

Product demo script and shot list

Plan a short recorded product demonstration that moves from one recognizable problem to one inspectable result. Use the interactive builder online or write directly into this four-page workbook.

One audience. One outcome. Two visible actions. One proof point. One next step.

1. Write the brief

START WITH
CONSTRAINTS

PRODUCT Name the product or feature.	AUDIENCE Be specific enough to picture one viewer.
PAINFUL STARTING STATE Describe the visible workflow problem.	PROMISED OUTCOME Promise one result, not a feature list.
FIRST VISIBLE ACTION What will the viewer watch you do?	SECOND VISIBLE ACTION What completes the workflow?
VERIFIABLE PROOF Show a completed state, source or before/after.	ONE NEXT STEP End with a single action.

DURATION ☐ 30 sec ☐ 60 sec ☐ 90 sec	STYLE ☐ direct ☐ friendly ☐ technical
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Copy, modify and use this workbook in commercial work. Verify every claim, metric, customer reference and link before publishing. Attribution is appreciated but not required.

2. Build the timed shot list

Write the visible state in the third column before drafting narration. If a sentence has no shot, it is probably too vague for a short demo.

BEAT	TIME	WHAT TO SHOW	WHAT TO SAY / NOTES
Hook	0:00-0:06	Open on the painful starting state or visible consequence.	
Problem	0:06-0:14	Show the old workflow for one beat - not a feature tour.	
Promise	0:14-0:21	Reveal the product and the one end state to expect.	
Walkthrough	0:21-0:43	Record only the two actions named in the brief.	
Proof	0:43-0:52	Show the source, completed state or before/after.	
Next step	0:52-1:00	End on one clear destination or action.	

Pacing check: play the intended screen sequence while reading the draft aloud. Shorten the sentence or slow the capture when narration and interface do not land together.

3. Adapt the timing and narration

The timings are scaffolding, not a rule. Protect the problem-to-proof arc when you compress or expand the demonstration.

Beat	30 seconds	60 seconds	90 seconds	Purpose
Hook	0:00-0:04	0:00-0:06	0:00-0:08	Name the viewer and problem.
Problem	0:04-0:09	0:06-0:14	0:08-0:20	Make the starting state visible.
Promise	0:09-0:13	0:14-0:21	0:20-0:30	State one expected outcome.
Walkthrough	0:13-0:23	0:21-0:43	0:30-1:05	Show two connected actions.
Proof	0:23-0:27	0:43-0:52	1:05-1:18	Let the viewer inspect the result.
Next step	0:27-0:30	0:52-1:00	1:18-1:30	Ask for one action.

30 sec 70 words maximum	60 sec 140 words maximum	90 sec 210 words maximum
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These are ceilings at roughly 140 spoken words per minute, not targets. Leave pauses while the viewer reads the interface.

4. Verify the result and the recording

A short demo earns trust when every claim has a visible or citable source and the final artifact has been reviewed at its real destination size.

Leave proof blank rather than inventing a number. One narrow, reproducible result is stronger than a broad claim the viewer cannot inspect.

Choose one proof type

4 checks

- ☐ A visible completed state the viewer can inspect.
- ☐ A reproducible before/after with the source and edit described.
- ☐ A source-linked fact with the date it was checked.
- ☐ A real customer statement used with permission and attribution.

Prepare the recording

8 checks

- ☐ Replace private records with synthetic demo data.
- ☐ Close notifications, unrelated apps and private browser profiles.
- ☐ Reset the product to a known starting state.
- ☐ Record a clean wide take before adding zooms or captions.
- ☐ Hold the pointer still while the viewer reads.
- ☐ Keep the result visible after its narration line ends.
- ☐ Review captions, private information, audio and links.
- ☐ Watch the final artifact at the audience's real size and aspect ratio.

Final publishing review

5 checks

- ☐ Every metric has a primary source or measured method.
- ☐ Every customer reference has permission and accurate attribution.
- ☐ The script asks for one next step, not several competing actions.
- ☐ The exported file or hosted page was watched from start to finish.
- ☐ The title, thumbnail, captions and destination links match the video.

Maintained online version: cadre.cam/guides/product-demo-script-template.html. The builder runs locally in the browser without uploading or retaining the form values.