

Script Sample1

Notes for this draft.

- The video is approx. 2 min long.

Sc #	Video	TEXT APPEAR ONSCREEN
1	<p>Gym and Studio Owners oversee their facilities which are part EMPTY.</p> <p>Customers walk by... not entering.</p> <p>Members walk out, leaving more machines vacant.</p> <p>FADE TO BLACK</p>	<p><i>Gym and Studio Owners</i></p> <p><i>Face Two Major CHALLENGES</i></p> <p><i>Getting NEW Members</i></p> <p><i>Retaining OLD Members</i></p> <p><i>So...</i></p>
2	<p>WHITE text over BLACK</p> <p>FADE IN</p> <p>Company LOGO</p>	<p><i>How CAN YOU Solve BOTH These Problems?</i></p> <p><i>With ONE Solution?</i></p> <p><i>Company Name</i></p> <p><i>Company Name is a Cutting Edge Software Platform</i></p>
3	<p>Back to Gymn and Studio Owners who have a very busy facility on their hands now.</p>	<p><i>Created just for Gym & Studio Owners</i></p> <p><i>Company Name Helps YOU Provide</i></p> <p><i>EVERYONE in Your Facility</i></p>

4	<p>ZOOM IN on a member exercising with a monitoring device on their wrist and around their chest.</p> <p>Cut to different members engaging in different activities all being monitored for data.</p>	<p><i>The Ability to TRACK PERFORMANCE</i></p> <p><i>Of ANY Exercise Activity</i></p> <p><i>Heart Rate</i></p> <p><i>Calories Expended</i></p> <p><i>Workout Speed</i></p> <p><i>Power Exerted</i></p> <p><i>Distance Travelled</i></p> <p><i>RPM... and MORE</i></p>
5	<p>ZOOM in on a mini monitor displaying a reading.</p> <p>PULL BACK to a member looking at a after-workout report on their <u>mobile device</u></p>	<p><i>Your CUSTOMERS Receive</i></p> <p><i>Real-time Data</i></p> <p><i>Post-workout Summaries</i></p> <p><i>Company Name INCREASES</i></p> <p><i>Member Motivation and Engagement</i></p>
6	<p>The Fitmetrix Logo moves into a Gym/Studio, Website and vanishes</p>	<p><i>Company Name INTEGRATES Seamlessly</i></p> <p><i>Into YOUR Existing Website</i></p>
7	<p>On the Website, a cursor travels about and clicks on the tabs and links coinciding with the TEXT as it appears</p>	<p><i>Members Can ALSO</i></p> <p><i>Schedule Classes</i></p> <p><i>Select Indoor/Outdoor Activities</i></p> <p><i>View THEIR Performance Trends</i></p>

9	<p>On the website, a POP UP opens, revealing text:</p> <p>“Congratulations... 100 Points!”</p>	<p><i>And, as an Additional INCENTIVE</i></p> <p><i>Receive REWARDS POINTS</i></p> <p><i>For Surpassing Goals</i></p>
10	<p>Gyms and Studios are busy with members filing in and out in a steady stream of business.</p> <p>Every exercise station is filled.</p>	<p><i>ALL These Benefits</i></p> <p><i>Are in ONE SOLUTION</i></p> <p><i>Company name Provides</i></p> <p><i>A RICHER</i></p> <p><i>More MEANINGFUL</i></p> <p><i>Pre- and Post-Workout EXPERIENCE</i></p> <p><i>Aquire NEW Members</i></p> <p><i>And, Retain OLD members</i></p>
11	<p>FADE TO</p> <p>company logo...</p> <p>Bring up contact information and hold.</p>	<p><i>Visit company name to Experience</i></p> <p><i>A FREE Demo</i></p> <p><i>Now!</i></p>
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