

FREE BEGINNER GUIDE · VIDEO MARKETING

Make Your First Explainer Video *in a Day*

A plain-English guide to planning, scripting, and creating a short video that explains your product, service, or idea, with no camera or design skills needed.

60–90s

the ideal explainer length

5

part script formula

1

printable storyboard

Why explainer videos work

A short video can explain in one minute what takes a page of text. Explainer videos are used on home pages, sales pages, social media, and in emails to show people quickly what you offer and why it matters.

Video style	What it looks like	Good for
Whiteboard	A hand draws simple pictures and text as a voice explains	Teaching, step-by-step ideas
Animated	Colorful moving characters and shapes	Apps, products, brand stories
Slideshow	Images and text slides with music or a voiceover	Quick tips and social posts
Screen recording	Your computer screen with your voice	Software demos and tutorials
Talking head	You on camera, speaking directly	Building personal trust

Where to use your video

- ☐ Your home page or sales page
- ☐ YouTube, Facebook, and Instagram
- ☐ Welcome emails and presentations
- ☐ Product pages and online courses

Keep it effective

- ☐ 60–90 seconds for most explainers
- ☐ One main message per video
- ☐ Captions for people watching muted
- ☐ One clear call to action at the end

What will my video explain?

The product, service, or idea, and who it's for.

The 5-part explainer script

The script is the most important part of any explainer video. About 130–150 spoken words make one minute, so a 90-second video needs roughly 200 words.

The script formula

1. **Hook (5 seconds)**: a question or problem your viewer recognizes
2. **Problem (15 seconds)**: why it's frustrating, in their words
3. **Solution (20 seconds)**: introduce your product, service, or idea
4. **How it works (30 seconds)**: 3 simple steps or benefits
5. **Call to action (10 seconds)**: one clear next step

Example script: a free checklist (about 100 words)

Hook: What would you do if the power went out tonight, for three days? **Problem:** Most families aren't ready. No light, no clean water plan, and food spoiling in the fridge. **Solution:** That's why we made the free 72-Hour Power Outage Checklist. **How it works:** First, check what you already have. Next, fill the gaps room by room. Then, keep it on your fridge so everyone knows the plan. **Call to action:** Download your free checklist today at our website, and be ready before the next storm.

My hook

One question or problem in under 15 words.

Script do's

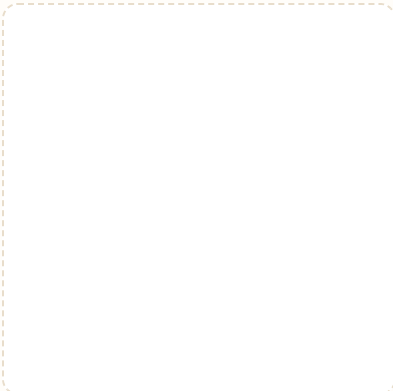
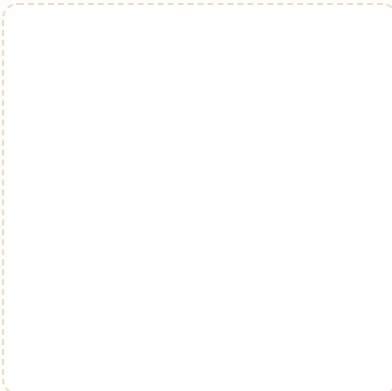
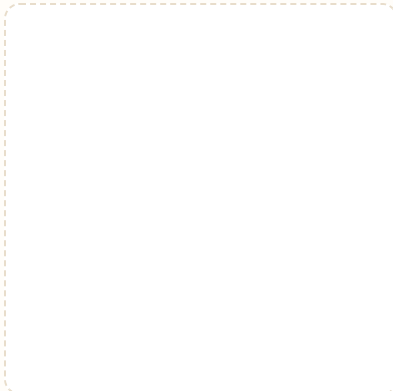
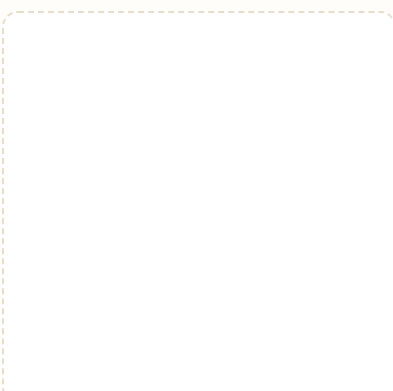
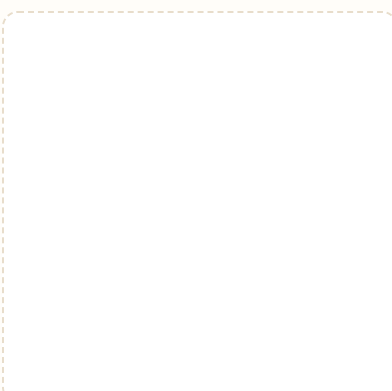
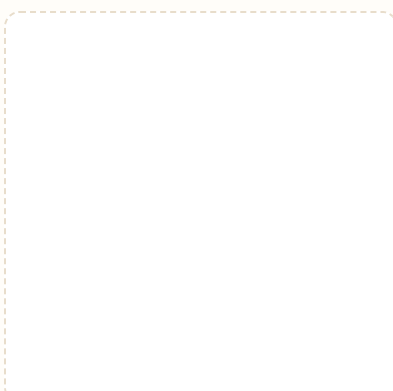
- ☐ Write the way you talk
- ☐ Use "you" more than "we"
- ☐ Short sentences, one idea each
- ☐ Read it aloud and cut 10%

