



Script Portfolio 2022



Sample 01: Explainer video

Client: Doma

Produced by Slow Clap.

Concept A: 1890s (a comparison approach like Ironclad)

[https://en.wikipedia.org/wiki/Timeline_of_United_States_inventions_\(1890%E2%80%931945\)](https://en.wikipedia.org/wiki/Timeline_of_United_States_inventions_(1890%E2%80%931945))

Voice-over	Visuals	TRT
In many ways, the 1890s set the stage for today. The rotary telephone. The incandescent lamp. And the real estate home-buying process.	Timeline flows from left to right - stops on "1890s." Inventions spring up. In background: The stop sign, the mousetrap, nickel-zinc batteries. In foreground (featured): A rotary telephone, an incandescent lamp that casts light on the other objects, and a stack of contracts in front of a home.	
Over the next 130 years, nearly all of these things evolved into the digital age.	Move the timeline forward. The phone becomes a phone booth, then a cell phone, and then a smartphone. The lamp becomes a fluorescent lamp, and then an LED light. The contracts stack remains the same.	
But the home-buying process stagnated.	Zoom in and isolate the contract & home. Contract paper turns brown, and home "ages."	
Software from the 1990s tried to make an impact, but it hasn't adapted since then.	Add a dial-up modem, and from it grow a wire that wraps around the house and contracts. Play 1990s "dial up" sound effect.	
Most processes were still handled by dozens of humans in different companies, juggling hundreds of	Circus act of humans juggling documents and dropping a lot of them. Behind them: a window.	

documents - and expectedly, making a lot of mistakes.		
And the process can still take up to 40 days. <i>In 2021.</i>	Zoom through the window to reveal a family waiting outside a home, in the rain. A real estate sign “FOR SALE” sits on the lawn outside the home.	
That’s frustrating. And that’s why we created Doma intelligence.	Zoom in on the FOR SALE sign and transition it into “digital” bits of data. .	
<i>Doma</i> means home. And Doma Intelligence is a platform that removes the friction and frustration of the home-buying process.	Transform the blocks of data into a house shape. Leave gaps for windows.	
Doma Intelligence combines machine learning, automation, and human expertise to make all of the processes better, friendlier, and faster.		
<i>A lot</i> faster.	Motion blur the background to create a movement forward effect.	
We’re disrupting a large and antiquated market so well that we have grown rapidly over four years.	A foot kicks a top-hat from the 1890s and reveals a company building behind.	
Here’s how we’re doing that:	Diagram of the platform with “Title,” “Escrow,” and “Close” as components.	
Doma Title reviews all title documents, giving a “clear to close” commitment in under one minute.	Hundreds of identical desks with humans examining documents. Doma Title drops in from the ceiling (or sky - like a cloud) and sucks up all the documents. Doma Title “spits out” a neatly organized portfolio which covers most of the screen (is featured front and center). “Clear to close” is written on the portfolio with a checkmark.	
80% of the time, this process requires no human touch.	Move the portfolio off-center to the left. Simultaneously move in “80% success rate.”	
It’s that accurate, and it’s getting better.	Have the number 80% creep up to 80.5%. Add sound effect for each	

	decimal creep.	
Lenders report closing 20% faster and earning 35% more.	Swap 80.5% with stats: 20% faster closing, 35% more revenue	
Doma Escrow runs the entire escrow process in under one minute.	<p>Transition - new background, or new background color.</p> <p>A dilapidated “game board” of documents on spaces that lead to an Escrow account (a pile of money).</p> <p>Each space can represent a part of the process: documents, fees, quality check.</p> <p>Two game “pieces” at start of the board: an old top hat, and a Doma Escrow icon.</p> <p>A game piece (Doma) rapidly moves through the spaces, collecting all of the documents.</p>	
Doma reduces human error with 99% accuracy.	Zoom on the escrow account (money) and add highlight: 99% accuracy.	
Lenders receive a settlement statement an average of 40x faster.	Replace 99% accuracy with comparison of a human and Doma Escrow - Doma is 40% faster	
After that, Doma Close transforms the old on-paper closing process. Instead of a tedious meeting, we offer a digital signature process that can be done anywhere, anytime.	<p>Transition: new background and color.</p> <p>Meeting of people in 1890s garb, signing documents. People wisp away and the documents become digital blocks. Blocks fly upward and end up in a tablet, held by a woman sitting in an airplane.</p>	
Doma is changing how people buy homes.	One cell phone - has Doma app on screen	
We're moving the process into the digital age.	Behind the phone, four other phones fan out like playing cards. On them: Netflix, Doordash, Uber, Amazon.	

We're also improving the process for all related industries, including more reliable closings,	Quickly: the family, moving in	
and lower costs to close.	Zoom left transition The same home buyer (couple?), shaking a banker's hand.	
Be a part of disrupting - and rebuilding - the home buying process for the 21st century.		

