

storyboli

Write to Scroll.



The Social Media Scriptwriting System

Turn your ideas into scripts you can record.

STRATEGY / STORYTELLING / SCRIPTS

Reels / TikTok / Shorts / YouTube

HANDBOOK + TEMPLATES + WORKBOOK

Storyboli / Illustrated edition 1.2

START HERE

Your ideas. A clearer script.

VISUAL GUIDE



A repeatable route from expertise to a useful video.

You know your subject. This system helps you decide what to say, how to structure it and what the viewer should do next.

Use it for short videos, YouTube scripts and a repeatable planning routine. Work through the nine modules once, then return to the templates whenever you need a draft.

What you receive

Nine practical modules. The Storyboli workflow. Five script templates. Twenty hook starters. Eighteen style hooks. Seven story openings. A complete walkthrough and worked short and long scripts. Ten worksheets and a reusable weekly planner.

How to use it

Start with the workflow and complete walkthrough. Use the same audience problem in each step. Complete assignments using Part 4, draft with a template and rehearse aloud. Read the offline HTML on a phone; print or annotate the PDF worksheets. Their writing spaces are not interactive form fields.

The \$47 product

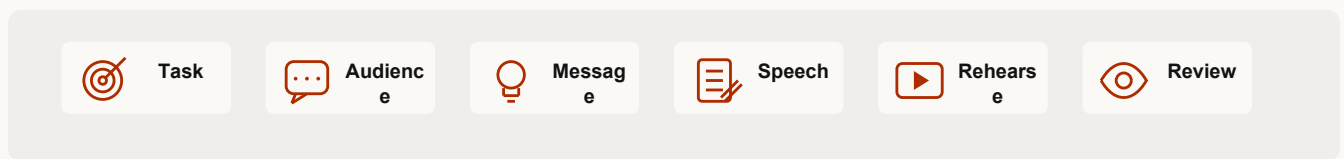
This standalone specialist product is for creators, freelancers and small business owners who understand a subject but need a repeatable way to write recordable scripts. It includes the PDF and offline HTML. You should finish with a clear brief, a speakable script and a plan for your next test. Recorded lessons, individual coaching and done-for-you scripts are not included.

What success looks like

A clear promise. A useful answer. Speech you can deliver naturally. A next step that fits the audience. Use those as your first measures of quality before looking at performance data.

Examples are teaching demonstrations unless stated otherwise. The system does not promise views, sales or income.

The Storyboli workflow



Frameworks help arrange sentences. The Storyboli workflow connects the decisions before and after those sentences: a business task, a viewer's need, a useful message, a spoken draft, a recording plan and the next test. Use the same topic through the cycle.

1. Start with the business task

What should this piece help someone do? Choose a task such as understanding your process or preparing for an inquiry. Write the task in one sentence. A large ambition such as "grow the business" needs a smaller content goal.

2. Understand the audience

Name one viewer, their situation and the question they need answered. Use real questions where available. Label assumptions to check. Output: the audience and problem fields in the content brief.

3. Shape one message

Choose one useful payoff you can demonstrate and one suitable next action. Select the surface, purpose, structure and style. Output: a completed brief with facts to verify. A framework comes after these decisions.

4. Draft speech

Write the answer, try alternative hooks, then arrange the explanation with HSC, PAS, AIDA or the Storyboli PASTOR adaptation. Output: spoken words that deliver the promise, with visual notes kept separate.

5. Prepare and rehearse

Choose a first frame, useful demonstration and any captions needed. Read aloud, simplify awkward phrases and measure the time including pauses. Output: a recording draft and a rehearsal note. Reduce the promise if it will not fit comfortably.

6. Review and choose a test

Check clarity before production. After publishing, compare suitable evidence for your goal at a consistent post age. Note uncertainty and change one thing next time. Output: a performance-review entry, or a clarity hypothesis when analytics are unavailable.

You can return to an earlier decision. If no hook feels honest, narrow the payoff. If the draft is hard to say, revise the words. If the results are unclear, collect more comparable evidence before changing the whole method.

Terms you will use



Clear terms



Useful decisions



Apply the method

- Brief: a short record of the audience, problem, payoff, format and next action.
- Angle: the specific question or perspective inside a broad topic.
- Hook: the opening that helps the right viewer understand why to keep watching.
- Payoff: the useful answer or demonstration the opening promises.
- CTA (call to action): the next step you invite, such as trying an idea or saving a checklist.
- Surface: where the piece appears, such as a short video, carousel or Story. A carousel is a sequence of swipeable panels.
- Type / sub-format / style: the piece's purpose, its internal structure and its packaging. Keep the three choices separate.
- Funnel stage: a viewer's readiness. TOFU (top of funnel) introduces; MOFU (middle) helps evaluation; BOFU (bottom) helps a decision. These are planning labels.
- HSC / PAS / AIDA / PASTOR: writing frameworks expanded in Module 6 and the framework reference. The PASTOR expansion here is a Storyboli adaptation.
- Open loop / bridge: a question you resolve later / a transition connecting two ideas.
- Retention: how viewing continues through a video. A retention graph can show where viewers leave; a script alone cannot establish this.
- Reach / views: accounts reached / recorded view events, as defined by the platform. They are different measures; check the label in your analytics.
- Baseline / median: a comparison point / the middle value of sorted results (average the two middle values when the count is even).
- Organic / attributed action: unpaid distribution / an action you can reasonably connect to a post, using a stated tracking method.
- Exposure / denominator / rate: how often the post was seen / the count you divide by / a proportion. Example: $4 \text{ saves} \div 200 \text{ accounts reached} = 2\% \text{ saves per reached account}$. Use matching definitions and windows.
- Qualified inquiry: a message or request that fits your audience and offer. Define that fit before counting it.
- Hypothesis / spec work: a possible explanation to test / a sample made to demonstrate skill, without implying a client relationship.
- Double Down: a useful new angle on a topic with promising evidence. It is an experiment decision, not a distribution rule.

Use the offline HTML edition for reading on a phone. Use the PDF for print or annotation; the writing spaces are not interactive form fields. Copy a template into your preferred notes app to draft digitally.

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