

# Three Must Have Video Scripts for Therapy Webpages

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One of the most common questions I get asked about making a video for a website is, “What should I say in a video?” The good news is that the less you say the better. People are not looking for long winded explanation, a video presentation of your entire resume, or information about varieties of therapeutic approaches.



What they are looking for is a clear welcome message, clear information about how your service can help them personally, and a call to action (what you want them to do after they view the video.) The potential client will be watching the video and making these snap judgements:

- Is this therapist empathetic?
- Is this therapist competent?
- Is this therapist professional?

You have about 90 seconds to communicate these three things. Empathy is communicated by speaking directly the potential client using first person language (you, me) and clearly explaining the core benefit of your services.

Competent will be decided by how you deliver your short presentation. You should practice and rehearse so you can deliver your message with confidence, look into the camera as if you were speaking directly the clients, and by speaking at a normal rate.

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Professionalism will be decided by your sound and video quality, and by the background setting you choose.

These snap judgements may or may not be fair or accurate, but they will occur. If you create a winning script, deliver it with care, and do it professionally the result will be a sense that you are the person to help them make their changes and reach their goals.

In this course I will give you the tool for creating high quality audio, and I will show you the steps to creating a simple but professional video.

There are three scripts that every therapist needs on their website. You can adapt these to other pages on your website, but they will provide a good formula for presenting yourself in 60-90 seconds. Long videos will not help you. The longer a video, the more viewers will drop off. Just do a short video correctly and you will be light years ahead of other therapists.

Note: Do not auto play videos. These irritate people, and search engines penalize auto play video. Host your video on YouTube (free) or use vimeo (paid) to host professional video and embed the video on your website.



# Three Must Have Video Scripts for Therapy Webpages

## Video One – Homepage Video



Your homepage probably has information about a variety of services, links to resources or services you provide, and information about contacting you and where you see clients. You may also have a lead magnet or other marketing resources on your homepage (you should be exchanging content of value for their email address).

Because the homepage has many places, links, and a lot of information, the purpose of the homepage video is to

- Introduce yourself
- Tell them what action to take (call you, schedule online, opt-in to a lead magnet, etc.)

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Here is a good format you can use for your homepage:

**Headline:** Start with an attention getting statement. It could be a question, a fact or statistic, or some other attention getting headline.

**Introduce Yourself:** Let them know who you are and what your job title is. They are completely interested in your resume, so keep it simple. They are interested in your ability to help them.

**Welcome them:** Welcome them to the website, and briefly describe services and options.

**Speak to them:** Speak directly to concerns or needs they have assuring them that you are a resource.

**Call to action:** Your video must have a call to action. What do you want them to do? Do you want them to call you? Or schedule a consult online? Do you want them to give their email address in exchange for a .PDF, video training, or some other lead magnet? Tell them one action to take.



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### **Example script:**

“Addiction might not be your fault, but it is your problem!”

“I am Dr. Richard Nongard, I am a Licensed Marriage and Family Therapist specializing in helping families recover from addiction. For more than 30 years I have helped individuals, families, and communities effectively deal with addiction related issues, and I have answers to the many concerns that you have.”

“I am happy that you have stumbled upon my website. This is where you can find more information about the services that I offer, and how these services can help you. You have probably been looking for an answer that will work for you, and I want to assure you that I want to help you find the best solutions to help you and your family. The greatest satisfaction I get as a therapist, is seeing the transformation people make when I work with them. If you are genuinely ready to make a change, reach out and let’s discuss the options for care that I provide.

“Right below this video you will find a button that links to my online calendar. You can schedule a free 20-minute consult with me on the phone (or Zoom, or whatever) and we can decide on what the unique starting point for you will be. You can ask me questions, and we can begin the process of working together. So, click the button and let’s talk about the best path to help you.”

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### **Video Two – Services Script**

You probably have pages on your website that focus directly on specific services. You might have a page for couples counseling, another page for anxiety and depression, or perhaps a page for a specific service such as weight-loss hypnosis. This sample script can be adapted to any service you offer. My recommendation is that you create a new video for each page where you offer a specific service.

Copywriting is an essential part of any online marketing strategy. It can be used to create compelling and persuasive video that can drive traffic to your website or landing page.

