

The Power of **Cartoon Marketing**

How to create an awesome animated video clip that will get you noticed
and your message heard with zero prior know-how!

The Workbook



by **PowToon**'s
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The Power of Cartoon Marketing

How to create an awesome animated video clip that will get you noticed and your message heard with zero prior know-how!

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PART 3

How to create an awesome animated Video: An easy 6-step Process



Step 1 - Write an awesome script or short story

In this case, just grab the script we created in Part 2, or go to the Appendix and fill in the blanks on the 5-Step Script Writing Worksheet to create your own draft script.

To recap - Your script should cover the following bases:

1. Make it clear who you are talking to
2. Point out the problem
3. Indicate that you have a solution and/or expertise
4. Present your solution and clearly show its benefits
5. Call-to-action

Once we have our short story, we turn it into a script by dividing it into scenes and thinking of potential visuals that could go with it – we call this process storyboarding.

Step 2 - Storyboard

Create scenes and try to think of visuals to go with them
It does not have to be perfect at this stage! The visuals should act as the emotional support to the words; so if we talk about "confusion," an image of a confused guy can be powerful.

In my case, initial thoughts go like this:

SCENE 1

VOICEOVER	VISUAL
So you've got this amazing idea that's going to make you the next Bill Gates...	Guy scratching his chin thinking – then he has an idea and becomes happy.

SCENE 2

VOICEOVER	VISUAL
But every investor you pitch to fails to understand why your Big Idea is so unique. You try to explain all the important details, but their eyes just glaze over.	Whiteboard with flow chart and Guy explaining. Investor getting bored.

SCENE 3

VOICEOVER	VISUAL
Here's the thing: The instant you start talking to an investor or customer, their inner stopwatch starts ticking... And you've got 90 seconds max before they completely write you off!	Stopwatch ticking while Guy is talking. Guy gets punched after 90 seconds.

SCENE 4

VOICEOVER	VISUAL
Is there some magic way around this mental roadblock?	Guy is dejected.
You better believe there is!	Guy is surprised.
Because you're watching it right now!	Zoom out to reveal that Guy is part of a PowToon.

SCENE 5

VOICEOVER	VISUAL
It's called a PowToon--a simple, super engaging way to keep investors' and customers' attention throughout your entire pitch.	Show PowToon editor.

SCENE 6

VOICEOVER	VISUAL
PowToons translate your pitches into dynamic short animations that easily connect with your audience, showing them exactly why your business deserves their attention--and their money!	Text to show benefits of using PowToon.

SCENE 7

VOICEOVER	VISUAL
<p>And if they want further proof that you're a savvy business owner, just let them know you created an incredible video pitch for 2% of the cost it would've run you to outsource to a professional animator or studio.</p>	<p>Guy sits at this computer creating a PowToon and is very satisfied with himself.</p>

SCENE 8

VOICEOVER	VISUAL
<p>So sign up today and bring out the awesomeness in your business!</p>	<p>Text describing the call to action.</p>

That's the baseline to our visuals drafted. Once we have all the individual scenes on screen, we can review them and decide whether we need to add anything.

From this point onwards, we will be interacting with the PowToon software. All you will need is a free account, so please [get yours here](#) if you don't already have one.

Step 3 - Voiceover Guide / Background Music

It may seem counter-intuitive to start with the voiceover instead of the imagery. It's only natural to think: "I'll do all the visuals first, and then I can time my voiceover to coincide with what's happening on the screen" - but in reality this is a recipe for headaches.

When you record a voiceover of your script, you get much more accurate timing of the final story versus choosing the visuals while basically guessing the timing (and having to retime everything later).

Your personal voiceover is called a "scratch track"; so don't worry if it sounds scratchy and unprofessional. We just want something basic for now since we're doing this mainly as a **TIMING GUIDE**.

After you have done your scratch track, we can easily take the script and send it to a voiceover artist on www.fiverr.com who will get us an awesome result for between \$5 and \$20 for up to 120 seconds of voiceover.

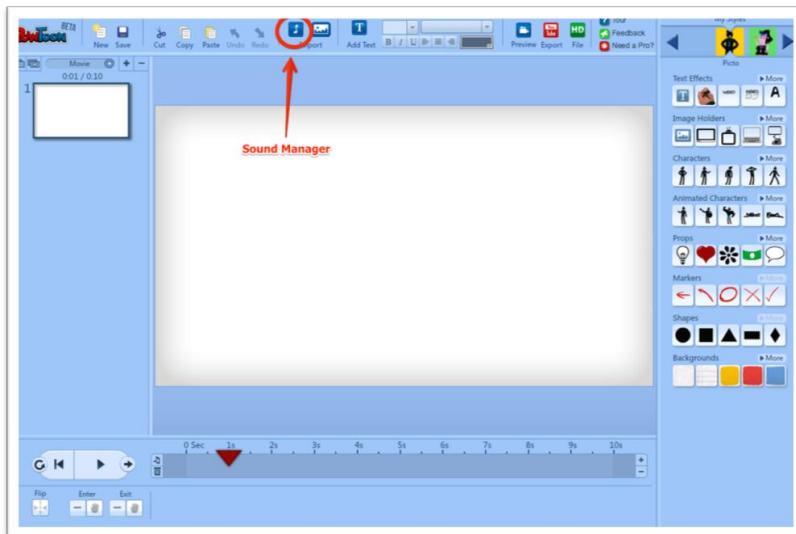
For now, just do this yourself to get the timing guide.

Tip: It's much easier to record the voiceover, get it right, and then time the visuals to the story.

Ok - so we need to either choose a background track for our music or record a voiceover guide (or both).

This means we need an MP3 file of the TEXT PARTS of the script read out as they will appear in our cartoon.

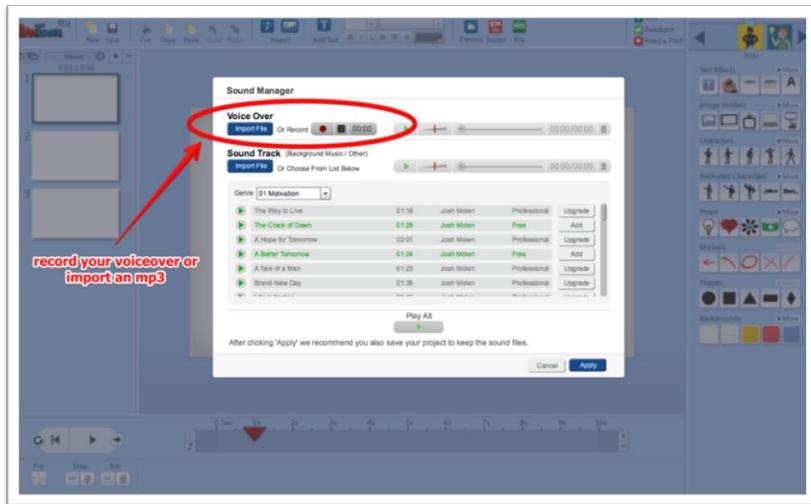
Let's get started by going to the Sound Manager in PowToon and recording our voice.



