

**Bengkel Pembangunan Peningkatan Kapasiti Bagi Tujuan
Penyebaran Maklumat Produktiviti Yang Berkesan Fasilitator
Bengkel Pembangunan Peningkatan Kapasiti bagi Tujuan
Penyebaran Maklumat Produktiviti yang Berkesan**



(Zaffrulla Hussein)
Timbalan Pengarah
Telah disemak

Dr Izhar Che Mee

Kehadiran:

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Objektif

Mempelajari kaedah penulisan skrip untuk pembangunan video-video penerangan/promosi berikut:

- Kepentingan Pengukuran Produktiviti Perkhidmatan Awam
- Laporan Produktiviti Tahunan
- Pengenalan Konsep *Frontier* Industri
- Keberkesanan Program Produktiviti Nexus

Outcome Pembelajaran

Diakhir bimbingan, peserta-peserta berupaya:

- Memahami konsep penulisan skrip video penerangan
- Berkemahiran asas penulisan skrip
- Berkompetensi menulis skrip sebenar projek-projek video mereka.

Kaedah Bimbingan/*Mentoring*

Pelbagai kaedah mentoring digunakan:

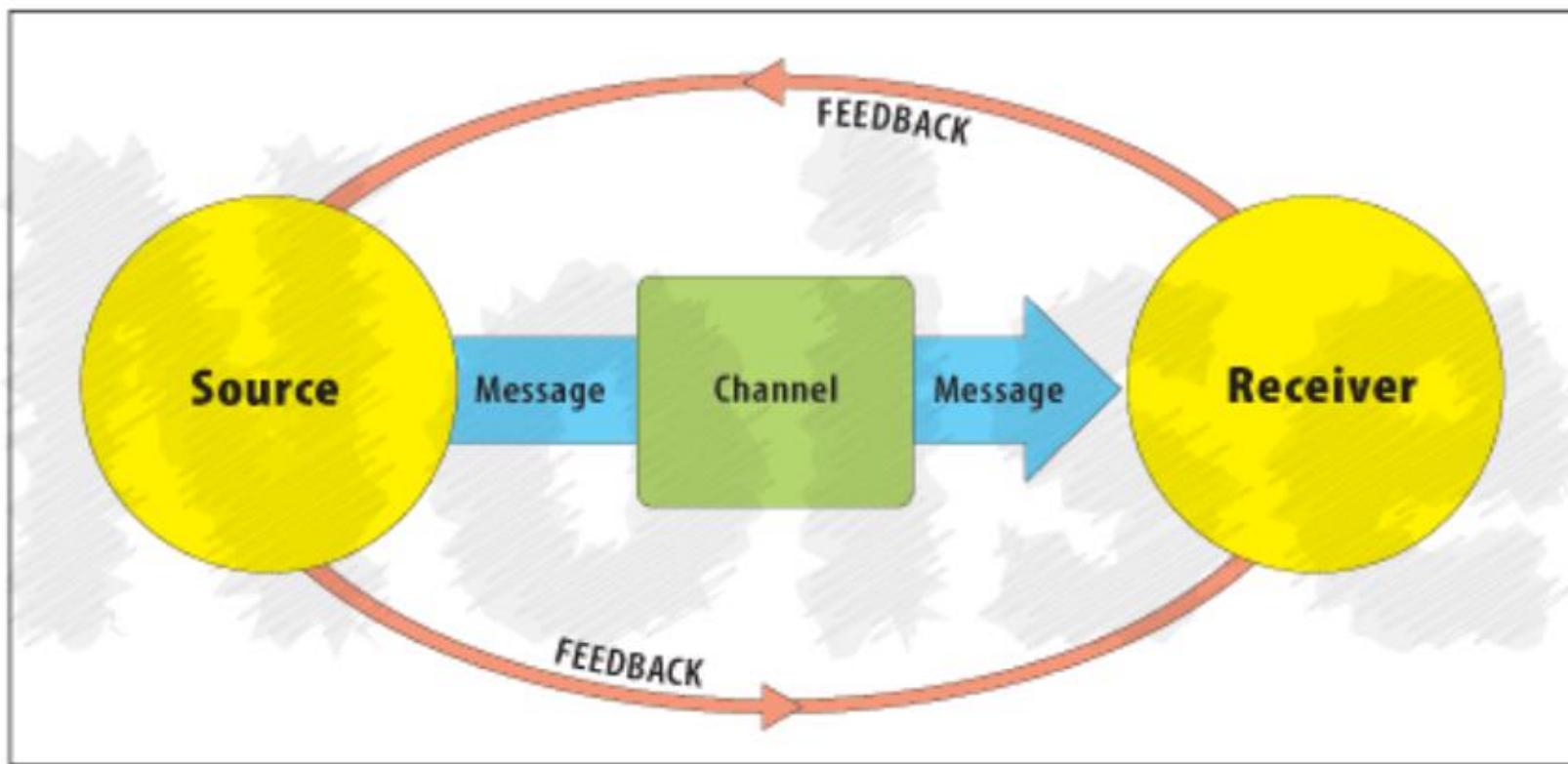
- Pembentangan
- Perbincangan
- Demonstrasi video-video
- Penerangan tentang skrip video sebenar

The #1 Single Most Important Piece of Sales Copy Ever!

