Script Writing Guide for Remote Course Videos

Creating an engaging video is one of the best ways to set the tone for your course. While it can feel daunting to start, especially when recording alone on Zoom or with tools like Descript, remember: your goal is not to recite the syllabus—it's to spark curiosity and connection.

Whether you're introducing the course, a weekly module, or telling a story to connect course material to the real world, this guide will help you script content that feels personal, clear, and engaging—even from behind your webcam.

🎯 Purpose of Your Introductory Video

Your video should:
- Welcome students into the course environment
- Build interest in the subject matter
- Create a sense of presence and approachability
- Frame the content in a way that feels relevant to the student's academic or professional goals

Your video should NOT:
- Be a video version of your syllabus

🧠 Approaches For Remote Recording

When you're not in a studio, it's even more important to be intentional with how you structure your message. Here are a few effective formats:

- ✅ 1. Pose a Provocative Question

Start with a big, relevant question that your course helps answer. For example:
"What makes a good leader?"
"How does AI influence your daily life without you knowing it?"

- ✅ 2. Use a Real-World Connection

Tell a short story, anecdote, or example from your field to ground the topic in reality.

- ✅ 3. Structure It Like a Micro-Presentation

Follow a clear three-part structure:
- Intro: A personal welcome and the "why" of the course
- Body: What students can expect to learn and how it connects to their goals
- Conclusion: A motivating statement to encourage active participation

✍️ Writing Your Script

Whether you prefer a full script or just bullet points, preparation helps you sound more confident and natural on camera. Use these updated tips when drafting:

- Sound human, not robotic. Write like you speak—clear, warm, and to the point.
- Stick to 300–500 words (roughly 2–3 minutes on camera).
- Avoid time-stamped phrases like "last year" or "this month."
- Skip week/module references in favor of general phrasing.
- Keep in mind your recording context—shorter, simpler sentences work better.
- Practice reading it aloud to catch clunky phrases or difficult words.
- Watch your pacing and use pauses and emphasis effectively.
- Look at the camera when possible. Keep notes close to your webcam if needed.

🤖 Using AI to Help Write Your Script

If you're stuck or want to speed up the writing process, tools like ChatGPT can help you generate a conversational, well-structured course introduction.

🔗 5-Step Prompt Builder for ChatGPT (or any AI writing tool)

Follow these steps to build an effective prompt that will produce a short, engaging script:

1. Step 1: Instructor & Course Info

- Your name: How should you be introduced on camera?
- Course title: Use the full course name.

2. Step 2: Choose an Engaging Hook

- Real-world case study
- Personal anecdote
- Hypothetical scenario
Tip: Keep it short—the AI will expand it.

3. Step 3: List the Big Ideas

Name 3–5 key concepts and explain their real-world value.
Example:
- "Students will learn the fundamentals of data visualization."
- "They'll understand how to interpret charts in marketing and finance."
- "This enables better, data-driven decisions in their careers."

4. Step 4: Choose a Tone

Pick a tone that fits your style:
- Warm and welcoming
- Energetic and engaging
- Clear and educational

- Casual and conversational
- Inspirational and thought-provoking

5.   Step 5: Turn It Into a Prompt

Use your responses to create a prompt like this:
"Write a 3-minute course overview script for Dr. Jane Smith introducing her course, 'Introduction to Behavioral Psychology.' Start with a compelling personal anecdote about how a childhood observation led to her fascination with human behavior. The script should highlight three key concepts: classical conditioning, cognitive biases, and decision-making patterns. Emphasize how these ideas apply in everyday life and careers like marketing or therapy. The tone should be warm and educational."