Once the sound manager is open, you can either upload (import) an MP3 that you recorded earlier, or you can record one yourself right now by clicking the record button.

Don't worry about making mistakes or getting the voiceover to sound professional; that's not the aim here (remember, for now this is more of a timing guide).

Here's the interface you'll see when you open the sound manager:

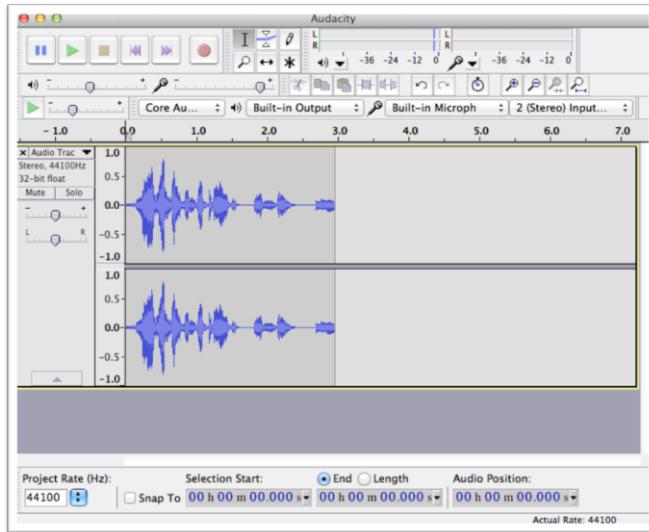


You can record and re-record as many times as you like. Every time you record a new version, it will overwrite the previous one.

The sound manager further allows you to choose a background track from the provided sound track list, and lets you import a second MP3 track of your choice (to stay fair to artists, please only use licensed or creative commons music). You can also regulate the volume of the voiceover and the background track separately in the dashboard to get better results.

If you would like to record and edit a voiceover or soundtrack outside of PowToon and subsequently "import" it, then here's a tool I absolutely love and strongly recommend! It's free, open source, and simply amazing.

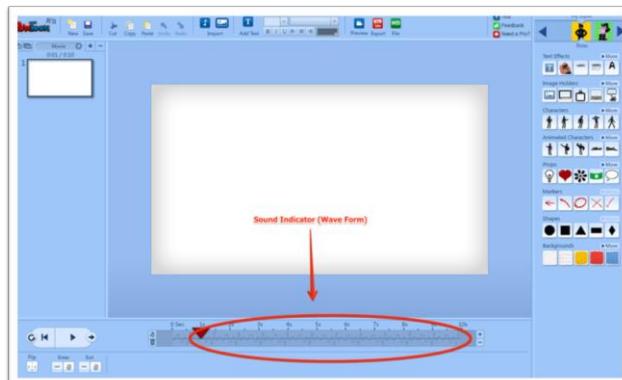
Audacity: <http://audacity.sourceforge.net/> - you can achieve professional quality using this tool.



Here is my scratch track / timing guide based on our Startup PowToon script (I missed a bunch of words and mispronounced others, but that's ok)

[Hear my Voiceover for the Startup Script](#)

Now, click APPLY and your soundtrack appears inside of PowToon's timeline as a wave.



The Professional Voiceover

If your PowToon requires a voiceover, then I can't stress enough the difference a professional voiceover artist can make. It gives your video a completely different "finish".

Here are some voiceover source options ranging from \$5 to \$150

[Fiverr.com](https://www.fiverr.com) from \$5-\$25

[VoiceBunny](https://www.voicebunny.com) up to \$70-\$150

We consciously chose not to include a text-to-voice function in PowToon, which generates these "almost" bearable robotic-human voices. But if you want to try it anyway, here is a list of the "[Top 10 Web-based Services For Text-To-Speech Conversion](#)".

Our next steps are to create enough slides to hold all the sound, and then we time the slides correctly to match the different scenes.

Step 4 - Dividing the Slides

Slides are Scenes

Creating a PowToon is a little like directing a mini-movie. Every slide in your PowToon represents a scene that you have to equip with the right sound and visuals.

In Step 3, we created a scratch track (rough voiceover) to go with our PowToon, our next step involves creating enough

slides to accommodate the sound track.

PowToon's default slide length is 10 seconds and you have a + / - on the side of the timeline to lengthen or shorten it. Each slide in PowToon is limited to a maximum of 20 seconds.

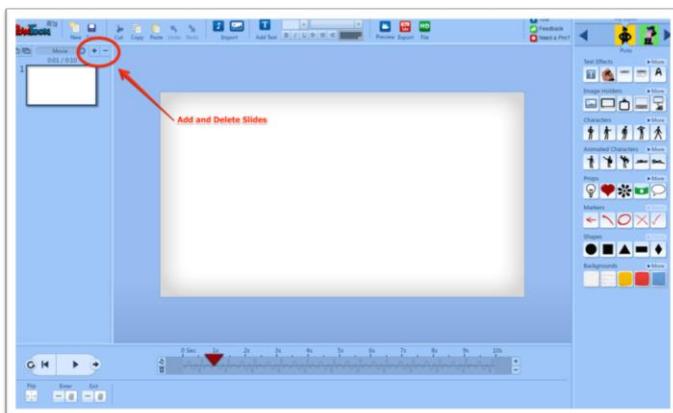
The reason for this limitation is that staring at the same scene for longer than 20 seconds in a short clip may become a little tedious. So this is PowToon's way of gently nudging our users to shake things up a little! Change the visuals if you don't want your audience to fall asleep.

Now to the practicalities:

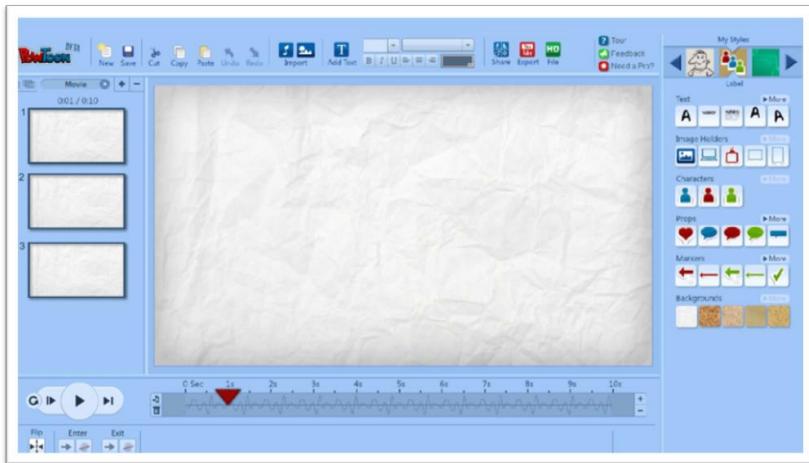
Let's assume we have a voiceover that is 97 seconds long. We'll start with 10 slides (10 seconds each, making a total of 100 seconds).