CONCEPT B: The home-buyer's story

Voice-over	Visuals	TRT
"Now, we wait."	Fade in from black. A family outside, in the rain, outside of a home for sale. A real estate sign "FOR SALE" sits on the lawn outside the home.	
Why <i>does</i> it take up to 40 days to close on a home?	Zoom in on FOR SALE sign and transition it into a month calendar.	
We can have food delivered from anywhere.	Ding-dong sound effect. A door opens, revealing a tray with food of different origins - hamburgers, Chinese food boxes, sushi, tacos.	
Watch any movie, anytime.	The tray drops down to reveal a TV - and different fake movies (thumbnails) scroll across the screen, like choices.	
And get a credit approval in seconds.	TV turns into phone. On screen: "Your score: 760. New line of credit approved!"	
So why does closing on a home take so <i>long</i> ?	Move phone to go back to the home from the first scene. Make the sun and moon rapidly cycle night and day behind it in the background.	
It's because the process is the same as it was <i>long ago</i> .	A big-wheel bicycle flits by in foreground (you can only see wheels	



	and legs pedaling) and drops off a stack of papers.	
The 1890s, to be exact.	Pull back (zoom out) camera to reveal the same house in the 1890s. Sepia tones and old-time clothing.	
The home buying process <i>still</i> passes hundreds of documents from office to office, checking for liabilities and getting approvals.	Split screen (vertical - left and right) transition to reveal a crowded office of people passing documents around. Make it an obvious mess. No clear pattern of distribution or flow.	
We simply saw that it was ripe to catch up with the future.	Light leaks transition.	
And so Doma was born.	Doma logo fades in. Dramatic lens flares.	
<i>Doma</i> means home.	Reveal the outline of a house with glowing lines.	
And <i>Doma Intelligence</i> is a platform that removes the friction and frustration from the home buying process.	Reshape those lines into a chart of the platform. Make it appear linear - like a process.	
We combine machine learning, automation, and human expertise to make the process better, more accurate, and faster.	Light outlines for a computer, a workflow, and a human.	
We're disrupting a large and antiquated market so <i>completely</i> that we have grown rapidly over four years.	Chart of growth in foreground. Money figures from the presentation. Background - a spread across the United States.	
Here's how we're changing everything.	Flipbook of images - overlays of different houses.	
Doma Title gives a "clear to close" commitment in under one minute.	"Doma Title" at the top. A stack of browned documents becomes digital data - blocks of data - using same glowing light motif.	
80% of the time, this process requires no human touch.	Animated text: 80% stat	

Lenders report closing 20% faster and earning 35% more.	Animated text: 20% faster closing, 35% greater earnings.	
Doma Escrow completes the escrow process in under one minute.	Doma Escrow text at top. Long document of a checklist scanning so fast it's blurry.	
With 99% accuracy, we've all but eliminated human error.	Replace document with checkmark and "SCAN COMPLETE" with sound effect (something quick and positive)	
Lenders receive a settlement statement an average of 40x faster.	Animated text: Lenders get settlement statement 40x faster	
Doma Close brings the closing process into the 21st century.	"Doma Closing" text at top Animate in eight chairs around a table. Then animate the chairs out. Leave the table.	
Our digital signature process that can be done anywhere, anytime.	Transform the table into an e-sign document.	
Doma is changing how people buy homes,	Animated text: more homes sold in less time	
and improving the process for all industries involved.	Animated text: More reliable closing process Lower closing costs	
Because in the digital age, there's no reason a home buyer should have to wait so long.	The family, outside house, moving in, sunshine	
Be a part of disrupting - and rebuilding - the home buying process for the 21st century.	Zoom out into space - digital space. Doma logo appears in center.	

Sample 02: Anthem video

Client: Clean Power San Francisco.

Produced by Slow Clap.

NARRATIVE	VISUALS
For generations, San Francisco has been a safe harbor for the power of choice.	 <p>SF Scene-setting shot - Probably should get the harbor and ships in there</p> <p>Text: The Power to CHOOSE</p>
Whether it's choosing where you belong, who you love, or what you stand for,	<p>Photos:</p> <ul style="list-style-type: none">• Diversity• Pride• Social justice cause <p>Smiles on all of their faces - no hostility</p>
we're a community looking after each other's future.	 <p>Or better community photo. Preferably more people.</p>

And today, we can choose clean, community-focused energy through entirely renewable sources.



Recommendation: Use a shot with wind, spinning turbines, and clouds moving
Text: 100% Renewable Energy

Giving future generations the power to live and thrive in safety.



Better: Power lines in San Fran - or lights. Close in on people - more intimate

This is the era of Accountable Energy.

Possible transition - a bright flash of sunlight

	 <p data-bbox="938 562 1258 594">Text: Sustainable Energy</p>
<p data-bbox="203 625 389 657">Clearer skies.</p>	 <p data-bbox="938 961 1177 993">Text: Clearer skies</p>
<p data-bbox="203 1024 495 1056">Healthy communities.</p>	 <p data-bbox="938 1360 1282 1392">Text: Healthy communities.</p>
<p data-bbox="203 1423 511 1455">Abundant possibilities.</p>	<p data-bbox="938 1423 1421 1486">Gardening/plants would be nice here, or a futuristic business setting</p>

