



Visible Videos Script Template

Example: Video on Low-Sex Drive by Coach for Midlife Women

Video title:

No more ho-hum midlife sex lives!
My BIGGEST tip for juicy passion at any age...

Type of video:

This outline is for a Facebook Live, but can be used for a recorded video as well, just take out the “Engagement” sections & make sure the “Next Step Link” is verbalized (versus just reference in the comments)

How to use:

Remember, this is just an example from one of my clients! Make it your own. :) Each underlined area should be replaced with your specific topic, tips, stories, questions and call to action.

(Intro + welcome) Hi, I’m Beth, thank you so much for being here with me. Today we’re talking about a very important topic for midlife women - lack of sex drive.

(Tip teaser) I’ll be sharing with you something that has helped me and my clients tremendously and can also help you to rev up your sex life so you feel connected and sexy in the bedroom, even as a midlife woman.

(Engagement - if live) But before we get started, whether you are watching live or watching the replay, I’d love to hear in the comments the answer to which of these things brings you greater pleasure: Ice cream or chocolate? Let’s make this fun!

And while you're doing that, if you feel this video might be valuable for people you know...I would so appreciate if you shared it by clicking the "share" button on your screen!

(Problem + why important) Okay, so as I mentioned, today's topic about midlife women having a low sex drive is a super important topic. The problem is...so many women as they age begin to avoid intimacy because their bodies change. And even though it's not their faults, it creates a huge rift in their relationship or marriage, as well as their confidence as a woman.

But the truth is...sex is a VERY important part of a healthy relationship and life and is absolutely possible at any age.

(Engagement - if live) I'd love to hear from you on this topic...if you believe sex is important to a healthy relationship, simply comment "yes" in the chatbox below. And also, feel free to comment throughout our time together...it's way more fun than just having a conversation with myself!

(Positioning + Vulnerable story) Even though I now enjoy a delicious sex life with my husband and have helped many women do the same, even at the age of 52, this is something that I struggled with in my own life when I was going through menopause. Avoiding intimacy because I was not feeling the same. Very much in love with my husband but out of touch with my own body and with us together. We lost our house...we were moving and one day I was in the attic and came across lingerie. Sex had basically come down to anniversaries and birthdays. I assumed that's what happens after 15 years in marriage. It "peters out." That's what everyone told me. I wasn't feeling attractive. So...I got rid of all the lingerie.

(Low point) I was sad. I didn't know what to replace the lingerie with. Without the sex, would there be enough to sustain the marriage? I knew it wasn't true, but I didn't feel like I was enough. I felt kinda empty and less attractive and less valuable...I really let it affect how I felt about myself.

(Engagement - if live) I'm curious...can you relate to what I went through? There is no shame in this. Many women go through it...if at any point you've felt less attractive as you've aged, put a "heart" in the comments. Let's see how many we can get so no one feels alone!

(Turning point/lesson) So, at my lowest moment, I finally realized how important expressing my sensuality and sexuality is - how much I missed it. I missed the connection with my husband. Sexuality was a huge part of me. I decided to shift my perspective about my age. I realized, hey, the fear of getting pregnant is gone now that I was older...I decided to look at my menopause as a positive thing! And that opened me back up. It was the first time I felt the freedom of midlife! In fact, when we finally got back in bed together one day, we both started laughing hysterically when the song "At Last" started playing! We were like young kids again! My vitality was back. This could get really fun now!

(Overall message) My biggest wish for you is....find a way to tap into your sense of pleasure so you can have a yummy sex life during midlife!

(First step - small tip) A good first step to take is...put on some music that gets you in the mood.

(Engagement) So...here's the most important part...are you committed to trying out this first step? Share in the comments below one thing you are going to do to amp up the pleasure in your life! Don't overthink this...let's hear it...

(Invitation for support, or another call to action)

Tip: *Other ideas for calls to action include inviting people to join a Facebook group, like your Facebook page, grab a free gift, tag someone in the comments, etc.*

Now...this is a great first step to take! However, I know how scary it can be to move through all the fears that come up when you are a midlife woman who has lost her sex drive.

So, if you're finding yourself struggling with low sex drive and feeling disconnected from your own body as a midlife woman... I'd love to support you in finding out what's blocking you and share some ways that you can begin to feel more connected and enjoy a delicious sex life, regardless of your age. Since everyone is different, the best way to do this is to book a call with me. I've got space in my calendar for 2 private From Invisible to Ignited sessions. These sessions are \$125, but today I'd like to offer them to you completely free, if you are committed and looking for support. It'd be a pleasure to support you!

(Next step link)

Tip: *Having a short link is essential. Use bit.ly or tinyurl.com or another link shortener if your link is too long.*

The link to snag a session is in the comments below or you can go to calendly.com/ignited - that's c-a-l-e-n-d-l-y dot com forward slash ignited.

(Thanks + closing)

Alright, thank you so much for being here with me today. I'm so grateful to be doing this work. Each time I see midlife women have a major transformation around their sex lives, I am reminded how important this work is.

If you agree, thanks again for sharing this video! And if you have any questions, please leave them in the comments and I'll be sure to answer them.

Looking forward to seeing you next time, or if you are desiring more support...I look forward to your appointment coming through.

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