Adding Slides

You add or remove slides by clicking the + and - in the slides panel. In our case we click + ten times.



Your PowToon Editor will look like this once you're done. 10 empty slides.



Clicking on any one of the slides will show you the timeline specific to that slide. Pressing Play will - at this stage - just play the sound track of this isolated slide since there are no visuals yet.

CREATING SCENES - Fitting the Sound to the Slides

TERMINOLOGY: Okay, we have to spend a moment on proper terminology. We're dealing with a short video here; this means we're creating a series of scenes.

There are three elements to each scene:

1. The voiceover (or sound track): What's being said?
2. The visuals: The emotional and visual triggers.
3. The timing: When things happen - and for how long.

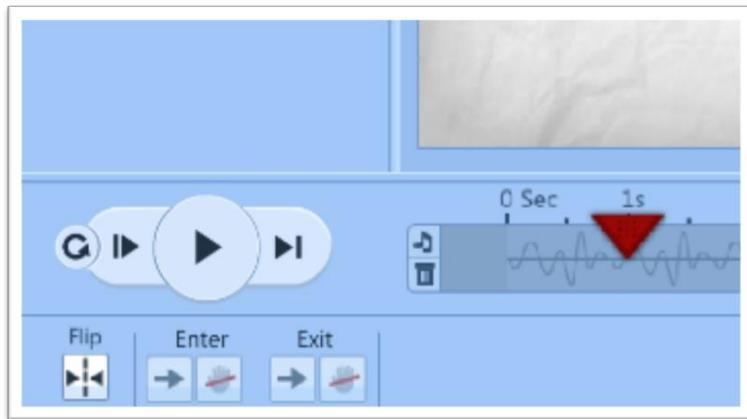
So the way we create a scene is by matching our voiceover with the appropriate visual and timing the whole thing to work together seamlessly.

Our first step in this process is to adjust the length of each slide to fit the actual length of the scenes we envision. That's actually the reason for the timing guide (or scratch track) that we created in step 2. It allows us to get our basic timing right.

For this purpose, we are going to listen to the whole voiceover from beginning-to-end inside PowToon and adjust the length of the slides to work with the voiceover.

Let me take this opportunity to introduce you to PowToon's Play Controls.

PowToon Play Controls



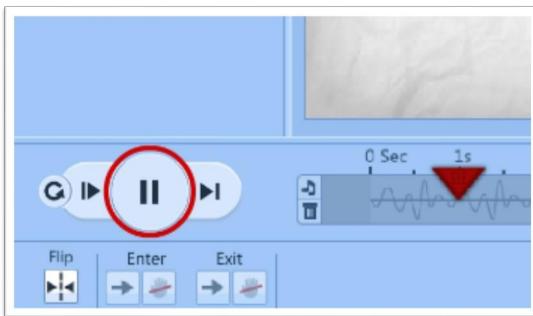
Play: play from the playhead until the end of the entire PowToon or until you pause



The Play button will play from the red, triangular playhead, right through to the end of the PowToon or until you stop it by clicking Pause. This allows you to see how several scenes work together.

The playhead indicates where you are on the timeline. In the above image, the playhead is on second 1 and moves through the seconds when you press Play.

Pause: pause or stop



The Play button turns into a Pause button while it is playing. You can pause the PowToon at any time by clicking this button.

Play Slide: play from beginning of this slide until the end of this slide



This button saves you the trouble of having to drag the playhead to zero every time you want to review the scene you are working on.

Play to Slide End: play from playhead until the end of the slide



You mainly use the Play to Slide End button while working on one particular slide because it will stop at the end of the slide without moving to the next.

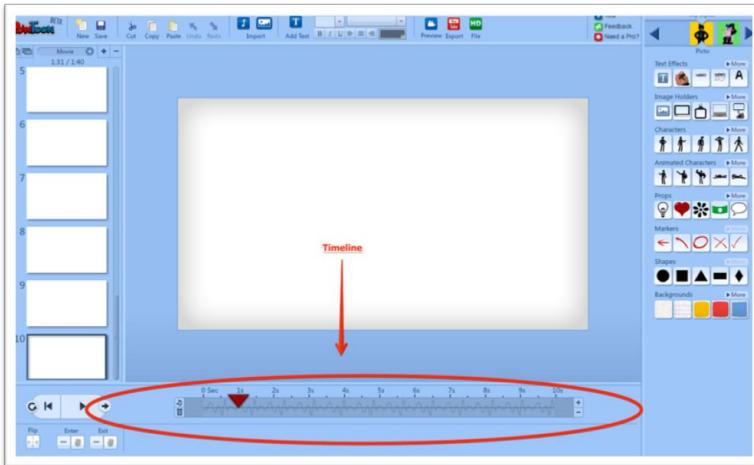
Play All: play entire PowToon from the start until the end



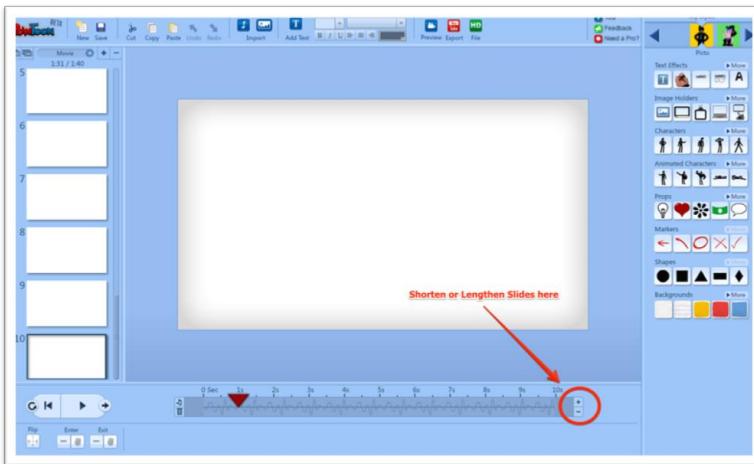
This button goes back to the beginning of the very first slide and plays right through to the end of the PowToon, or until you click pause. This is useful when you want to review the work you have done so far.

I'm sorry to go all technical on you, but there's one more thing I need to show you before we can do the fun stuff. The timeline.

