

THE VIDEO SCRIPT PLAYBOOK

Every Scottsdale HVAC Owner Needs Right Now

The structure + a real example script to use in video ads that will bring in leads while your competitors waste money on Angi.

THE SCRIPT, WRITTEN OUT.

// FORMAT: 30-45 SEC · PLACEMENT: INSTAGRAM + FB FEED + REELS · OBJECTIVE: LEAD GEN

01 HOOK

[ON CAMERA – TECH ON ROOFTOP, PHOENIX HEAT, DIRECT TO LENS]

"Phoenix homeowners — if your AC is more than 10 years old, watch this."

02 THE PROBLEM

[BACK TO OWNER OR TECH – DIRECT TO CAMERA]

"Most homeowners don't find out their system is failing until it breaks down at 115 degrees. By then? Emergency labor rates, no inventory, and two days without AC. In Phoenix, that's not an inconvenience — that's a health risk."

03 THE SOLUTION

[B-ROLL: TECH DOING INSPECTION, BEFORE/AFTER INSTALL]

"At [Your Company], we do free pre-season inspections so you know exactly where your system stands before summer hits. We walk you through everything — efficiency, refrigerant, lifespan. If you need a new system, we'll show you how to use APS and SRP rebates to bring the cost down. No pressure. No surprises."

04 THE CTA

[BACK TO OWNER – DIRECT TO CAMERA OR TEXT OVERLAY ON FINAL SHOT]

"Click below and book your free inspection. We have openings this week. Don't wait until your system dies to find out what it's worth."

// REPLACE [YOUR COMPANY] WITH YOUR BUSINESS NAME. ADAPT ZIP CODES AND REBATE PROGRAMS FOR YOUR MARKET.

WHAT MAKES THE SCRIPT WORK.

01 – AUDIENCE CALLOUT + VISUAL HOOK

Name who this is for in the first two seconds.
Stop the scroll with something real.

// EXAMPLE

"Phoenix homeowners – if your AC is more than 10 years old, watch this."

02 – THE PROBLEM

Name the specific thing costing them money, comfort, or safety. Be concrete.

// EXAMPLE

"Most homeowners don't find out their system is failing until it dies at 115°."

03 – THE SOLUTION

Lead with empathy, then authority.
State the outcome – not a feature list.

// EXAMPLE

"We do free inspections so you know exactly where your system stands."

04 – THE CTA

One action. One reason to act now.
Make clicking feel like the obvious move.

// EXAMPLE

"Click below. Book your free inspection. We have openings this week."