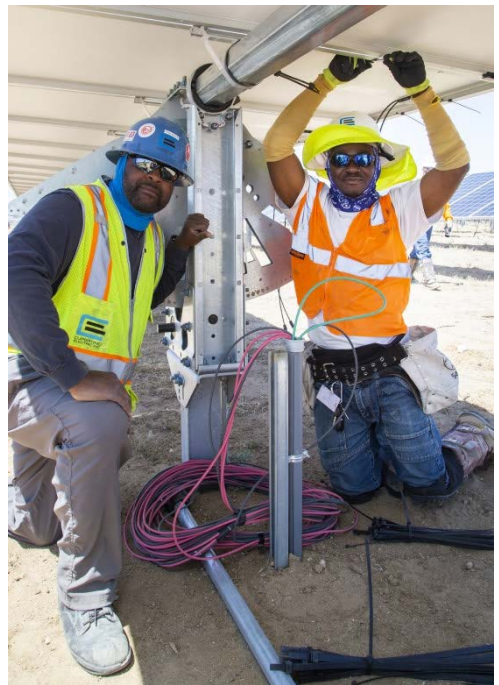
And with these newfound powers,



We will have a lasting impact on climate change



And lead in the fight for a sustainable future.



CleanPowerSF. Choose to Be Powerful.



Clean Power SF Logo

Sample 04: Interview-based case study

Client: Dakota Matting.

Produced by Ian Connel Creative.

“ERIC” INTERVIEW

Point to Make		Questions to Ask
1		<input type="checkbox"/> How are you <input type="checkbox"/> Spell your name <input type="checkbox"/> What’s your name and title
2	Context and setting	<input type="checkbox"/> What’s this job about? <input type="checkbox"/> How many poles go up each day? <input type="checkbox"/> How many trucks are in project? <input type="checkbox"/> What does the sequence of operations for putting up each pole?
3	Relevance of Mats in project	<input type="checkbox"/> Why are the mats important? <input type="checkbox"/> Are you on schedule?
4	Dakota Matting’s role	<input type="checkbox"/> Has Dakota helped you keep your schedule? <input type="checkbox"/> How so?

“ADAM” INTERVIEW

Point to Make		Questions to Ask
1		<input type="checkbox"/> How are you <input type="checkbox"/> Spell your name <input type="checkbox"/> What’s your name and title

2	Competence	<input type="checkbox"/> How does Dakota make sure they're putting mats in the right spot? <input type="checkbox"/> How do you respect local property owners?
3	Size and scope of project	<input type="checkbox"/> How many trucks do you have for this project? <input type="checkbox"/> How many staff?
4	Teamwork with other contractors	<input type="checkbox"/> How do you instruct crews to help the other contractors? <input type="checkbox"/> How are you making sure the project gets done?
5	Safety	<input type="checkbox"/> What safety protocols do you use? <input type="checkbox"/> Why is safety important? <input type="checkbox"/> How do your services keep other contractors safe? <input type="checkbox"/> How do the mats help?
6	Application	<input type="checkbox"/> Who is Dakota best for? <input type="checkbox"/> Why?

"TODD" INTERVIEW

Point to Make		Questions to Ask
1		<input type="checkbox"/> How are you <input type="checkbox"/> Spell your name <input type="checkbox"/> What's your name and title
2	Context and setting	<input type="checkbox"/> What's this job about?
3	Safety (he is safety director)	<input type="checkbox"/> What's your role here? <input type="checkbox"/> What are your biggest concerns? <input type="checkbox"/> What can go wrong? <input type="checkbox"/> What happens if somebody breaches safety protocol?

4	Dakota and safety	<input type="checkbox"/> How does Dakota Matting prevent safety issues? <input type="checkbox"/> What is Dakota's safety record on site? <input type="checkbox"/> How important is that?
---	-------------------	--

SHOT LIST:

DRONE: Medium <ul style="list-style-type: none"> <input type="checkbox"/> Looking down on power line with matted work site <input type="checkbox"/> Looking down as power line raised <input type="checkbox"/> LOTS of mats in use - emphasis on tires and treads moving along straight lines 	CAMERA: Hills <ul style="list-style-type: none"> <input type="checkbox"/> Heavy equipment traveling up a hill <input type="checkbox"/> Heavy equipment parked on a hill (optional) <input type="checkbox"/> Heavy equipment coming over a hill
DRONE: Long <ul style="list-style-type: none"> <input type="checkbox"/> Scope of the line - horizon <input type="checkbox"/> Pan - see path from wind farm to substation (if possible) <input type="checkbox"/> Sunrise over work site 	CAMERA: Close up <ul style="list-style-type: none"> <input type="checkbox"/> Mats stacked in perfect stacks (90 degrees - move up toward sky) <input type="checkbox"/> Mat wood - 3-6 shots <input type="checkbox"/> Bolts - 3-6 shots <input type="checkbox"/> Mats in wet environment <input type="checkbox"/> Comparison - shot of ground scarred by heavy equipment <input type="checkbox"/> Boots moving along the mats <input type="checkbox"/> The FLAG somewhere in town, in Kansas <input type="checkbox"/> Hero shots of Adam
CAMERA: Work <ul style="list-style-type: none"> <input type="checkbox"/> Clearing trees <input type="checkbox"/> Clearing path <input type="checkbox"/> Laying down mats 	CAMERA: Equipment in use <ul style="list-style-type: none"> <input type="checkbox"/> Equipment traveling along mats - ideally a crane and a truck, and more as seen <input type="checkbox"/> Power Pole going up <input type="checkbox"/> Making roads LEVEL
CAMERA: Safety meeting	CAMERA: Ride along

