



# Instructions for Structuring and Narrating Content

## Instructions for Video Script Creation

**Objective:** Create a concise and impactful video, up to 5 minutes in length, based on the provided content. The video should clearly convey the main points, capture the audience's attention, and maintain a clear narrative flow. Ensure it is engaging and delivers value at every moment.

## Process

1. **Review the Source Material:** Carefully read through the given article or text. Use its structure and key ideas as a foundation for the video.
2. **Identify Key Elements:** Extract the most significant points from each section or chapter. Organize these elements logically and prioritize clarity and conciseness.
3. **Draft the Script:**
  - Begin with a captivating introduction that grabs the audience's attention and sets the tone for the content. Clearly present the main topic.
  - Develop the body of the script by breaking it into sections, ensuring a smooth transition between ideas.
  - Use clear, complete sentences to effectively communicate the message without sounding abrupt or fragmented.
  - Keep the audience informed about their progress in the video, ensuring a structured flow.
4. **Conclude with Impact:** End the video with a strong, memorable message or actionable takeaway for the audience.

## Guidelines

- Use conversational and engaging language to maintain viewer interest.
- Avoid monotony by varying the tone and pacing of the narration.
- Ensure all information is accurate, relevant, and concise, focusing only on essential details to respect the viewer's time.
- Maintain inclusivity and accessibility, ensuring content is relatable and universally understandable.

## Narration Style



# Instructions for Structuring and Narrating Content

Prepare a script for **two speakers**, alternating where appropriate to maintain variety and engagement. Use the following structure:

- **Speaker 1:** Sets the context, introduces main ideas, or presents specific details.
  - **Speaker 2:** Adds depth, poses rhetorical questions, or emphasizes critical points.
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## Example Script Outline for a Generic Topic

### Introduction

#### Speaker 1:

"Welcome! Today, we're exploring [main topic]. In the next few minutes, we'll uncover key insights and practical takeaways that you can use to [relevant goal or benefit]. Let's get started!"

### Section 1: Overview of the Topic

#### Speaker 2:

"[Main topic] has long been a cornerstone of [relevant field or context], shaping [specific aspect]. Whether you're just starting out or looking to refine your knowledge, understanding this is essential."

### Section 2: Key Highlights

#### Speaker 1:

"One of the most important aspects of [main topic] is [specific point]. It's significant because [brief explanation]."

#### Speaker 2:

"Did you know? [Interesting fact or statistic]. It's a compelling example of how [topic] can influence [relevant area or outcome]."

### Section 3: Practical Applications

#### Speaker 1:

"Applying these ideas in your daily life doesn't have to be complicated. For instance, [example]."

#### Speaker 2:

"By incorporating this, you can [benefit or result], making a meaningful difference in [specific area]."

### Conclusion

#### Speaker 2:

"[Topic] isn't just an abstract idea—it's a tool for [impact or value]. Start applying these insights today and see the difference they can make!"



# Instructions for Structuring and Narrating Content

The following example is perfect:

## Instructions for Structuring and Narrating Content

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### Objective:

Create a clear and engaging script that simplifies complex ideas into a 6th-grade readability level. The language should be easy to understand, and each section should flow naturally with concise explanations. The narration should use two speakers to maintain variety and engagement.

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### Rules and Process:

#### 1. Simplify Language:

- Avoid technical jargon or abstract terms.
- Use short sentences and straightforward vocabulary.
- Aim for a conversational tone that feels relatable to a wide audience.

#### 2. Break Down Ideas:

- Divide the content into smaller sections.
- Explain one idea at a time and avoid overwhelming the audience with too much information at once.

#### 3. Structure the Content:

- **Introduction:** Start with a friendly welcome and overview of what the audience will learn.
- **Main Sections:** Use short introductions for each section, followed by key points explained in simple language.



# Instructions for Structuring and Narrating Content

- **Conclusion:** Summarize the main ideas and provide a practical takeaway.
  - 4. **Narration Style:**
    - Use two speakers to keep the content dynamic.
    - Alternate roles—one introduces concepts, while the other adds examples or highlights key points.
  - 5. **Make It Relatable:**
    - Use examples that connect with everyday life.
    - Avoid abstract metaphors; focus on clear, tangible explanations.
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## Example Script Framework: "Democratizing Innovation"

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### Introduction

#### Speaker 1:

"Welcome to the latest videocast from GrowthRocks. Today, we delve into 'Democratizing Innovation' and explore how AI empowers everyone to become innovators. The term 'Democratizing Innovation' was coined by MIT's Professor Eric von Hippel, renowned for his pioneering work in user-driven innovation."

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### 1. The Definition

#### Speaker 2:

"Democratizing Innovation enables users to transcend passive consumption and actively participate in creating new ideas and solutions—because with AI, everyone can innovate."

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# Instructions for Structuring and Narrating Content

## 2. The Applications

### Speaker 1:

"This democratization extends beyond tech and business, transforming daily experiences. Imagine creating visual bedtime stories for children, composing unique songs, or designing custom toys that reflect personal creativity."

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## 3. The Enablers (Technologies)

### Speaker 2:

"Three key technologies drive this revolution:"

- **Speaker 1:**  
"No-Code/Low-Code Platforms: Platforms like Webflow, Bubble, and Adalo empower users without technical backgrounds to create apps, websites, and automation workflows."
  - **Speaker 2:**  
"Artificial Intelligence (AI): AI-powered tools such as ChatGPT, DALL·E, and Jasper make advanced capabilities like natural language understanding, content generation, predictive analytics, and image creation accessible to everyone."
  - **Speaker 1:**  
"Digital Design Tools: Design tools like Canva and Figma make graphic design, UI/UX design, and branding more accessible to non-designers."
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## 4. The Catalyst (AI as the Catalyst)

### Speaker 2:

"AI serves as the ultimate catalyst, accelerating the democratization of



# Instructions for Structuring and Narrating Content

innovation. By automating routine tasks and providing intelligent insights, AI frees up time and resources, allowing everyone to focus on creativity."

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## 5. Examples of Unleashing Creativity

- **Speaker 1:**  
"Imagine composing a personalized song. With AI-powered music composition tools, you can create unique melodies tailored to your preferences, even without musical training."
  - **Speaker 2:**  
"Designing a custom fragrance becomes accessible through AI algorithms that suggest ingredient combinations, enabling you to craft a scent that reflects your individuality."
  - **Speaker 1:**  
"AI-driven writing assistants help you develop custom stories, whether it's a personalized bedtime tale or a novel idea, bringing your narratives to life."
  - **Speaker 2:**  
"AI art generators allow you to create original visual artwork, transforming your concepts into stunning images without requiring traditional artistic skills."
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## Conclusion

### **Speaker 1:**

"In the age of democratized innovation, creativity knows no bounds, and AI makes it accessible to everyone. Explore the power of innovation at your fingertips with GrowthRocks."



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## **How to Use This Framework:**

- Replace the topic-specific content (e.g., innovation) with your subject matter while maintaining the simplified 6th-grade language.
- Follow the structure to ensure clarity and flow.
- Keep the tone friendly, relatable, and encouraging.