

Keith Smiley B2B Copywriting

Client: Pitney Bowes

Project: Video Script

Objective: Motivate prospects to try a free 60 day trial of Pitney Bowes Mail Station 2

Portfolio

Scene #1

[Visual: Segment opens with image of business man in a suit and tie standing impatiently in line at the post office with a box full of mail (letters and boxes) in his hand. Audio: Fast-paced up-tempo music.]

Announcer: Would you like to avoid the hassle of going to the post office every time you have something to mail? If you're a small business owner, you have more important things to do than standing in long lines at the post office. You have meetings to attend, paperwork to fill out, phone calls to make...In other words; you have a business to run.

Scene #2

[Visual: Picture of the Mail Station 2.]

Announcer: You can save time and money with the convenience of having the Mail Station 2...the latest digital postage meter from Pitney Bowes. The ease and versatility of Mail Station 2 makes it easier for you to run your small business.

Scene #3

[Visual: Fade in to a video close up of the Mailing Station 2 built in scale.]

Announcer: Our all-in-one Mail Station 2 digital mailing system has a built in scale that lets you weigh and calculate postage at the touch of a button. You get exact postage every time. No guesswork. The built-in scale prevents wasteful over-stamping.

Scene #4

[Visual: Fade in to a video of a worker using Mail Station 2. Show the worker doing everything that the narrator explains below.]

[Visual: Add in text bullets in time for narration.]

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- Print exact postage on letters, flats, parcels, and postcards
- Mail packages easily with USPS shipping assistant software
- Get more postage anytime 24/7 online or over the phone
- Manage your postage costs
- Download new postal rates instantly
- Save up to 5% off Priority and Express mail

Announcer: With Mail Station 2 you can...

- Print exact postage on letters, flats, parcels and postcards.
- Easily mail packages with the integrated USPS Shipping Assistant software.
- Get more postage at anytime. You can refill your postage meter online or through the phone 24 hours a day 7 days a week.
- Manage your postage costs through the online interface or on the meter.
- Download new postal rates instantly.
- And you can use the Mail Station 2 to save an average of up to 5% off of Priority and Express mail.

Scene #5

[Visual: Video showing how the Mail Station 2 can add logos graphics and promotional messages on envelopes.]

Mail Station 2 even helps you promote your business. You can put your logo, graphics and promotional messages on your envelopes.

Scene #6 (Call to Action)

[Visual: Image of Mail Station 2 with logo. Show Text: Try Pitney Bowes Mail Station 2 digital mailing system free for 60 days. Underneath this text with an arrow pointing off screen to the right:

“Order your Free trial right here.”

Announcer: Never leave your office for postage again. If you'd like to see the ease and the versatility of Mail Station 2 for yourself ...Click on the link to your right and request a 60 day free trial.

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This copy was not from an actual assignment. It was written to show that I understand the best practices of video script writing.