<input type="checkbox"/> Reviewing safety plan <input type="checkbox"/> Everybody in uniform <input type="checkbox"/> Masks on <input type="checkbox"/> Goggles on <input type="checkbox"/> PPE check (personal protective equipment) <input type="checkbox"/> Nobody walking behind equipment <input type="checkbox"/> Serious faces (tell ppl to ignore the camera & focus on the speaker) <input type="checkbox"/> Truck backing into space properly <input type="checkbox"/> Operator using seatbelt <input type="checkbox"/> Road signage <input type="checkbox"/> Tailgate mtg <input type="checkbox"/> Covid masks plus 6 ft apart	<input type="checkbox"/> Use hero camera for ride along <input type="checkbox"/> Or wide angle lens for ride along
OTHER/OPTIONAL: <input type="checkbox"/> Building a bridge	CAMERA: LONG <input type="checkbox"/> Sunrise

SHOT LIST BY THEME/BENEFIT

SAFETY	TURN KEY	RELIABILITY
<input type="checkbox"/> PPE Meeting <input type="checkbox"/> Vests <input type="checkbox"/> Mats stacked neatly <input type="checkbox"/> Near-truck safety procedures <input type="checkbox"/> Drone from above - looking down at pole going up - stable work environment	<input type="checkbox"/> Staging site <input type="checkbox"/> Trucks at staging site <input type="checkbox"/> Sunrise	<input type="checkbox"/> Bridge being built <input type="checkbox"/> Supplies coming in (trucks delivering more mats) <input type="checkbox"/> Shots of the ground conditions <input type="checkbox"/> Stock footage of stuck vehicles <input type="checkbox"/> Stock footage of injury
MIGHTY		
<input type="checkbox"/> Shots of PPE meeting from a low-level - looking UP at them <input type="checkbox"/> Wide scope drone shot	<input type="checkbox"/>	<input type="checkbox"/>

Sample 04: Virtual conference opener video

Client: Appian World.

Produced by Slow Clap.

Narrative	Visuals	TRT
In the past 50 years, the world economy grew several orders of magnitude.	Sped-up footage of factories, traffic, computers, satellites, ships, and Web stores	
And at the vanguard of this evolution was the software application. Technology took over repetitive business processes ordinarily done by humans.	Command prompt blinking	
Yet the dawn of the information age revealed that technology could actually limit a business's growth. There was a question of adaptation.	Sunrise over a city - slow the footage to a crawl	
Should a business conform to existing software, or should software conform to the business?	Shape animation - conform five circles into five squares - snap back to original shapes - conform five squares into five stars (<i>adapt and improve this idea</i>)	
What good was an application if it couldn't adapt to a human understanding of markets, trends, and other humans?	Meeting of people - maybe architectural - variety of diverse backgrounds and roles	

What good was it if it couldn't adapt to new technology and emergent data?	Transition to a phone - zoom on phone - reveal long tables of data streaming in real time on the phone's screen (or better obvious display of data)	
The true cost is paid in lost potential. In time. Money. Opportunity. Growth. <i>Hope</i> .	Humans on a busy street	
Appian was born of this insight. We recognized that technology is better at running repetitive processes - but people are better at judging both <i>potential</i> and <i>value</i> .	Transition to new blue Appian background. Silhouette of microchip on left. Code streams behind it. Silhouette of person on the right. Words stream behind them - "market share" "well received" "growth" and other positive business language	
And so Appian set out to create the bridge between people and technology. A bridge that adapts, learns, and grows with data and human understanding.	Separate the two halves of the screen. Draw a horizontal line. Add more lines as a high-tech looking bridge draws in.	
The idea that people should be able to go from idea to app without learning code.	Zoom through the bridge to a typical UI workflow - a simple business process. No more than five elements connected by lines.	
And thus, low-code was born. But does it work? (crescendo music here)	Fade or transition UI out. Reveal the words IDEA ----> APP	
<i>Pause for 1-2 seconds</i> <i>Rapidly show snippets from the testimony of each:</i>		

<i>(Triumphant music)</i>	<i>For each of the following, start with an animated earth - rotate the earth to where the country is - animate a wireframe callout pointing to it - zoom on the callout and play the video within</i>	
CNA 0:45 Inefficient - spreadsheets, emails, no transparency 1:18 Appian gave us that ability to move to efficient processes 1:30 with Appian anywhere in the world - see same system - key	Lower 1/3: CNA insures international businesses	
Bayer 0:14 "If you look at how clinical trials are conducted today...highly inefficient." through "Appian will help us create" 2:38 Appian will help us to concentrate on customer and improve clinical trials	BAYER uses clinical trial data to turn hours of analyses into minutes - what's the benefit? Ask them	
DC Central Kitchen 3:22 Explanation of DCK mission - "it gets people from dependence to independence." 4:05 recidivism rate much lower CLEAN UP THE AUDIO	DC Central Kitchen Provided jobs for convicted felons, reduced recidivism, and provided food to students in Washington, D.C.	

