

Commercial Script Worksheet

Complete the following commercial plan according to what you learned in the lesson. Use this worksheet as you create your commercial. See how this worksheet was completed for *Lone Stranger*.

Planning Your Commercial

Title and Author of your novel or short story:

	Script	What sound effects could be added for interest?	What images could be added for interest?
<p>Hook</p> <p>Capture your audience's attention with your words.</p>	<p>Do you want to feel the thrill of adventure and mystery without leaving your couch well now you can with the book 'The Legend Of Sleepy Hallow'!</p>	<p>Some whispering sounds at the start</p> <p>A nice slow but thrilling beat is playing</p> <p>The voice is soft and mellow</p>	<p>A spooky atmosphere and a woods background</p> <p>An animated character talking to you aka the voice provider</p>
<p>Plot Overview</p> <p>Hint at the significance of the text</p>	<p>The Legend Of Sleepy Hallow is about a young man named Ichabod Crane who is teaching kids in the sleepy town of sleepy hallow but Ichabod's life may get a little wild after he discovers and legend of the headless horseman.</p>	<p>The whispering goes away but a sound of a swinging lantern and crows crowing.</p> <p>The slow but thrilling beat is still playing</p> <p>A galloping horse sound is rising</p>	<p>The animated Character is still talking to you</p> <p>A ghostly figure on a horse with now head is riding to the screen</p>

<p>Author's Skill</p> <p>Comment on something that the author does well</p>	<p>The author Washington Irving was a great man he made the legend of sleepy hallow he did a fantastic job describing the events that happened in Ichabod's life.</p>	<p>The slow but thrilling beat is still playing</p>	<p>The animated Character is still talking to you</p>
<p>Significance</p> <p>Hint at the significance of the text</p>	<p>Will Ichabod ever find out the mystery behind sleepy hallow or will he die trying?</p>	<p>The slow but thrilling beat is still playing but slowly fading</p>	<p>The animated Character is still talking to you</p> <p>The screen turns to black</p>
<p>Need</p> <p>What will your audience get out of reading the novel or short story you are advertising?</p>	<p>After you read this nice short story you will be left with a great indescribable thrill!</p>	<p>Fire cracking noise</p> <p>Smooth jazz is playing in the background</p>	<p>We are now inside a cabin and it is cosy with a fire place</p> <p>The animated Character is still talking to you</p>
<p>Call to Action</p> <p>What should the audience do as a result of seeing your commercial?</p>	<p>Now I will let you go and send you off after this tale I just told, now go, go get your copy before it flees.</p>	<p>Fire cracking noise</p> <p>Smooth jazz is playing in the background</p>	<p>The animated Character is still talking to you</p> <p>The screen fades to black</p>