The Timeline



The timeline indicates the length of a slide and as the red triangular playhead moves along, it also indicates where in the time sequence we are.



If you want to lengthen or shorten a slide, you have to press the + or - on the right hand side. The default slide length is 10 seconds and you can lengthen it to a maximum 20 seconds and shorten it to a minimum of 1 second.

Dividing the voiceover into scenes

Now we have all the tools to divide our voiceover / timing guide into scenes.

The best-practice way of dividing the voiceover is by using the following buttons.

Step 1: Press Play



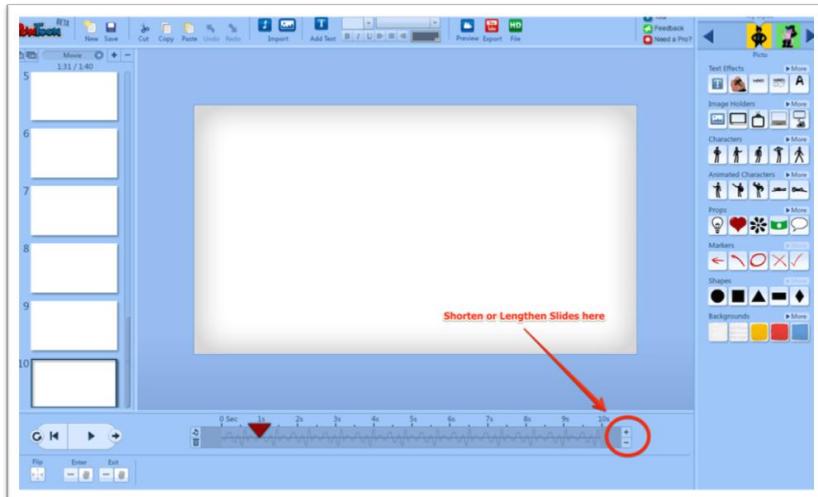
This will go through all the slides until you press pause.

Step 2: Press Pause



Pause the playback once you figure out where the cut off point for this particular scene is.

Step 3: Press +/- Slide Length



Add or delete seconds to match the voice timing. You will find the voiceover continuing on the next slide once you have finished.

Step 4: Rinse and Repeat

Move on to the next slide and repeat steps 1 through 4 until your voiceover is distributed across as many slides as you need.

Fitting the voiceover into the various slides, this is how my script turned out:

SCENE 1

VOICEOVER	VISUAL	TIME
So you've got this amazing idea that's going to make you the next Bill Gates...	Guy scratching his chin thinking – then he has an idea and becomes happy.	5s

SCENE 2

VOICEOVER	VISUAL	TIME
But every investor you pitch to fails to understand why your Big Idea is so unique. You try to explain all the important details, but their eyes just glaze over.	Whiteboard with flow chart and Guy explaining. Investor getting bored.	11s

SCENE 3

VOICEOVER	VISUAL	TIME
Here's the thing: The instant you start talking to an investor or customer, their inner stopwatch starts ticking... And you've got 90 seconds max before they completely write you off!	Stopwatch ticking while Guy is talking. Guy gets punched after 90 seconds.	12s

SCENE 4

VOICEOVER	VISUAL	TIME
Is there some magic way around this mental roadblock?	Guy is dejected.	9s
You better believe there is!	Guy is surprised.	
Because you're watching it right now!	Zoom out to reveal that Guy is part of a PowToon.	

SCENE 5

VOICEOVER	VISUAL	TIME
It's called a PowToon--a simple, super engaging way to keep investors' and customers' attention throughout your entire pitch.	Show PowToon editor.	7s

SCENE 6

VOICEOVER	VISUAL	TIME
PowToons translate your pitches into dynamic short animations that easily connect with your audience, showing them exactly why your business deserves their attention--and their money!	Text to show benefits of using PowToon.	12s

SCENE 7

VOICEOVER	VISUAL	TIME
And if they want further proof that you're a savvy business owner, just let them know you created an incredible video pitch for 2% of the cost it would've run you to outsource to a professional animator or studio.	Guy sits at this computer creating a PowToon and is very satisfied with himself.	13s

SCENE 8

VOICEOVER	VISUAL	TIME
So sign up today and bring out the awesomeness in your business!	Text describing the call to action.	5s

Now I have the length of all my slides coordinated with the voiceover. I know the length of my individual scenes and can move on to the next stage, which is to add the visuals.

Step 5 - Populate the Slides with Visuals

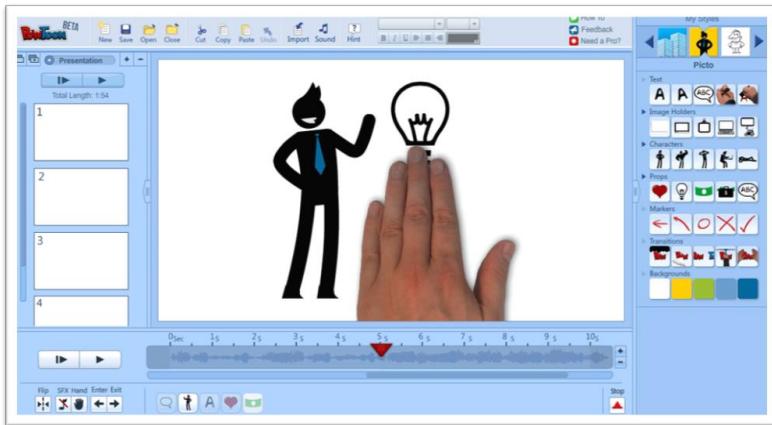
This is the stage where we add animations, graphics, background, props, images, and characters to our slides/scenes.

To harness the power of toon at its maximum, we want to convey the message with as many graphic images and as little text as possible, so the audience doesn't have to sit there reading all the time (unless this is the effect you're after) and doesn't get overwhelmed with information.

Images are a powerful conveyor of emotions, so if a character is sad, it's enough to display him/her in a sad pose without adding any text at all.

An effective way to use text is by bringing individual words to life by making them appear in time with the voiceover. Only use words that can be "emotional triggers" to emphasize your message.

PowToon has a large library of characters, poses and props that you may want to use for this purpose:



Some of PowToon's Styles





MORE THAN
100
CHARACTERS

A collection of 24 black silhouettes of business people in various professional and dynamic poses, arranged in three rows of eight.