<p>4:29 "To serve over 3.1 million students" through "not chicken nuggets" through "jobs with wages"</p> <p>7:15 "We were spending a ton of time doing paperwork and not really doing our jobs..."</p> <p>9:28 "People who were scared of computers...love Appian" (SHOW THE SIMPLICITY)</p> <p>12:28 "You all understand what we do, and you want us to succeed."</p>		
<p>Deloitte Robotics</p> <p>0:00 41,000 hours saved</p> <p>2:07 96% reduction in tasks through RECOVERY of 100m euros</p>	<p>Animation frame around interview: Deloitte Robotics...</p>	
<p>Aviva</p> <p>2:15 "A robot can do repeated work. A person, I want my people talking to customers."</p>	<p>Aviva provides savings, retirement, and insurance to 31.6 million people.</p>	
<p>Garry Kasparov's AppianEurope Keynote</p> <p>8:33 We need better ways for humans and machines to communicate with each other.</p> <p>12:00 We aren't being replaced - we're being promoted</p>		
<p>At Appian World 2021, we'll show you how to connect people, technologies, and data into a single workflow to advance your business in ways not seen since the birth of software itself.</p>	<p>Complex shape animation reduced to a simple workflow</p>	

Welcome to Appian World 2021.		
-------------------------------	--	--

Sample 04: Sales funnel video

Client: Long Term Living Association

Produced by True Colors Video.

Visual		Script
1	Home is where the heart is.	Senior in the doorway of their home, smiling
2	It's where you raised your children and watched them grow.	Stock footage of kids running away from a parent – OR similar photo – must be in a yard or home Sound effect: kids' laughter (quiet, echoey)
3	Home is the place they returned to for the holidays and special celebrations.	Birthday celebration
4	It's also the place that required a lot of your time and upkeep... you mowed the lawn, shoveled snow... you even cleaned the leaves from the gutters every spring!	Homeowner/middled aged person wiping sweat from their brow Quick series of photos: shoveling snow, raking leaves, cleaning gutters
5	Throughout the years, you took care of your family, and keeping up the house was never a problem.	Father mowing the lawn with a kid on his lap
6	Today you may find that your "forever home" is still where your heart is, but	Senior couple, having a discussion, looking concerned

	you find yourself facing new challenges and decisions...	
7	<ul style="list-style-type: none"> • Perhaps your current home is more space than you need... • Or, maybe it no longer fits your budget... • Or, maybe, 30 years of "stuff" leaves you feeling overwhelmed... • Or perhaps you or a loved one requires more care and help with everyday activities than before. 	<ul style="list-style-type: none"> • Tilt up shot/photo of large home, OR empty big room • Senior looking at a bill • Somebody buried under possessions • Senior couple – one with hand on another's shoulder
8	When it comes to housing in your senior years, there's "no one size fits all" solution.	"One size fits all" photo – maybe a huge shirt OR Senior with shrunken clothing by washing machine
9	<p>Whatever your situation, you know that you're either going to adapt your current home to your changing needs, or adapt yourself to a new home.</p> <p>And that's daunting.</p>	<p>Animation – find two images:</p> <ol style="list-style-type: none"> 1. Senior with white background 2. House with white background <p>Place side by side Senior starts out big while house is tiny; they reverse sizes, and then they become equal sized</p>
10	The question that comes to mind is, where do you turn to for help?	Senior looking lost

11	<p>Fortunately, you're not the first or the last to travel this road.</p> <p>All the answers you have been looking for now available, for free, in our newest book titled:</p>	<p>Transition with bright light/white fade</p> <p>Reveal Animation of guidebook</p>
12	<p>The Ultimate Guide, to Senior Housing, Downsizing and Transition –</p> <p>Gracefully helping you move out and move on to your new home!</p>	<p>Open the guidebook, turn one page by end of this narration segment</p>
13	<p>Our guide is free. You only have to pay for shipping and handling.</p>	<p>Close the guidebook – animate text beneath or beside – “Only pay shipping and handling”</p>
14	<p>Yes, home is where the heart is, no matter where that home happens to be.</p>	<p>Return to the first photo – slowly zoom out</p>
15	<p>Fill in your information to the side to receive your free copy today!</p>	<p>Continue zoom out as above</p>
16	<p>We look forward to helping you live longer, <i>better</i>!</p>	<p>Animate and overlay Long Term Living Association logo</p>

Sample 05: YouTube content

Client: The Ruscio Institute (Dr. Ruscio)

Produced by True Colors Video.

Title:

Is the paleo diet right for you? A guide to an informed decision

Thumbnail:

Dr. Ruscio in front, smiling, standard pic


Background of tribal artwork, subtle?

