

Client: \_\_\_\_\_

Date: \_\_\_\_\_

Title: \_\_\_\_\_

Job No. \_\_\_\_\_

Description: \_\_\_\_\_

Revision: \_\_\_\_\_

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## :30s Script Template

HOOK: \_\_\_\_\_

KEY MESSAGE: \_\_\_\_\_

SUPPORTING POINT: \_\_\_\_\_

CALL TO ACTION: \_\_\_\_\_

### **Commercial Script Sample**

Hey - if life were perfect, your gas tank would never run empty, dogs would walk themselves, and that guy at work would stop humming with his headphones on.

Well, look on the bright side. At least there's ATCH2OH - it's an all-natural pick-me-up for those days that are less than perfect. And its sugar-free, fat-free and gluten-free.

It's not only refreshing - its medically proven to reduce cramping, break-outs, and fatigue.

If that's not close to perfect, I don't know what is.

ATCH2OH - fill up today!

**Hook:** *Hey, If Life Were Perfect....*

**Key Message:** *ATCH2OH is medically proven to benefit drinkers*

**Supporting Points:** *Sugar-Free, Fat-Free, Gluten-Free, Refreshing*

**Call to Action:** *Fill Up Today (buy it when you see it / drink it)*