One of the most important things to remember when copywriting is to focus on the problem and agitate it. This will create a sense of urgency and compel the reader to act. Once the problem has been established, you can then offer the solution. Therapists sometimes have an issue with agitating a problem, but in reality, the potential client is already agitated. What we are really talking about here is breaking through denial and helping them clearly see what their starting point is and why.

This is a proven formula for copywriting that has been used by many successful marketers. If you are looking to improve your copywriting skills, then make sure to use it. You are selling a service, and so proven sales tactics work.

Headline: Open with an interesting and attention getting headline.

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**Introduce yourself:** Always introduce yourself, people enter webpages from google results or links, and may start on any page not necessarily the homepage.

**Problem:** Since you are offering one specific service, focus on only one problem. You should not make a video that offers stop smoking, end depression, build confidence, and process trauma in one video. You should make a video for each separate issue.

**Agitate:** Your potential client is surfing the net looking for solutions. They are already agitated. What we are doing in this step is helping them have a clear picture of their starting point for change, breaking through denial, and pointing out the obvious. But amplifying pain works as a strategy to get people to act. You are using this technique ultimately to help them.

**Solution:** At the conclusion of your video, you are going to share the solution you have. Perhaps it is testing, a free assessment, a meet-and-greet first session, or committing to a package of sessions. You get to decide what solution you want them to take advantage of first and communicate that in your video.

**Call to action:** It is not enough to give information; you must also ask the viewer to take specific action. Again, do you want them to call, schedule online, opt-in? Whatever action you want them to take is the action you should tell them to take.

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### **Example Script:**

“Depression can be solved. Have you had enough of the gloomy days and are ready to start waking up feeling hopeful?”

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“I’m Dr. Richard Nongard, I am a Licensed Marriage and Family Therapist and a Certified Professional Hypnotist. In my own life I have wrestled with depression, and I have helped countless others in my office discover joy again. I want to share with you the many options you have to addressing depression.”

“Depression impacts millions of people. The good news is that many discover a pathway from depression to hope, but you have not discovered your pathway yet. You are still stuck, and that can be painful.”

“Does it feel as if each day becomes more hopeless than the next, and that no matter what you do, nothing is the right choice? Are you waking up zapped of energy before you even get out of bed – if you do at all? Has depression impacted your relationships and created isolation?”

“The good news is that even though depression makes the world feel like it is over, you can join the many other successful clients who have worked with me over the years in individual therapy and found solutions. The approaches I used are based on what actually works to help people lessen depression and find acceptance. I want to share with you, the things that have made a difference in my life, and in the lives of the clients I have worked with, and what the research into depression says actually work.”

“To get started, call me today. My number is 555-1212. I can help you, and I want to. So call today and lets work together to lift the weight of depression off of your shoulders.”

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## Video Three – Contact Page Video

You will also want a video for your contact page. Nobody actually needs a map anymore since they are just going to google your address, so use that space for a video.

As a shortcut, you can put your homepage video on the contact page. But I like to create a contact video inviting them to schedule or call. In fact, you should change the content of your contact page so it books a call, or schedules a zoom session rather than just sending an email. Chances are pretty good your current webpage form is just collecting random spam messages. And of course, email senders are far less likely to convert than someone who schedules a discovery call or even picks up the phone to connect.

Here is the format for a contact page video.

Headline: Capture attention with a headline or opening statement.

Introduce yourself: Introduce yourself and the title you use to promote your services.

Call to Action: Since they are on the contact page, tell them what action to take.

Discuss website navigation: A lot of people find contact pages as a result of google searches. Tell them what else is on the page and where to go for more information. This is where you will share the services you offer.

Call to action: Tell them what action to take.

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### Example Script:

“People are looking for solutions, and I am glad you are here to discover yours.”

“I’m Dr. Richard Nongard, a Licensed Marriage and Family Therapist and a Certified Professional Hypnotist. For more than 30 years I have helped families, couples, and individuals find real world solutions.”

“If this is the first time you have visited my website you will find a menu above. There are links to the services I provide, and resources that you will find helpful. Pay attention to the links for specific issues. You will also find some links for outside resources that you may find beneficial.”

“The best way to contact me is to call me at 555-1212 or to use the calendar below to schedule your 20-minute discovery call. I want to help you find the solutions you need, and it all begins by reaching out to discover how I can be a resource for you.”



