Script Exercise and Sample Audio

What To Do:

1. Hear an example of an ad style we recommend
2. Turn one of your case studies into an ad script
3. Pick music to set it to

Case Study Script Example:

Listen to it here at 13:00. It's B2B Growth Episode 860.

> "Today's growth story revolves around search engine marketing, and we'll be shining the spotlight on Aegis Software, a company that makes software for manufacturing operations.
>
> Aegis was one of the first companies in their space to invest in search marketing, but as competition grew, their performance plateaued.
>
> To counter this they hired Directive Consulting, the B2B Search Marketing Agency.
>
> With unparalleled experience in inbound lead-gen for B2B companies, Directive was able to increase Aegis's monthly online leads by 457%, while at the same time, lowering their cost per lead by 147%.
>
> Now I have a hunch that Directive can get these kind of results for you too, so head over to DirectiveConsulting.com to request a totally free custom proposal. That's DirectiveConsulting.com
>
> Alright, let's get back to this interview."

Okay, your turn.

Time To Do Yours:

1. Take an example of a customer who's problem you solved.

2. Write a 30 second to 2 minute script that:
   - Emphasizes their problem
   - Gets specific about the result they wanted,

- Gets specific about the result they now have,
- Expresses how happy you are that you were able to help
- Emphasizes them not you

Here's Some Music To Set It To:

Here are a few tracks that we really like:

- https://www.pond5.com/stock-music/40501301/hip-hop-beat-back-life.html
- https://www.pond5.com/stock-music/47408769/hip-hop-and-rock-cinematic-trailer-action-driving-energetic.html
- https://www.pond5.com/stock-music/53117351/inspiring-hip-hop.html (start at :10 mark)
- https://www.pond5.com/stock-music/45734755/hip-hop-rap-beat-piano-and-strings.html
- https://www.pond5.com/stock-music/33625795/hip-hop-agressive-instrumental.html (start around the 8 second mark)
- https://www.pond5.com/stock-music/61492818/energetic-upbeat-modern-trap-hip-hop-drum-beat.html
- https://www.pond5.com/stock-music/47469594/hip-hop-light-beat.html
- https://www.pond5.com/stock-music/22569922/hard-hip-hop-dirty-rap-swag-playful-impulse-drive-push-actio.html