Script don'ts

- ☐ Jargon your viewer won't know
- ☐ Listing every feature
- ☐ Long introductions about yourself
- ☐ More than one call to action

Sketch a simple storyboard

A storyboard is a row of rough sketches, one for each scene. Stick figures are fine. It shows what viewers see while each line of your script is spoken.

		
Scene 1 • Hook What they see:	Scene 2 • Problem What they see:	Scene 3 • Solution What they see:
		
Scene 4 • How it works What they see:	Scene 5 • How it works What they see:	Scene 6 • Call to action What they see:
Visual tips ☐ One idea per scene, about 10–15 seconds each ☐ Use simple icons: a clock, a house, a check mark ☐ Show only a few words on screen at a time		Sound tips ☐ Record your voice in a quiet room with soft furnishings ☐ Use royalty-free music, kept quiet under the voice ☐ Speak a little slower than normal

Pick the right video tool

You don't need expensive software. Choose based on the video style you want and your budget. Many tools have free versions to try first.

Tool type	Examples	Best for
Whiteboard makers	InstaDoodle, VideoScribe, Doodly	Hand-drawn style explainers
Online design tools	Canva and similar tools with video templates	Slideshows and social videos
Screen recorders	Free built-in recorders on Windows and Mac, Loom	Tutorials and software demos
Phone apps	Free video editors on your phone	Quick, simple edits

Questions to ask before you buy any tool

- ☐ Is it a one-time price or a subscription?
- ☐ Can I use the videos for business?
- ☐ Is there a refund policy?
- ☐ Does it export in HD (720p or 1080p)?
- ☐ Are there watermarks on the cheap plan?
- ☐ Are the paid upgrades necessary?

Want the whiteboard style? InstaDoodle is a beginner-friendly, browser-based tool for making hand-drawn doodle videos with drag-and-drop characters and props. [See InstaDoodle →](#)

Voiceover options

- ☐ Your own voice with a phone or USB microphone
- ☐ A built-in text-to-speech voice in your tool
- ☐ A hired voice artist for important videos

Free extras

- ☐ Royalty-free music libraries (check the license)
- ☐ Free automatic captions on YouTube
- ☐ Free thumbnail templates in design tools

Your one-day video plan

Follow this plan and you'll have a finished, shareable video by the end of the day. Your first video won't be perfect, and that's fine. The next one will be better.

Time	Task	Done
1 hour	Write your script using the 5-part formula, then read it aloud and time it	☐
30 min	Sketch your storyboard: one box per scene	☐
30 min	Record your voiceover in a quiet room (or use a built-in voice tool)	☐
2 hours	Build each scene in your chosen tool and match it to your voice	☐
30 min	Add music, captions, and your logo or website at the end	☐
30 min	Export in HD, watch it once on your phone, and fix any problems	☐

Before you publish

- ☐ Check spelling on every screen
- ☐ Make sure the sound is clear
- ☐ Add captions or subtitles
- ☐ Check you have rights to all music and images

When you share it

- ☐ Write a clear title with your keyword
- ☐ Add a link to your site in the description
- ☐ Choose an eye-catching thumbnail
- ☐ Add it to your home page

Tip: turn one script into several videos: a 90-second explainer, a 30-second social clip, and a 15-second teaser.

YOUR NEXT STEP

Make your first doodle video

You have the script formula, the storyboard, and the plan. If you'd like to try the hand-drawn whiteboard style, here's a beginner-friendly tool to make it quick.

RECOMMENDED TOOL

Create whiteboard videos with InstaDoodle

Drag and drop

Place ready-made characters, props, and text on a canvas.

Hand-drawn effect

Elements are drawn on screen automatically, whiteboard style.

Your own images

Upload pictures and logos to turn into doodles.

Browser-based

Works online, so there's no software to install.

[See InstaDoodle →](#)

Honest notes: at the time of writing, the base version is a one-time payment, and optional upgrades are offered during checkout; you don't need them to get started. Independent reviews note that its AI image feature can be inconsistent, so judge it on the core drag-and-drop tools.

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Happy creating,

Uday Chandra

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