

Script Draft 1 / 1			
Project Ref:	All About Weight	Date:	09/12
Project Title:	Consultant Mentor Template Script – Sheena’s Story		
Scriptwriter(s):	Ian McCabe		

This script represents our understanding of the information provided, any additional research and any feedback already received. It is written according to the structure decided upon in the client scope meeting.

Our scripts are written in table form, so that it is clear exactly what you will see and hear on a moment-by-moment basis.

The Audio content is described in the left hand column and Visual content in the right hand column. The boxes are labeled A# & V# respectively for ease of reference. The box in bold type directly below the A# or V# gives a reason for the inclusion in the script of each element.

Please be aware that we use script shorthand. Definitions of this shorthand are in the Glossary provided in the Client Pack.

NB: Note for interview-based projects

The interview responses (written in *italics*) given in this script are ideal answers and are for guidance only. We will not ask interviewees to repeat these answers verbatim, but will elicit similar responses from the interviewees using interview questions.

Please contact your client project manager / account handler if you have any questions or issues that you would like to discuss on 0191 580 0015.

Audio	Visual
<p>A1</p> <p>Music Rise:</p> <p>SHEENA (V.O.): [Name, location, job role at All About Weight]</p> <p>SHEENA (V.O.): [How Weight gain can have an impact on you emotionally as well as physically].</p>	<p>V1</p> <p>FADE IN:</p> <p><u>EXT. FAMILY HOME – DAY</u> Sheena gets ready for her visit, putting her notes and any equipment into the back of her car. She then gets into her car and starts the engine.</p>
<p>A2</p> <p>SHEENA: [the personal and social cost of weight gain]</p>	<p>V2</p> <p><u>INT. FAMILY HOME – DAY</u> Sheena Interview.</p>
<p>A3</p> <p>SHEENA (V.O.) [How I first heard about All About Weight].</p>	<p>V3</p> <p><u>INT. SHEENA CAR - DAY</u> Sheena drives along in her car, intercut with imagery of scales and other pamphlets and aids she may use.</p>
<p>A4</p> <p>SHEENA: [What I was doing before becoming a mentor].</p>	<p>V4</p> <p><u>INT. FAMILY HOME – DAY</u> Sheena Interview.</p>
<p>A5</p> <p>SHEENA (V.O.): [Why I decided to get involved and become a consultant mentor].</p>	<p>V5</p> <p><u>EXT. FAMILY HOME – DAY</u> Sheena pulls up and knocks on the McLeod family’s door. The family greet her and welcome her into the house.</p>
<p>A6</p> <p>SHEENA: [The skills one needs to be a mentor].</p>	<p>V6</p> <p><u>INT. FAMILY HOME – DAY</u> Sheena Interview.</p>
<p>A7</p> <p>SHEENA (V.O.): [The training I underwent for the job].</p>	<p>V7</p> <p><u>INT. FAMILY HOME – DAY</u> Sheena sits down the family and happily chats with them as she sets up for her sessions.</p>
<p>A8</p>	<p>V8</p>

SHEENA: [The flexibility/freedom of her job].	<u>INT. FAMILY HOME – DAY</u> Sheena Interview.
A9	V9
SHEENA (V.O.): [Briefly, examples of how I run my local consultancy – i.e. I run group sessions part time].	<u>INT. FAMILY HOME – DAY</u> Sheena sits down with the family and talks them through their progress.
A10	V10
SHEENA (V.O.): [Brief description of what an All About Weight Consultant Mentor does/how the mentor plan works]	<u>INT. FAMILY HOME – DAY</u> REVEAL Isabell as Sheena interacts with her in a one-on-one session.
A11	V11
SHEENA: [The support I've received from the All About Weight head office]	<u>INT. FAMILY HOME – DAY</u> Sheena Interview.
A12	V12
MCLEOD FAMILY: [The impact the All About Weight mentorship plan has had on them].	<u>INT. FAMILY HOME – DAY</u> McLeod Family group interview.
A13	A13
SHEENA: [How long I have been mentoring the McLeod family].	<u>INT. FAMILY HOME – DAY</u> Sheena Interview.
A14	V14
ALEX & ISABELL: [How I discovered All About Weight].	<u>INT. FAMILY HOME – DAY</u> Alex and Isabell joint interview. TITLES: Alex and Isabell McLeod Client: X months
A15	V15
ALEX & ISABELL: [Brief description of the sessions with Sheena – one to one and as family].	<u>INT. FAMILY HOME – DAY</u> Alex and Isabell joint interview.
A16	V16
ALEX & ISABELL (V.O.): [Our progress - how far they've come since working with Sheena].	<u>INT. FAMILY HOME – DAY</u> Sheena talks to the family and shows them how

	they've progressed. The family congratulate each other.
A17	V17
ALEX & ISABELL: [Specifically, how much weight each of us has lost since working with Sheena]	<u>INT. FAMILY HOME – DAY</u> Alex and Isabell joint interview. Intercut with images of the family before the weight loss.
A18	V18
SHEENA (V.O.): [the most rewarding part of working with Clients like the McLeod family]	<u>INT. FAMILY HOME – DAY</u> Sheena and Emma interact in a one on one session. Emma weighs herself – Sheena congratulates her.
A19	V19
ALEX & ISABELL (V.O.): [How worthwhile the All About Weight mentorship plan has been for them].	<u>INT. FAMILY HOME – DAY</u> Isabell and Emma happily prepare food together in the kitchen. .
A20	V20
SHEENA (V.O.): [The impact clients can have on me personally]	<u>INT. FAMILY HOME – DAY</u> Sheena packs her things up and laughs with the family. She happily embraces with Isabell.
A21	V21
SHEENA: [Aspirations for the future of my business].	<u>INT. FAMILY HOME – DAY</u> Sheena interview.
A22	V22
ALEX & ISABELL: [Where the family sees themselves going from this point]	<u>INT. FAMILY HOME – DAY</u> Alex and Isabell joint interview.
A23	V23
SHEENA (V,O.): [Advice for those struggling to lose weight]	<u>INT. FAMILY HOME – DAY</u> The McLeod family prepare themselves to sit down for dinner, happily interacting with each other.
A24	V24
SHEENA: [Pitch to join All About Weight]	<u>INT. FAMILY HOME – DAY</u> Sheena Interview

A25	V25
Music crescendos.	<u>INT. FAMILY HOME – DAY</u> Climactic montage of Sheena and the McLeod family in group session. Cut to - They wave goodbye to Sheena as she leaves at the end of her session and gets back in her car for another day.
A26	V26
Music codas. Music down.	All about WEIGHT logo. FADE OUT.