Grilled carrots and meats image

Tags (from TubeBuddy Keyword Search): is paleo right for you, paleo diet, paleo, diet, weight loss, nutrition, low carb, health, paleolithic diet, low carb diet, keto diet, paleo diet explained, fitness, ketosis, best diet, keto, the paleo diet, food, dietitian, inflammation, grain free, ketogenic diet, paleo weight loss, fasting, vegan, diet (nutrition), lchf, lifestyle, anthropology, disease, motivation, wellness, pros and cons, grains, what is paleo, gluten free diet, is paleo diet healthy, what is paleo diet, workout, weight

- Replace lower ranking ones with Dr. Ruscio specific ones. Keywords in this list are in order of search demand.

Music: n/a

Bold = look at camera		
Each line space means there will be a cut, so you can pause for breath		
Section	Narrative	Visuals
THUMBNAIL		
BROAD LEVEL PREVIEW	Is eating paleo right for you? Hi, I'm Dr. Ruscio. My health advice for new patients almost <i>always</i> starts with dietary improvements.	<ol style="list-style-type: none">1. Camera - OVERLAY DR R TITLE2. Consider cutting to consultation footage (like the interviews)

	And while there are lots of good, healthy diets you can follow, I recommend the Paleo diet the most often.	3. Camera - zoom in
PROOF and EXPERTISE	That's because the paleo diet meets four key diet principles, all of which lend to better gut health and better overall health.	1. Camera
SPECIFIC PREVIEW	<p>1. So today I'll give you an overview of what the paleo diet is, what its health benefits are, and what the research says.</p> <p>2. I'll also address criticisms of the diet, help you make your decision about whether to try paleo, and give you a simple plan you can use to try it yourself.</p>	<p>3. Camera -</p> <p>4. animate list of all subtopics covered to the right of Dr. Ruscio</p>
What is the paleo diet	<p>1. So what is the paleo diet?</p> <p>2. The Paleo diet mimics what our ancestors ate during the stone age or Paleolithic era.</p> <p>3. During this time, humans were not yet growing agricultural crops, so the menu was limited to whatever hunter/gatherer societies could get. That's usually meat, vegetables, fruits, eggs, and fish.</p> <p>4. The basic idea behind the Paleo diet is our digestive systems have not evolved much since Paleolithic times and that a stone-age diet is more biologically appropriate for humans and, therefore, better for our health.</p>	<p>1. Camera</p> <p>2. Stock image - stone age humans - blur edges for effect</p> <p>3. Zoom-pan to another stock image of hunter-gatherers, and overlay words with the foods</p> <p>4. Camera</p> <p>5. Camera</p>

	5. In practice, the Paleo diet restricts processed foods and encourages you to eat a wide variety of healthy, whole foods.	
Four key diet principles	<p>There are four important principles when it comes to healthy eating, and the Paleo diet can help with all of them. The four principles are:</p> <ol style="list-style-type: none"> 1. Eat to control inflammation. 2. Eat to control and balance blood sugar. 3. Find your ideal intake of carbohydrates and prebiotics. 4. Identify your food allergies and intolerances. <p>So now let's take a closer look at those.</p>	<ol style="list-style-type: none"> 1. Animation - principles of healthy eating - use words over stock background
Control Inflammation	<ol style="list-style-type: none"> 1. First, the paleo diet helps to calm inflammation by minimizing your exposure to foods that provoke an immune response. 2. These include sugars, unhealthy fats, chemical additives, and common problem foods like dairy, gluten, and soy. 3. By controlling inflammation, you also create a healthier environment for gut bacteria and thus improve your gut microbiome. With a healthier microbiome, inflammation reduces further. 	<ol style="list-style-type: none"> 1. Camera 2. Animation - inflammatory foods list 3. Same animation - create a cycle - control inflammation > improve gut biome > control inflammation. Can have color circle in the center spin and color-graduate from red to blue 4. Camera (zoom in)

	4. This shows how a simple dietary change can lead to a self-perpetuating cycle of healing.	
Balance Blood Sugar	<ol style="list-style-type: none"> 1. The second principle the Paleo diet meets is it can help balance blood sugar. Paleo is much lower in carbs than the standard American diet, as it eliminates grains, beans, pulses, and all refined sugars. Staying off the blood sugar roller coaster is really important for maintaining a healthy metabolism, keeping your energy steady, reducing stress and sleeping better. And of course, it also prevents Type-2 diabetes. 	<ol style="list-style-type: none"> 1. Camera 2. Animation - cross off the words grains, beans, pulses, refined sugars 3. Same animation - fade out the crossed out words and replace with maintain healthy metabolism, create steady energy supply, reduce stress, sleep better, prevent type-2 diabetes
Reduce Carbs and Increase Prebiotics	<ol style="list-style-type: none"> 1. Third, the paleo diet is a great opportunity to find out if you do better on a lower carb, higher prebiotic diet. Now, neither of these things is universally helpful for everybody. The amount of dietary carbohydrates you need to fuel your body is highly individual. Some will do better with less, and some will do better with more. Tolerance of prebiotics is also unique to the individual. Prebiotics are fibers that feed gut bacteria. Usually 	<ol style="list-style-type: none"> 1. Camera 2. Camera (zoom in) 3. Animation - three "people" pictograms. Above each, a running count of carbs. Each "pictogram" gets filled up with green color as it gets the carbohydrate amount it needs. 4. Same animation - people move down. Two larger