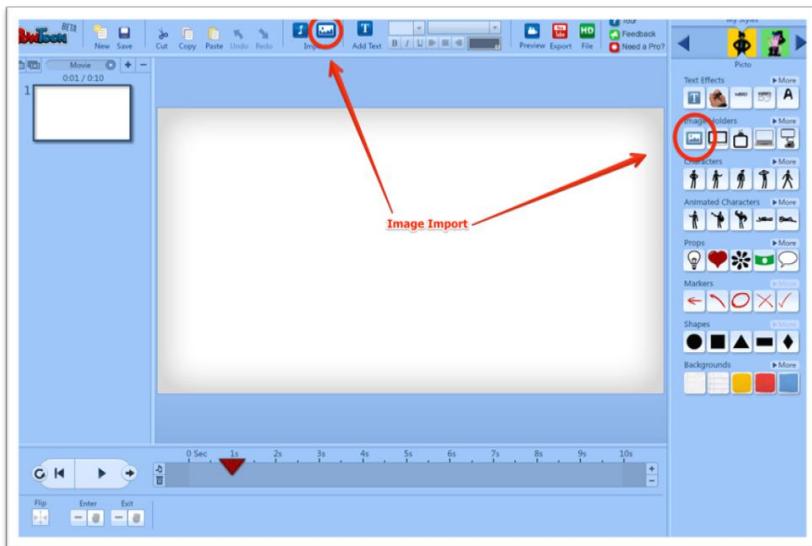
20
CHARACTERS



THE PAPER CUT STYLE

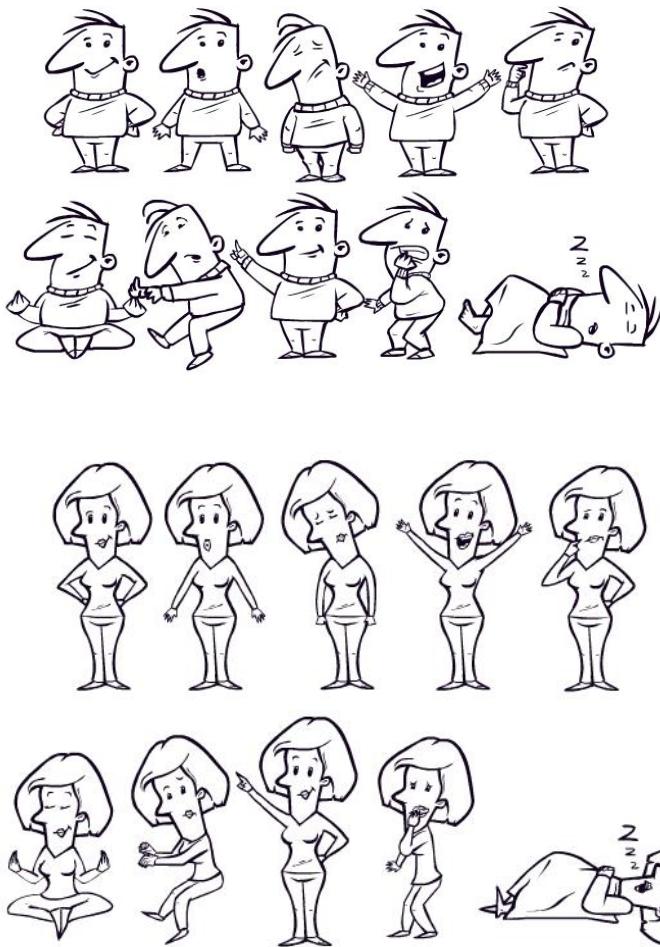


You can easily bring your own images into PowToon by clicking the "Imagine Import" icon:



For my “PowToon for Startups” script, I chose the Marker Style. I could’ve made it more colorful using one of the other styles, but I really like the minimalism of this style which also works really well with photos of real people, an element I want to use in this PowToon.





Constructing the scene:

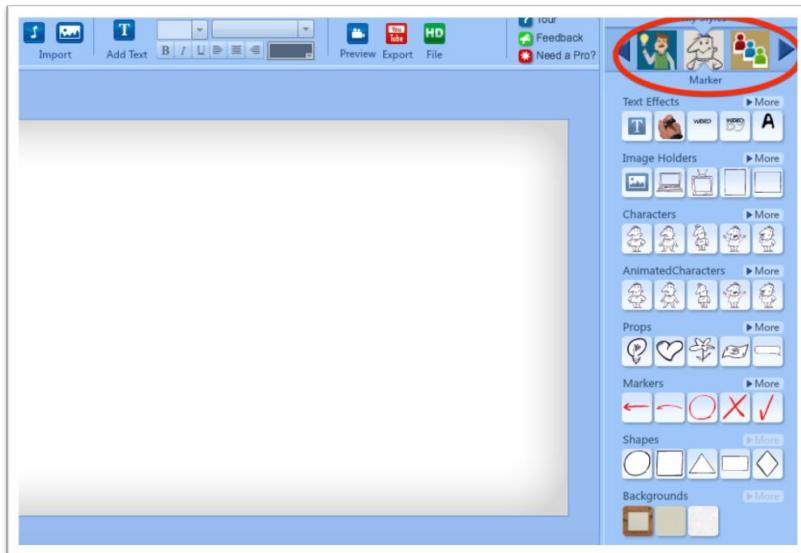
I'll walk you through the construction of my first scene and give you access to the PowToon template to see how to do the rest. You can find the template by going to <http://www.powtoon.com/my-powtoons> and clicking the blue START button. It's in the Promotional Video > Start Ups section when you launch the PowToon editor.

SCENE 1

VOICEOVER	VISUAL	TIME
So you've got this amazing idea that's going to make you the next Bill Gates...	Guy scratching his chin thinking – then he has an idea and becomes happy.	5s

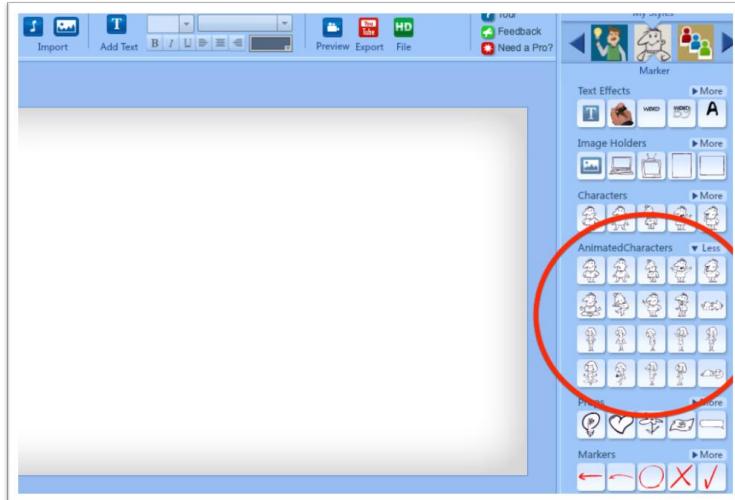
Description: I would like a "Thinking Guy" to be brought into the scene at second 1 scratching his chin. Then "eureka!" A light bulb appears and he becomes super happy.

