

The Getting Ahead Guidebook

Welcome Video Script — for practice and teleprompter loading.

WELCOME VIDEO — PRACTICE SCRIPT

Hi, I'm Randy.

~95 seconds at teleprompter pace · ~280 words

[CAMERA UP. SMALL SMILE. ONE BREATH. EYE CONTACT.]

Hi, I'm Randy.

This is just a short hello —
so you can see me,
and so I can tell you what
this Getting Ahead thing is all about.

[BEAT.]

THE ORIGIN STORY

42 years ago, and 5 months into our marriage,
we took a shot on buying an established business —
and it almost destroyed us financially.

After that fiasco,
I had to find a way to dig us back out
of the mess I'd put us in.

THE TURN

So I started a business
I actually had a passion for —
a janitorial business.

Because I liked cleaning things.

[SMALL SMILE. LAND THE LINE. STAY IN THE CAMERA.]

THE LESSON

In the very first month of the new business,
I earned more than the best month

of the previous one.

But I also learned —
that earning money and keeping money
are two very different things.

[SLOW DOWN. THIS IS THE THESIS.]

THE SYSTEM & THE BOOK

So I came up with a system —
how to organize money coming in,
and how to filter money going out.

After a few years of refining it,
I turned that system into a workbook,
and called it The Getting Ahead Guidebook.

[NATURAL PAUSE.]

I got it into some local bookstores.
Ran a few workshops in our area.
But the timing wasn't right,
and I set it aside
for another road.

THE PIVOT TO NOW

[SOFTER. SLOWER.]

Today we live in a digital age —
and I finally have the tools right in front of me
to take everything I learned on paper
and put it into the palm of your hand.

That's what this is.

WHAT THIS CHANNEL IS

[EYE CONTACT. WARMER.]

On this channel, I'll be sharing
short, calm conversations

about the real money questions
families actually face —
the kind nobody warned us about
when we were starting out.

THE CALL TO ACTION

If that's helpful to you,
hit subscribe.

The app and the book are in the description.

THE CLOSE

[SMALL, GENUINE SMILE.]

For me, it's just about helping people.

Thanks for being here.

[HOLD EYE CONTACT. 1–2 SECONDS. THEN CUT.]

STAGING NOTES

Three moments to nail. Everything else falls into place.

1. The 42-year hook

You've told that opening line a thousand times. The viewer hasn't. Land each number deliberately — *42 years ago, and 5 months into our marriage*. Specificity is what makes strangers lean in.

2. The cleaning line

"Because I liked cleaning things." This is your charm moment. Your eyes will want to glance away after delivering it (it feels small). **Don't.** Stay in the camera for one full second. That's the moment the audience falls for you.

3. The closing line

"For me, it's just about helping people." Resist any urge to add anything after it. No *"and so..."* or *"anyway..."* Land it, hold the small smile for two full seconds, then cut. **The silence is the period.**

■ The Smile Question.

Don't smile *at the camera*. Smile at the **person** you imagine behind the camera. Tape a printed photo of someone you love (Linda? a grandkid?) just above the lens. The smile will arrive on its own without you having to perform it.

Practice run checklist

- Read the whole script aloud once before loading the prompter — anywhere you stumble is a phrase to soften in your own words.
- Set prompter scroll speed to **~155 words per minute** (a calm, conversational pace).
- Record THREE takes. The first warms you up. The second is “the take.” The third is usually the gold one because you’ve stopped thinking about the camera.
- Wardrobe: solid, mid-tone shirt (navy, forest, burgundy). No white. No tie. No busy patterns.
- Use a clip-on mic if you have one. Sound quality is the #1 give-away of an “amateur” intro.
- If you flub one word: pause for a beat, re-say the line cleanly. In editing, drop a 2-second cutaway (book cover, app screenshot, kitchen photo) over the flub. Nobody will know.

📺 ■ Final reminder.

This isn't a marketing video — it's a handshake. The audience that needs you isn't looking for a polished pitch. They're looking for a steady voice that sounds like a neighbor. You already are that. Trust it.