	<p>that's a good thing - but prebiotics feed the bad bacteria too. This can cause symptoms in people with gut imbalances.</p> <p>5. So the takeaway is, most people will benefit from reduced carbs and increased probiotics, but you may not be one of them.</p>	<p>person pictograms appear, and between them, asparagus. Scale-bounce left person - a smile appears on their face. Scale-bounce right person - a sad face appears on their face.</p> <p>5. Camera</p>
Eliminates common problem foods	<p>1. The fourth principle paleo meets is that it eliminates common problem foods.</p> <p>2. While food allergies and food intolerances are highly individual, there are some that many people share, including gluten, grains, dairy, and soy.</p> <p>3. Paleo also eliminates the chemicals and preservatives found in processed foods.</p> <p>4. I should note that food allergies are different than food intolerances.</p> <p>5. Food allergies are usually easy to spot with strong symptoms.</p> <p>6. Meanwhile food intolerances are more subtle, and can cause brain fog, fatigue, and irritability.</p>	<p>1. Camera</p> <p>2. List to the right of Dr. Ruscio - common food allergies and intolerances</p> <p>3. Same list - words go away and are replaced with a beaker with a bright colored chemical</p> <p>4. List goes away - back to camera</p> <p>5. Animation - Food allergies with peanuts below it - peanuts scale-pop and then shrink out - replace with list of strong allergy symptoms</p> <p>6. Same animation - flip food allergies to food</p>

	<p>7. The nice thing about the paleo diet is that if you cut out the usual suspects like grains and dairy, it's a lot easier to find out what other foods cause you problems, through a process of trial and error.</p>	<p>intolerances and put in list: brain fog, fatigue, irritability</p> <p>7. Camera</p>
What the research shows	<p>1. As far as research into the paleo diet, there's certainly more anecdotal data about the health benefits of the Paleo diet than hard data.</p> <p>2. The few studies conducted were small and mostly focused on patients with metabolic syndrome and type 2 diabetes.</p> <p>3. Here's a quick summary of what the research tells us so far.</p>	<p>1. Camera</p> <p>2. Camera - zoom (in post)</p> <p>3. Camera</p>
Weight Loss	<p>1. The few studies available showed the Paleo diet was effective for weight loss and reducing waist size. When compared to other dieting approaches, the Paleo diet was more effective.</p> <p>2. However, in the only longer-term study available, post-menopausal women lost more weight than other dieters after six months, but by 24 months, weight loss results were similar for both groups.</p>	<p>3. Animation - weight loss - use measuring tape around waist stock image - overlay text with comparison of paleo vs. other diets - what data point is most relevant? Lbs lost? Inches lost?</p> <p>4. Wipe away data - replace with "by 24 months, weight loss results were similar for both groups."</p>

Metabolism	<ol style="list-style-type: none"> 1. Research also suggests that the Paleo diet is effective for controlling the markers of metabolic syndrome and type 2 diabetes. 2. These conditions increase your risk of heart disease and other chronic diseases. Here's what we found during our research: Cholesterol: The Paleo diet was more effective for reducing triglycerides and improving HDL cholesterol compared to other diets. Blood pressure: The Paleo diet was more effective for reducing blood pressure, although the difference here was small. Blood sugar: The Paleo diet was slightly better for reducing blood sugar compared to other diets. 	<ol style="list-style-type: none"> Camera Camera (zoom) Animation - stock image background of a heart. Title: Further benefits of paleo. Same animation, centered text - paleo reduced triglycerides and improved HDL Replace text with "Paleo reduced blood pressure." Replace text with "Paleo reduced blood sugar compared to other diets."
Criticisms	<ol style="list-style-type: none"> 1. The paleo diet is not without criticism. Some doctors suggest that it is too high in saturated fats and too low in calcium and vitamin D. 2. This may be true if you approach the Paleo diet narrowly. For example, many modern Paleo dieters rely heavily on grass-fed beef as a protein source. 3. But keep in mind there were many different hunter-gatherer cultures 	<ol style="list-style-type: none"> Camera Camera - zoom Camera Animation - space background, earth moves up into center Draw a yellow band around equator - label "ate more plant based foods" Another band, green - "more

	<p>worldwide and the hunter-gatherer diet was incredibly diverse.</p> <ol style="list-style-type: none"> 4. A study into the diets of world-wide hunter-gatherer cultures shows some interesting geographic trends: 5. Hunter-gatherers closest to the equator ate more plant-based foods and less animal-based foods. 6. Further north, the percentage of animal-based food in the hunter-gatherer diet increases. 7. However, for most northern hunter-gatherer groups, fish was a more important protein source than game. 8. So, one tip for the Paleo diet is to include a lot of fish and seafood in your diet. This will lower the saturated fat and increase fatty acids and vitamin D. 9. Also, adding leafy greens like kale, nuts, and seeds will make up for the lack of dairy in your diet. 	<p>animal based foods"</p> <ol style="list-style-type: none"> 7. Another band farther north - "more fish than game animals" 8. Slick transition back to camera 9. Camera (zoom)
Is the diet right for you?	<ol style="list-style-type: none"> 1. So is the paleo diet right for you? Keep in mind, there's no magic diet that works for everyone. 2. The best way to find out if the Paleo diet works for you is to try it for 2-3 weeks. If you feel better after that period of time, you'll be motivated to keep going. 	<ol style="list-style-type: none"> 4. Camera 5. Camera - overlay "try it for 2-3 weeks" 6. Camera - zoom