Style



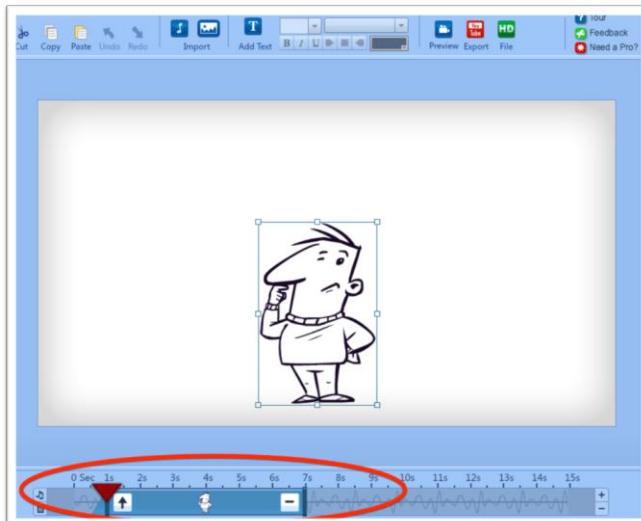
Step 1: Go to top left to choose a style. This will open the style library with all the characters and props. Choose the marker style.

Library



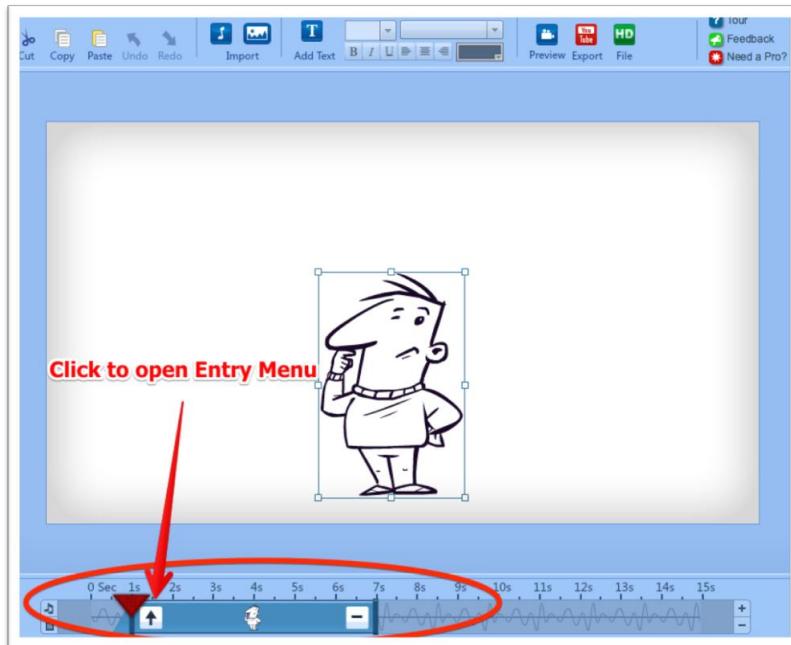
Step 2: Open the **animated characters** section and chose the "Thinking Guy" - you can either click him or drag him onto the screen. The character will appear on the screen and a duration bar will appear in the timeline starting wherever the playhead was located.

Duration Bar



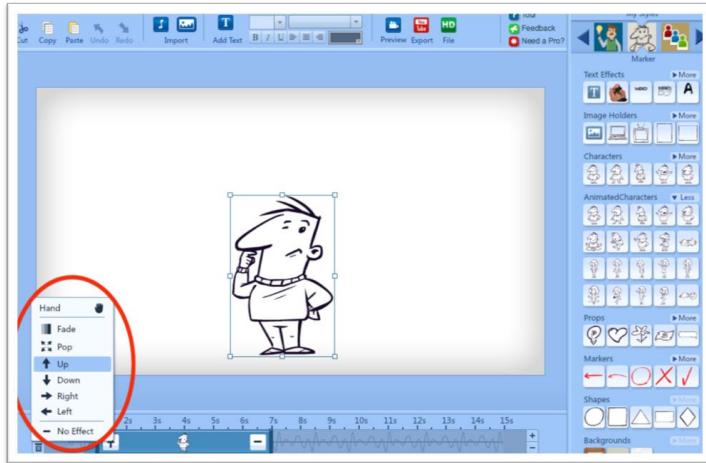
Step 3: Now "Thinking Guy" is on the screen and we should look at the duration bar to see when he enters and exists. In this case, he arrives on the screen at second 1 (where the playhead was originally located) and leaves at second 7. You may have noticed the blue triangle on the left side of the duration bar: This indicates that there is a half a second entrance effect, and looking at the symbol, the up arrow indicates that the object is brought into the screen from below.

Effects Indicator



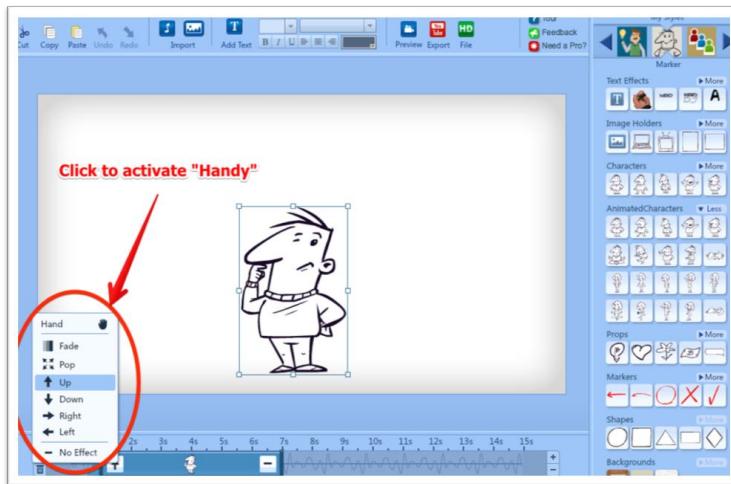
To change the entrance effect, click on the symbol and the "Effects Menu" pops up.

Effects Menu



The effect menu allows you to choose which entrance effect you want this character to have.

Handy - PowToon's Magic Hand



The effects menu also allows you to choose whether you want the object to be brought in using "Handy," our clever little hand.



Step 4: Choose an entry and exit effect for the object and adjust the length of time the object remains on screen by dragging the duration bar's ends.

Let your voiceover guide your timing, it allows you to accurately assess when an object arrives and leaves the scene.

In my case I want a light bulb to appear and the character's pose to change to "happy." This switch-over from one pose to another is best achieved by overlaying the two images and making the old image disappear while the new one appears.

