

Local service introduction brief (Template & Video Brief)

Help a nearby customer understand the service, who it fits and how booking works. Edit, copy or download this free template, with inputs, a story order and review points.

Local service introduction brief

Purpose: Help a nearby customer understand the service, who it fits and how booking works.

Service and neighborhood: [Add your own information]

Typical customer need: [Add your own information]

What the appointment includes: [Add your own information]

Duration and actual price: [Add your own information]

Provider qualifications: [Add your own information]

What to bring: [Add your own information]

Booking and cancellation details: [Add your own information]

Story order: Start with the customer's situation, walk through the visit, explain practical details and invite a booking.

Review: Use a 45-60 second introduction. If the premises or results must be shown accurately, supply and verify real photographs rather than illustrative scenes.

For a video (if needed): target duration, narration language, required visuals and one next action. Confirm scope and quote before production.

Turn your PDF, PPTX pitch deck, or brief into a 30-180s narrated business video

Upload slides or documents at Axiom Lab for free material analysis before production:

- > Edit or copy this template online: <https://axiomlab.online/templates/local-service-introduction>
- > Watch the complete 74s demonstration film: <https://axiomlab.online/examples/pitch-deck-demo>
- > Turn your PDF or PPTX deck into a video: <https://axiomlab.online/pitch-deck-to-video>
- > Rehearse with the free script timer: <https://axiomlab.online/tools/script-timer>