	<p>3. If it makes no difference in how you feel, then there is no need to continue.</p>	
<p>What to eat on the paleo diet</p>	<p>1. So if you want to try the paleo diet, here are the basics.</p> <p>2. (READ LIST SLOWER) Limit your diet to fresh vegetables, fresh fruits in moderation, meats that are grass fed and lean, fresh fish and eggs, nuts and seeds, and healthy fats, like olive oil, coconut oil, avocado oil, and avocados.</p> <p>3. (READ LIST SLOWER) And then avoid the following foods: grains, beans, legumes, lentils, processed foods, dairy products, most vegetable oils like corn, safflower and vegetable oil, and artificial sweeteners.</p> <p>4. There are also a few grey areas regarding the Paleo diet.</p> <p>5. Some people avoid starchy veggies like sweet potatoes. Others stay away from whole grains but may include a little white rice.</p> <p>6. Organic food is always good, but it's expensive. Buy what you can afford.</p> <p>7. And like any healthful diet, it doesn't pay to obsess about every morsel. Follow the basic guidelines of the diet plan, but don't drive yourself crazy trying to adhere to a perfect Paleo eating plan.</p>	<p>1. Camera</p> <p>2. Animated with stock background (same as thumbnail) - list of the foods you can eat. If possible, use icons for each of these foods (I can provide purchased food icons from Shutterstock)</p> <p>3. Same animation - list of the foods to avoid</p> <p>4. Camera</p> <p>5. Back to similar animation - on left, EAT, on right, DON'T EAT - have icons of rice and sweet potatoes vacillate back and forth between the two.</p> <p>6. Camera</p> <p>7. Camera</p>

	<p>8. For a detailed guide to Paleo, check out the Whole 30 Paleo Diet Program.</p>	
<p>Tip: keep it simple</p>	<ol style="list-style-type: none"> 1. Here's my advice. When you're starting the paleo diet, keep it simple. 2. Develop a simple food list and stick to a basic menu plan. 3. Save the cookbooks and fancy recipes for later, when you know it works. 4. Later on, adapt the diet to suit your needs. A lot of my patients continue to eat Paleo but may add back rice or some high-fat dairy and still feel fine. 5. If there is a food you really miss, try adding it back and see how you feel. 	<ol style="list-style-type: none"> 1. Camera 2. Animated list: <ol style="list-style-type: none"> a. Stick to a simple menu b. Save the cookbooks for later c. Adapt the diet to suit your needs d. If you miss it, see how it makes you feel
<p>Tip: if you're not getting enough carbs</p>	<ol style="list-style-type: none"> 1. Another thing you should know: going low carb causes problems for some people. 2. If you are losing too much weight or feel weak and fatigued, try adding back more carbs while sticking to the basic paleo template. 3. White rice and starchy vegetables are a good place to start. 4. The Paleo diet is quite flexible and doesn't have to follow a high-protein, low-carb formula. 	<ol style="list-style-type: none"> 1. Camera

Tip: if you need more gut support (keep?)	<ol style="list-style-type: none"> 1. If the paleo diet works for you, the next step in overall health is to further improve your microbiome with probiotics. 2. Diet and probiotics are the first two steps in the Great-in-8 plan, as described in my book, Healthy Gut. Healthy You. 	<ol style="list-style-type: none"> 3. Lovely animated shot of our probiotics 4. Animation of Great-in-8 plan
If You Don't See Enough Improvement	<ol style="list-style-type: none"> 1. Conversely, if you try the Paleo diet for a few weeks and don't see enough symptom improvement, there are a couple of paleo variations you can try. 2. There is the Autoimmune Paleo diet: This is a more restrictive version of the Paleo diet that removes some of the less common food allergens. For some people, this is the missing piece. Remember, fewer allergens equals less inflammation. 3. There is also the Low-FODMAP diet: helps to reduce bacterial overgrowth by restricting foods that feed bacteria. This diet has been shown to be especially helpful for IBS patients. 4. You can find links to both of these diets in the description. 	<ol style="list-style-type: none"> 1. Camera 2. Screen capture of AIP protocol 3. Screen capture of Dr. Ruscio page on Low-FODMAP diet - quickly scroll down to list of foods, then zoom on it
Conclusion/The Bottom Line	<ol style="list-style-type: none"> 1. So, time for a recap. The Paleo diet works by removing many of the foods that can cause inflammation and immune reactions. 2. It's worth a 2-3 week trial if you have an inflammatory condition or you struggle with troublesome 	<ol style="list-style-type: none"> 1. Camera 2. Camera - zoom 3. Camera

	<p>symptoms like headaches, brain fog, joint pain, fatigue or irritability.</p> <p>3. While the Paleo diet doesn't work for everyone, I've seen this diet plan improve quality of life for many patients. (SMILE)</p>	
CALL TO ACTION	1.	1.