# 60-Second Travel Film Script Template

Fill this in **before** you cut a single clip. Total spoken word count should land between **100 and 120 words**. If it runs long, cut the adjectives, not the honesty.

## THE THREE BEATS AT A GLANCE

| BEAT | TIME | JOB |
|---|---|---|
| **Tension** | 0–15s | Make them ask “what happens next?” |
| **Vulnerability** | 15–40s | Make them feel it, not admire it |
| **Revelation** | 40–60s | Pay it off and give them a line worth saving |

## FILL-IN SCRIPT

### BEAT 1 — TENSION (0–15 seconds)

Goal: a problem with a clock on it. No location names. No drone shots.

**0–3s Hook**

“I was _____ when _____.”

*Example shape: “I was halfway up a cliff path when I realized I'd missed the last ferry.”*

**3–15s Tension**

What went wrong? What was the clock?

On-screen text (the deadline): _____

### BEAT 2 — VULNERABILITY (15–40 seconds)

Goal: the human cost. Music drops. Voice gets quieter. Nothing staged.

**15–40s Vulnerability**

What did it cost you? What did you admit?

Shots for this beat (circle what you have): hands · feet · eyes down · over-the-shoulder · slow push-in · a window · a bench · a quiet conversation

Music note: ■ Dropped ■ Minimal ■ One low pad only

### BEAT 3 — REVELATION (40–60 seconds)

Goal: earn the wide shot, then land a quotable line.

**40–55s Revelation**
What did you see? What did you realize?

**55–60s Final Line**
*Formula: [What you thought you wanted] + [What you actually found]*
"I came for _____. I left with _____."
*Example shape: "I came for the view. I left with the quiet."*

## AUDIO MAP

| TIME | AUDIO |
|---|---|
| **0–15s** | Natural sound, breathing, or one voiceover line. No music yet. |
| **15–40s** | Music out or minimal. Voiceover quieter than Beat 1. |
| **40–50s** | Music swells — 10 seconds maximum. |
| **50–60s** | Silence under the final line. Let it land. |

## THE 60-SECOND CHECKLIST

Before you export, confirm:

- ■ First frame is a problem, not a place
- ■ A human face appears within the first 5 seconds
- ■ Two locations maximum
- ■ Drone shot does not appear before 40s
- ■ Music is absent or minimal during Beat 2
- ■ Ends on a quotable line, not a logo or CTA
- ■ Spoken word count is 100–120 words
- ■ Nothing in Beat 2 was staged

## AFTER YOU PUBLISH

Open the retention report in YouTube Studio. Find the first dip on the curve. Whatever clip sits at that timestamp is the thing to fix next time — usually a beauty shot with no stakes.