



Mind Body Education

Holistic Success Hub - Resources

Video Script Template for Client Education

Use this template to create informative, warm, and engaging educational videos that build trust and inspire action.

Video Title:

Write a clear, benefit-focused title your ideal client would click on.

Example: "Understanding Anxiety: What Your Body Is Trying to Tell You"

Target Video Length:

Choose your ideal duration (e.g., 3, 5, or 10 minutes) and keep the script concise.

1. Opening (15–30 seconds)

- Greet the viewer warmly
- Introduce yourself and your role
- State the topic clearly and explain what they'll learn

Example:

"Hi, I'm Jade from Inner Light Holistic Therapy, and in this short video, I'll share what

anxiety really is from a mind-body perspective—and how you can start to calm your nervous system naturally.”

2. Why This Topic Matters (30–60 seconds)

- Validate the viewer’s experience
- Describe common feelings or struggles they may relate to
- Set the tone with empathy and reassurance

Example:

“If you’re feeling overwhelmed, restless, or on edge for no clear reason, you’re not alone. Many people are experiencing this—and there is something you can do about it.”

3. Educational Content (2–4 minutes)

- Explain the core idea or teaching in accessible language
- Use a metaphor, example, or brief story to illustrate your point
- Keep it conversational and free from jargon

Example:

“Think of your nervous system like a smoke alarm—it’s not broken, just a little too sensitive. We can help it reset.”

4. Practical Tool or Tip (1–2 minutes)

- Offer a simple strategy the viewer can try immediately
- Demonstrate it briefly, if applicable

Examples:

- A short breathing technique
 - A journaling prompt
 - A visualization or grounding method
 - A tip for building a supportive habit
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5. Gentle Wrap-Up (30–60 seconds)

- Recap the main message
- Offer reassurance, empowerment, or inspiration
- Reinforce that change is possible

Example:

“Remember, your body is wise and wants to feel safe. With gentle support, you can start to feel calmer and in control.”

6. Call to Action (CTA) (15–30 seconds)

Invite your viewer to take the next step. Keep it soft and optional.

Example:

“If you found this video helpful, I’d love to share more with you. You can download my free calming toolkit below or book a discovery call if you’d like to explore working together.”

Tips for Filming:

- Use natural light and a tidy background
- Speak slowly, clearly, and from the heart
- Smile gently and maintain eye contact with the camera
- Don’t aim for perfection—aim for connection
- Just be you – authentically you – that is who your true perfect client will connect with.