This is how it's done:

We've already assigned the "From Below" and "Handy" effect to "Thinking Guy's" entry; now we assign the "No-Effect" to his exit, which means that he will just disappear once his duration bar ends. We now shorten the duration bar to end at second 2. Which means that the character is scratching his chin for 1 second (from sec1 to sec2).

Now we drag the "Happy Guy" character from the "animated characters" library section to the scene - place him directly over "Thinking Guy" and set the duration bar to start at second 2. We assign a "No-Effect" to the entry which means that as "Thinking Guy" disappears, "Happy" appears.

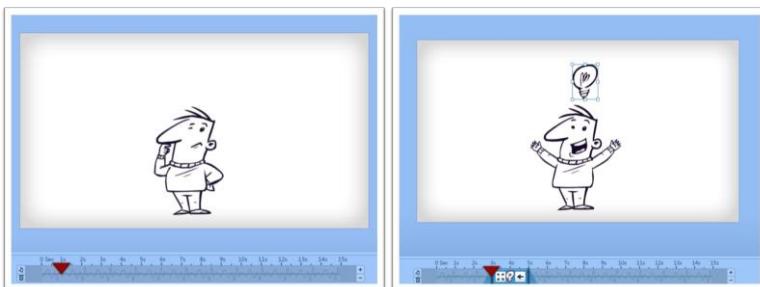
Now all we have to do is adjust the length of Happy's duration bar to end at second 5 and give him our chosen exit effect.

Voila! That's our main character taken care of.

But we forgot one thing.... We wanted a light bulb to appear to indicate that our Guy has a great idea.

The voice guide indicates that the right time for this is at second 3. So we drag the light bulb from the Props section and adjust the duration bar to "Pop-In" at second 3.

We have our first scene!



Review the steps we took to create the first scene:

1. Drag "Thinking" into screen - Choose entry/exit effect and adjust duration bar
2. Drag "Happy" into scene - Choose entry/exit effect and adjust duration bar
3. Drag "Light bulb" into scene - Choose entry/exit effect and adjust duration bar

I know it took a few pages to explain, but in reality our first scene should take us less than 2 minutes to complete!

Okay, now you have to do the same for scene 2, scene 3 and so on, populating the slides and timing the images. We aren't aiming at perfect matches between voice and image at this stage, but just a rough match... we'll do the fine tuning in Step 6.

Once all slides are populated, we have the first draft of our PowToon.

The process of creating a PowToon is incredibly fun, but at the same time it forces you to be very clear about what you want to convey to your audience. This helps both you and them to really GET what you want to say.

If you stay focused, you can have your whole PowToon done in 30 minutes FLAT!

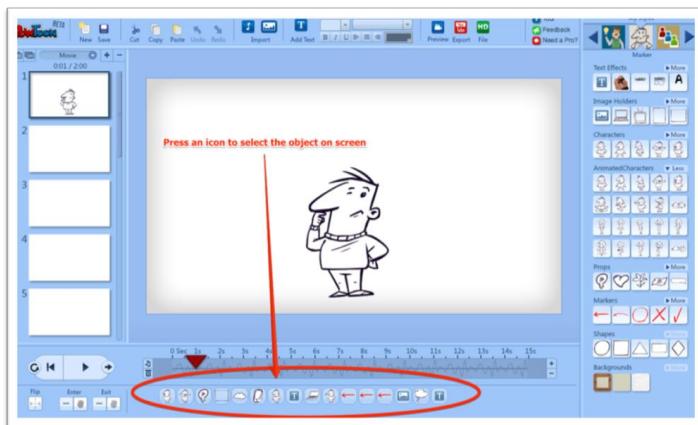
Step 6 - Timing

This last step can actually have the most significant effect on the “professional” look and feel of your final result.

Along with a professional voiceover, this is where you can really make your PowToon shine.

We go through the whole PowToon, checking that we have all the timing right and making last changes and additions.

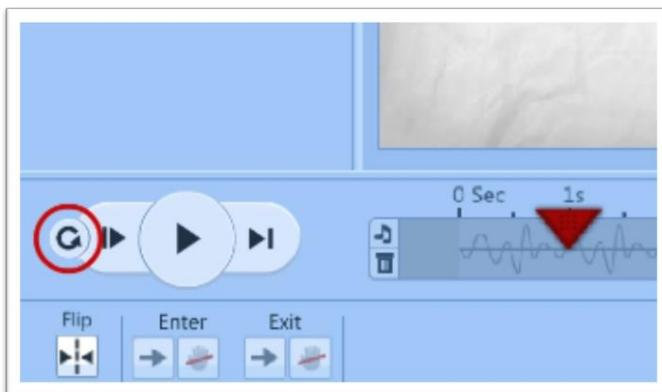
The PowToon timeline and effects/duration bar are designed to help you easily adjust the appearance and timing of all the elements on the screen.



The icons under the timeline allow you to select any object that appears in this scene without having to scroll through the entire timeline.

So let's start off by playing the whole PowToon from the start and making notes where things don't quite match.

Play All: play entire PowToon from the start until the end



You can now listen to the voiceover running in the background and make sure that all the visual elements reflect what you hear. The more accurately you time this, the more awesome the final result!

If you get to a place where the voiceover and imagery don't match - or something is missing - hit the pause button and adjust the duration bar of the objects in question.

If you feel that the scene is too short, add the required number of seconds to the timeline.

That's it! That's how you create an awesome animated PowToon that captivates - engages - and calls to action.

A Real Insider Tip

I often get asked why we limited the time intervals in PowToon to full seconds, so that you can only place objects one full second apart, rather than 1/4 or 1/2 seconds, for example.

To answer this question, I must get a little philosophical:

When we set out to create PowToon, we wanted to build a tool that enables non-technical, non-design people to achieve exceptional, creative results. Granted, we didn't aim to replace animation or design studios, but we did have a vision of empowering any user to achieve really awesome results—results typically unattainable without flash software knowledge, design skills, or animation abilities.

So we needed to equip PowToon with many of the basic building blocks of design and animation, and make them so seamless that they appear almost non-existent. They needed to be an unnoticeable part of the landscape, so they would not distract from the actual task at hand; that of creating an awesome video clip.

For example: Handy – PowToon's helping hand - may seem to be just a hand that is attached to an object, but in reality there's a complex background algorithm that smoothes the entry and exit of the hand and creates a realistic path so the motion doesn't look robotic or strange. It's the same with every other object within PowToon – the greatest effort has been made to make the design and animation hurdle disappear.



At the same time, limitations had to be set that would stop people from getting frustrated by indecision or confusion. The full second interval is one such limitation.

In the beautiful words of Antoine de Saint-Exupery (Author of The Little Prince)

"In anything at all, perfection is finally attained not when there is no longer anything to add, but when there is no longer anything to take away."

