his bag, logs into Scribe.

Amani is looking at the laptop.

Googles "Why dry cleaning is important"

Uses the "Grab from URL" feature on Scribe, imports it.

Adds "Visit Amani's Dry Cleaning to get yours done today" at the bottom" //

Camera guy: Now how easy was that?

Amani: I love it.

I'm really just a dry cleaner, but it was so easy I could have even done it myself.

// Camera guy sneakily crunches up the sticky note and throws it in the trash. //

// Screen cuts to static //

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**(Act 8 - Recap):**

// Now we're back in the conference room with all 5 of them and bootleg Morgan Freeman. //

// MF shuts off the projector, and turns around. //

MF: So, from the sounds of it it looks like everyone loved Scribble.

Is that accurate? Yes or no?

Everyone: YES!

MF: Okay, I'm gonna' go around and ask everyone what their favorite feature was.

You first James.

James: Well, I'm going to have to just go with the ease of use. You can literally take existing content and turn it into a stunning and ready to go lead magnet in less than 5 minutes.

As an internet marketer, my entire business basically revolves around collecting emails for an audience potentially interested in what I'm selling, so I use lead magnets to do that.

Basically, it's just quality information put inside a PDF or an eBook.

It would literally take me hours to get one done before, but with Scribble I can put out a lot more, in a lot less time.

MF: Okay, what about you Ron?

Ron: Going to have to agree with James, the ease of use. I imported an entire book made in word and it was ready to go, looking professional in a snap.

Plus:

I'm definitely not technical. I'm an older guy, back in my day we hardly even used computers. I literally felt like I was trying to do rocket science before, but Scribble's just easy.

If I can use it, then, well... I'm pretty positive anyone could.

MF: And you, Adeline?

Adeline: As a designer, it took what was normally tedious manual work and automated it, not only that but it was incredibly beautiful.

AND:

The existing templates almost replace the need to work at all. I would never even need to use Photoshop again.

MF: Sweet stuff, what about you Devaj.

Devaj: Well it essentially made me into a one man reliable agency with an army of robots and AI.

MF: Right, thanks Devaj.

MF: And last but not least, what about you Amani?

Amani: Well, I don't really know anything about making eBooks, reports, and PDF's or whatever.

I'm quite literally just a busy dry cleaner, but I can say the process was incredibly easy and it definitely delivered.

I never found time with my husband, kid, small business, and everything else before, but now I was able to find time to make crucial marketing materials that I desperately needed.

MF: Great!

MF: Alright, cut!

Camera guy: What do you mean cut, we're not done yet?

We still actually have to make the offer.

MF: I have somewhere to be, we'll finish it later.

Camera guy: Uhhh...

// MF walks offer, camera guy turns back to the people sitting at the table. //

Camera guy: Alright well, I guess you guys are free to go.

You can keep Sqribble.

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### **Act 9 (Transition To Close):**

// Screen cuts to black

“3 hours later..” //

// Camera guy is recording his phone, talking to Adeel. //

Camera guy: Hey, so bootleg morgan freeman is gone.

I can't get a hold of him.

Adeel: What do you mean? He told me we wrapped up and it was complete.

He invited me out to celebrate.

Camera guy: We literally haven't even made an offer, the whole point of this video.

Adeel: Look, I'm going to send you the address of the place he invited me to, go down and see if he's there.

// Cuts to camera guy walking into a pub looking place.

He looks around, and sees the bruce almighty looking like bootleg morgan freeman.

It's safe to say he's a few deep, ties off around his shoulders, his buttons are undone, he's looking sloppy. //

// Camera guy walks up to bootleg MF. //

Camera guy: Where have you been, I've been waiting on you for over 3 hours...

MF (slurring his words): I was just about to leave.

// Camera guy sighs, and walks outside of the pub.

He calls Adeel again. //

Camera guy: Look, Adeel, bootleg morgan freeman is pissed.

Adeel: What do you mean? We paid him \$2,000 and he hardly said anything.

In fact, he outsourced most of his work for free.

Camera guy: Honestly, I think you're going to have to finish this ad.

// Adeel sighs //

Adeel: Okay, look, come by my place.

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### **Act 10 (The Close):**

// Cuts to black screen

"30 minutes later... //

// Adeel is at his desk //

Adeel:

Hi, Adeel again, founder of Scribble.

It looks like the self-proclaimed bootleg morgan freeman is well..... unavailable.

So, I'll be taking over.

Look: let's just cut to the chase.

Scribble is the only tool on the market that allows you to create amazing ebooks & reports in 5 minutes or less without typing a single word.

It's so simple, literally everyone can use it.

It doesn't matter if you're an internet marketer, author, freelancer, graphic designer, agency owner, small business owner, or beyond...

It'll work for you.

There's a reason we've had thousands of customers... actually, over 4,000 last time I checked, as well as hundreds of testimonials, some of which you can see on the page below.

Oh and we didn't even mention this before, but you have full commercial access.

That means for anything you create with Scribe, you have full commercial rights to resell it.

Plus, today I'm feeling good.

And well.. to excuse bootleg morgan freeman, I'm going to cut you a deal.

Now:

Most software companies will charge you every single month.

Which, well... is safe to say adds up very quickly.

But us?

We charge just a low, one time price of \$197 to get access to get Scribe.

Today though? We're going to cut that by more than half.

I want to make this a complete no-brainer decision.

I'm going to give you Scribe for just \$67.

Not recurring like the other guys.

You buy it once, you own it forever.

And, like I said... we're cutting that price by more than half.

// Record the video with different sales price points if you'd like. //

The only catch?

That offer is only valid until the timer on this video hits zero.

// Showcase a 10 minute timer counting down from here on. //

All you have to do to get it is click that little button below this video that says "click here to get Scribe."

// Bootleg mf walks in out of no-where. //

MF (slurring his words, hanging on Adeel): I'd like to make an eBook in 5 minutes...

Adeel: How did you even get my address – never mind.

// MF still hanging on Adeel, Adeel acts like he doesn't even exist and continues on. //

Adeel: Oh, and if you're on the fence...

Most people only give 30 day refund guarantees, if that.

But us?

We're so confident in our product, we go even further.

For whatever reason in the first 3 entire months, if you don't absolutely love Scribble...

We'll give you all your money back.

AND:

You can keep anything you've already made.

Just go ahead and click that button below now:

MF (slurring his words, hanging on Adeel): Yeah click that button below.

// MF gets off Adeel, runs off camera and you can audibly hear him throwing up.

Adeel turns and looks at him, slowly turns back and awkwardly smiles. //

Adeel (continues on like nothing happened):

So, go ahead and click that button below.

And we'll see you inside!

// Text says:

"One hour later..."

//

// The camera guy is peeping around the corner of the door,

With MF using Adeels computer, working on something within Sqribble.

Adeel is sitting next to him. //

MF: Wow you really weren't joking this thing actually works...

Adeel: I know, right?

// Screen cuts to black

Showcase:

"Click the button below, and get Sqribble today for only ~~\$197~~ \$67" with arrows pointing below

...until the timer actually hits zero. //

