

1. Cold Open — “The Problem Exists”

Purpose: Hook + context (this is prime clip material)

Scene

- Person sitting at a desk with a regular USB flash drive.
- On-screen text or narration:
 - “Ever worry about someone changing files on your USB?”
 - Or: “What if your USB could *never* be modified?”

Visual Notes

- Neutral office or home setup.
- No brand yet.
- Keep it human and relatable.

Why it clips well

- This becomes the first 3–5 seconds of a short.
 - Clear pain point.
-

2. Introduce the Lock License USB (Physical Close-Up)

Purpose: Product recognition

Scene

- Hand holding the Lock License flash drive.
- Slow rotation.
- Clean background.

On-screen callout

- “Always write-protected USB”
- “Hardware-level protection”

Visual Notes

- Macro or tight shot.

- Logo visible but not aggressive.

Clip Value

- Influencer can cut just this + text overlay as a product intro clip.
-

3. Plug-In Moment — Immediate Write Protection

Purpose: First proof

Scene

- USB being plugged into a computer.
- Cut to screen capture or over-the-shoulder shot.

Action

- Attempt to drag a file onto the drive.
- System message appears:
 - “Drive is write protected”

On-screen text

- “Default state: LOCKED”

Why this matters

- Shows it’s locked *without* user action.
 - Very strong 5–7 second clip.
-

4. Explain *Why* It’s Different (Quick Technical Credibility)

Purpose: Authority without nerd overload

Scene

- Person speaking to camera or voice-over.
- Simple animated text or lower third.

Script idea

- “This isn’t software.”

- “The write protection lives in the USB controller.”
- “The computer can’t override it.”

Visual Notes

- Minimal.
- No diagrams needed—keep it short.

Clip Value

- This becomes a credibility clip for IT/security audiences.
-

5. Unlocking the Drive — Password Moment

Purpose: Core feature demonstration

Scene

- Open the unlock utility or prompt.
- Password entry visible (blur or fake password).

Action

- Password entered.
- Confirmation message.

On-screen text

- “Authorized write access”

Important framing

- Emphasize:
 - “Password switches SCSI write from OFF → ON”

Clip Value

- High-impact transformation moment.
 - Great before/after edit.
-

6. Write Enabled — Proof of Change

Purpose: Confirm unlock worked

Scene

- Drag a file onto the USB.
- File copies successfully.

On-screen callout

- “Write enabled”
- “Temporarily unlocked”

Why this clips

- Visually confirms the change.
 - Works perfectly as a 3–4 second payoff shot.
-

7. Remove Power — Automatic Re-Lock

Purpose: The *killer* differentiator

Scene

- USB is physically unplugged.
- Pause half a second.
- Plug it back in.

On-screen text

- “USB removed”

Clip Value

- This is the moment most USBs fail.
 - Influencers love this beat.
-

8. Back to Locked — No User Action

Purpose: Hammer the point home

Scene

- Attempt to write again.
- “Drive is write protected” message appears.

On-screen text

- “Auto-locks on power loss”
- “No memory. No risk.”

Why it matters

- This is what separates Lock License from software tools.
- Extremely clip-friendly.

9. Real-World Use Cases (Fast Montage)

Purpose: Expand relevance

Scene

Quick cuts (1–2 seconds each):

- USB handed to someone else.
- USB plugged into a shared computer.
- USB used at a front desk / office / lab bench.

Text overlays

- “Compliance”
- “Kiosks”
- “Field staff”
- “Secure file distribution”

Clip Value

- Influencer can tailor clips to different audiences.

10. Closing Statement — One-Line Summary

Purpose: Memorable takeaway

Scene

- Person to camera holding the USB.

Line options

- “If it doesn’t have power, it’s locked.”
- “Write protection that never forgets.”
- “Hardware write protection you don’t have to trust.”

End Frame

- Product in hand.
 - Brand URL or logo.
-

How This Helps the Influencer Clip It

Each **45-second clip** can follow this formula:

1. Problem (Scene 1)
2. Product intro (Scene 2)
3. Locked proof (Scene 3)
4. Unlock → write → unplug → locked again (Scenes 5–8)
5. One-line takeaway (Scene 10)

They can also make:

- **Pure demo clip** (Scenes 3–8 only)
 - **Security-focused clip** (Scenes 4, 7, 8)
 - **IT/admin clip** (Scenes 3, 5, 8)
-

If you want, next step I can:

- Rewrite this as a **director’s shot list**
- Create **on-screen caption text** optimized for TikTok/Reels
- Or trim this into a **single ideal 45-second script** the influencer can follow exactly