We've made the effort to take away as much as possible so that our users can simply concentrate on getting their messages across in the best way possible...

Now it's up to you to go and create something awesome!

By the way – here's the finished: PowToon for Startups Video



[Click here to watch "PowToon for Startups" Clip](#)

IS THERE A SHORTCUT?

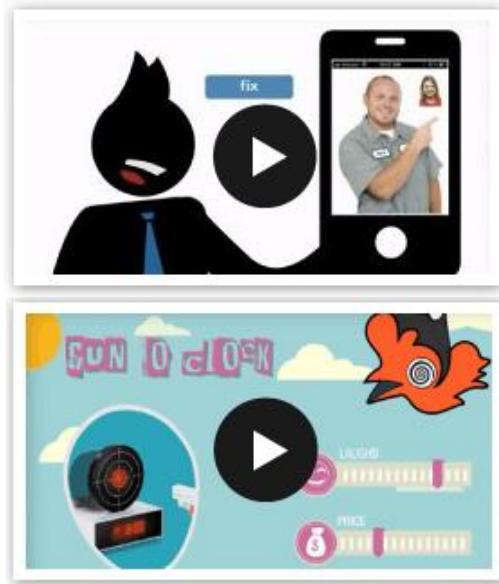
If this whole process is too complicated or cumbersome for you and all you want is a great animated video or presentation without the hassle of doing it yourself...then I can tell you that you are not alone. In fact we anticipated that at PowToon! Although we don't encourage it, we recognize that many people would just like to have an animated video created for them at an affordable price, rather than the usual \$2,000 to \$25,000 it can cost.

If you would like a PowToon, but don't have the time or the energy to make one yourself, you can have someone create a PowToon for you (or your business) for around \$400 - \$700. Just go to the PowToon Studio and ask a professional for help: <http://www.powtoon.com/studio>

They will write the script, arrange the voiceover, and create an awesome PowToon for you.

Here are some examples of what Master PowToonists from the PowToon Studio have created.





Whether you become a PowToonist yourself or hire a Master PowToonist to create one for you, we wish you happy powtooning and much success in your business!

A Personal Note from the Unicorn

I put a lot of effort into the writing of this book in the hope of giving you a tremendous amount of value.

Thank you for accepting this gift and making the most of it.

In the spirit of giving you huge value, I have included a special link to a bonus exclusive to the book readers.

[Click to unwrap your present:](#)



Much success and happy powtooning

A handwritten signature in blue ink that reads "Ilya Saitahnik".

PowToon's Chief Unicorn

P.S. I would love to hear your thoughts and comments on the book, please write directly to me ilya@powtoon.com

Appendix

Super Easy 5-Step Script Writing Recipe – Worksheet

Challenge	Step	Your Script	Conversation in Viewer's Head	Your Visuals
Grab viewer's attention and convince him that you are talking to him	STEP 1: ESTABLISH THAT YOU ARE TALKING TO "ME"		Is this guy talking to me? Is this content addressed at me?	
Fuel viewer's interest	STEP 2: POINT OUT THE PROBLEM		Oh I recognize this problem...	
Convince the viewer that you have something relevant to say	STEP 3: INDICATE THAT YOU HAVE A SOLUTION OR THAT YOU UNDERSTAND THE PROBLEM REALLY WELL		Why should I listen to you? Do you have a solution for me? Do you have any personal experience with the problem? Are you an expert in the field?	
Show the benefits of using your product or service	STEP 4: PRESENT YOUR SOLUTION AND ITS BENEFITS		What is the benefit for me using this product or service? What's in it for me?	
Get the viewer to take a step in your direction	STEP 5: INDICATE WHICH ACTION YOU WANT THE VIEWER TO TAKE		Ok where do I pay, sign up, or find out more about this?	

Super Easy 5-Step Script Writing Recipe – Case Study: PowToon for Startups

Challenge	Step	PowToon for Startups Script	Conversation in Viewer's Head	Visuals
Grab viewer's attention and convince him that you are talking to him	STEP 1: ESTABLISH THAT YOU ARE TALKING TO "ME"	<p>So you've got this amazing idea that's going to make you the next Bill Gates...</p> <p>15 Words</p>	Yeah, you know what, I do have an awesome idea that I'm trying to get off the ground. I'll give you 30 seconds to convince me that you have something that could work for me.	Guy scratching his chin thinking – then he has an idea and becomes happy.
Fuel viewers' interest	STEP 2: POINT OUT THE PROBLEM	<p>But every investor you pitch to fails to understand why your Big Idea is so unique. You try to explain all the important details, but their eyes just glaze over.</p> <p>30 Words</p>	Well, I have to explain my product somehow, and I have a pretty compelling story...what do you want me to do?	Whiteboard with flow chart and Guy explaining. Investor getting bored.
Convince the viewer that you have something relevant to say	STEP 3: INDICATE THAT YOU HAVE A SOLUTION OR THAT YOU UNDERSTAND THE PROBLEM REALLY WELL	<p>Here's the thing: The instant you start talking to an investor or customer, their inner stopwatch starts ticking... And you've got 90 seconds max before they completely write you off!</p> <p>Is there some magic way around this mental road block?</p> <p>39 Words</p>	What? They write me off after just 90 seconds? Surely you're exaggerating!	Stopwatch ticking while Guy is talking. Guy gets punched after 90 seconds. Guy is dejected.

Challenge	Step	PowToon for Startups Script	Conversation in Viewer's Head	Visuals
Show the benefits of using your product or service	STEP 4: PRESENT YOUR SOLUTION AND ITS BENEFITS	<p>You better believe there is! Because you're watching it right now! It's called a PowToon - a simple, super engaging way to keep investors' and customers' attention throughout your entire pitch.</p> <p>PowToons translate your pitches into dynamic, short animations that easily connect with your audience, showing them exactly why your business deserves their attention - and their money!</p> <p>And if they want further proof that you're a savvy business owner, just let them know you created an incredible video pitch for 2% of the cost it would've run you to outsource to a professional animator or studio.</p> <p>95 Words</p>	Sounds like this could offer me something valuable. What do you want me to do now?	Guy is surprised. Zoom out to reveal that Guy is part of a PowToon. Show PowToon editor. Guy sits at this computer creating a PowToon and is very satisfied with himself.
Get the viewer to take a step in your direction	STEP 5: INDICATE WHICH ACTION YOU WANT THE VIEWER TO TAKE	<p>So sign up today and bring out the awesomeness in your business!</p> <p>12 Words</p> <p>191 Words</p>	Better check this out! This might be just the thing I need to convey my message in a better way.	SIGN UP NOW!