

SCRIPT PERFORMANCE WORKOUT

5 COMMERCIAL READS

Five short scripts built to practice interpretation, intention, pacing and believable delivery.

INTENTION

PACING

DELIVERY

01

FreshFold Laundry Detergent - "The Spaghetti Problem"

FUNNY / CONVERSATIONAL

FreshFold gets stains out fast. Which is great, because apparently my shirt likes spaghetti more than I do. FreshFold. For people who occasionally miss their mouth.

02

NorthStar Credit Union - "Small Steps"

WARM / SINCERE

Big plans usually start with small steps. A little saved today can become a first home, a new business, or something you haven't even dreamed up yet.

03

ZipMart - "Chaotic Morning"

ENERGETIC / FUN

Running late? Hungry? Forgot the coffee again? ZipMart has breakfast, snacks and everything you need to turn a chaotic morning into a slightly less chaotic morning.

KEEP THE COPY THE SAME. CHANGE THE CHOICE.

Two more reads.

Two completely different jobs.

04

Haven Home Security - "Inside"

SERIOUS / REASSURING

You can't control everything that happens outside your home. But inside? You deserve to feel safe. Haven Home Security. Protection that's there when you need it.

05

Drift Coffee - "Until the Coffee Works"

DRY / RELAXED / SLIGHTLY SARCASTIC

Some mornings call for motivation. Others call for staring into the distance until the coffee starts working. Drift Coffee. We're not judging either way.

THE UVT PERFORMANCE REMINDER

Don't just read the words. Find the thought.

Before each take, decide who you're talking to, why you're saying it, where the thought changes and what you want the listener to feel.

BELIEVABLE FIRST. POLISHED SECOND.