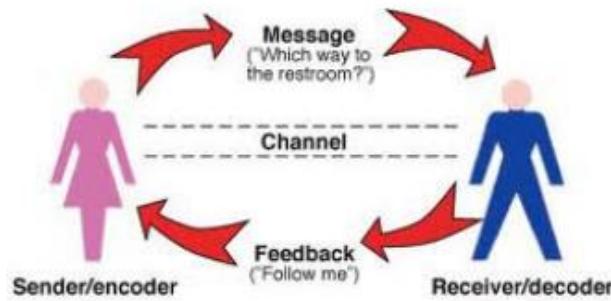
“On the average, five times as many people read the **headlines** as read the body copy.”

David Ogilvy

*The purpose of a headline is simple:
to get people to stop what they're doing and to start reading (or
watching) whatever it is you put in front of them*



CHECKLISTS



Recipient? (Level?)

Objective?

Channel?

Message Format?

“ Make it simple.
Make it memorable.
Make it inviting to look at.
Make it fun to read.”

Leo Burnett

COPYWRITING

is the act or occupation of writing text for the purpose of advertising or other forms of marketing. The product, called copy or sales copy, is written content that aims to increase brand awareness and ultimately persuade a person or group to take a particular action.

STORYBOARD

a sequence of drawings, typically with some directions and dialogue, representing the shots planned for a film or television production.

STORYTELLING

a two-way interaction between a **storyteller** and one or more listeners.

People will buy because they want to:

- Make money
- Save money
- Save time
- Avoid effort
- Escape mental or physical pain
- Get more comfort
- Achieve greater cleanliness or hygiene to attain better health
- Gain praise
- Feel more loved Increase their popularity or social status

The problem is **people don't buy because of features**. Features are how they compare things.

People buy the benefits.

A feature is what something is. A benefit is what something does for you.

We'll take the drill example. It's 18-volts, which is the feature. But what that feature does is enable you to drill through hardwood like butter so you can drill a bunch of holes without recharging the battery every five minutes. The fact that it will take up to a one-inch bit (the feature) means you can do all types of projects, especially around your home, without having to switch tools (the benefit).

Feature + Benefit + Meaning

Feature = what it is

Benefit = what it does

Meaning = what it means to the buyer / reader / prospect

Meaning creates emotion.

The 18-volt drive motor has all the power to handle any project.

What does that mean to my ideal prospect? In fact, you need to ask that question about any claim or feature or benefit you present to people in your sales copy.

It could mean your wife is happy you'll get the honey-do list done quickly.

It means you'll burn through every job with enough time left to sit down on the couch and watch the football game.

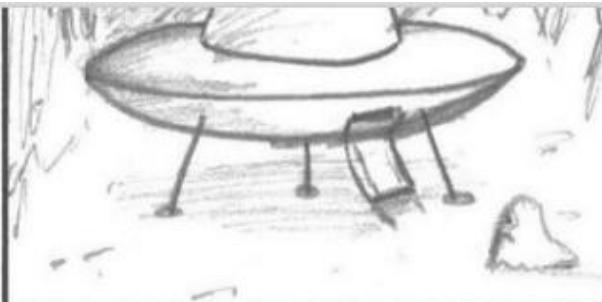
It means you'll see the smile on your kid's face when you finish up that project you're doing together.

It means you'll have some more free time this weekend instead of waiting for the battery to recharge.

FROM MARS

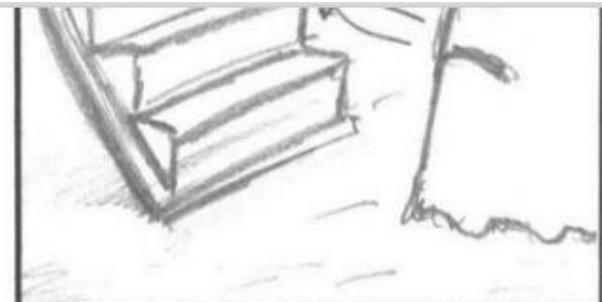
TITLE SCREEN
FADE IN FROM BLACK

6 seconds



SPACE SHIP ON SURFACE
OF MARS

4 seconds



ALIEN ENTERS INTO
SPACE SHIP

4 seconds

