

# The 15 Points of an Automotive Script

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Not all of these items are in every automotive spot, but every line in an automotive ad is one of these 15 points.

National will differ from regional and local. Other topics for discussion can cover the fine points of automotive advertising, the psychology of the client, connecting with your audience, approaching agents, dealer groups and automotive production companies.

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## The 15 Points of an Automotive Script

- 1) **Establishing shot:** "Here in Colorado..."
- 2) **Character establishment / Point of View:** "I'm a full time dad..." I work hard"...  
"Being a soccer mom" or even lost in thought...
- 3) **Manufacturer:** It's (dealer name if local) (the) Ford('s)
- 4) **Name of the Event:** Pres. Day Sale / Year End Close Out / Spring into Summer /  
Truck Month...
- 5) **Creation of Urgency:** For a limited time, Now through Labor Day... Our inventory is  
moving fast.
- 6) **Vehicle model:** F150 Crew Cab
- 7) **Incentives** (Laundry list): Power steering, dual climate control, 6 passenger airbags,  
free bed liner, largest payload
- 8) **Discount:** Get \$5,000 off MSRP
- 9) **Price Point:** \$21,997
- 10) **Terms:** 0% financing for 60 months / No payments for 90 days / 99 down and 99 a  
month
- 11) **Make Your Life Easy:** Delivery to your home or office. We make it easy.
- 12) **Call to action:** Pick up the phone... visit our web site... Test drive for your chance to  
win.
- 13) **Location / contact points:** Address... phone number... web URL... Nearest  
Freeway crossing.
- 14) **Motto:** Built Ford Tough!
- 15) **Disclaimer:** Everything I just said is a lie....

## In a Nutshell...

**1 Establishing shot:** Ranch life isn't easy,

**2 Character establishment:** You work the land from sunrise to sunset. You need a truck that works as hard as you do.

**3 Manufacturer:** Well, here's some good news, (Jefferson) Ford is gonna make it a little easier for you,

**4 Name of the Event:** with the Spring into Summer Sales Event.

**5 Creation of Urgency:** For a very limited time...

**6 Vehicle model:** own the fully redesigned Ford F150 Super Crew...

**7 Incentives -Laundry list:** with power steering, dual climate control, 6 passenger airbags, free bed-liner and the largest payload in its class.

**8 Discount:** And right now, get \$5,000 off MSRP.

**9 Price Point:** That's only \$21,997.

**10 Terms:** Plus get 0% financing for 60 months and no payments for 90 days!

**11 Make Your Life Easy:** We'll even deliver your F150 to your home or office.

**12 Call to action:** (local) Come in for a test drive and your chance to win a 60" flat screen TV.

**13 Location / contact points:** (local) Jefferson Ford. Exit 193 off the 101 or Visit Jefferson Ford.com

**14 Tag / Motto:** Built Ford Tough!

**15 Disclaimer:** Some restrictions apply. With approved credit. Not all buyers will qualify. See dealer for lease and purchase details.

## Secret Tips!

Read the script carefully for clues. Don't guess what the client wants. Always ask yourself, "Why am I saying these words?" If you can answer why, then you have a great starting point for characterization.

If the vehicle is \$27,000 or under, use 20-21 (twenty-twenty)

Over \$27,000 use **two thousand twenty one**. (Unless it's a truck, then it's almost always 20-21).

When reading disclaimers, read them slower than normal using a monotone delivery. This way when you are time compressed your read sounds clear and even. The time compression pleasantly exaggerates your inflections.

Unless specified, send mono 320kbps MP3 files. Never stereo files. Print, date and save your scripts.

Write down the mic you used and ANY processing you may use on the audio for easy reference if a drop-in or revision is needed in the future. Revisions and drops are a BIG part of VO for automotive. We love "donuts"!

Create an "Auto-Persona". Consider creating an automotive specific page within your web site. Show your potential clients that you are a car person. Example:  
[www.mysite.com/automotive](http://www.mysite.com/automotive)

Practice "the illusion" of raising the pitch of the last word of a sentence by lowering the word directly before it. It denotes positivity, affordability and ease of acquisition.

When reading a website address, make it sound like it's a great place to be!

If the dealership or group has a "tag line", do some research on YouTube for past spots where other VOs have said it. Be better than them!

If you are marketing yourself to dealerships and automotive media agencies, you must have an automotive specific demo. When they hear United Healthcare or American Airlines, they don't know what they are listening to.

If you are creating an automotive demo, consider using fictitious dealership names.

Don't attempt a fake hard-sell gruff Sunday, Sunday, Sunday delivery. Either it's in your wheelhouse or it isn't. You can do hard sell with attitude and enthusiasm. Consider the role for each audition. Only audition for parts that are truly you.

Practice recognizing the 15 points of the automotive script. Be able to instantly shift between them, seamlessly and confidently.