Real-Person & Conversational commercial scripts

30 practice scripts from VO Journey Academy. Free to record, free to use in your reel. Download the PDF to mark up in the booth, or print it straight from here.

Signature Dish

Self-deprecating, meal kit · Young adult (18-25) · Neutral American · 15 seconds

Okay, full disclosure. Until last month, my signature dish was cereal. Hot cereal, on special occasions.

Then my sister sent me a Panwise box.

I made risotto on Tuesday. Risotto.

Who even am I?

I Checked

Mid-thought, laundry · Adult (25-40) · Neutral American · 15 seconds

...and it came out white. Like, white white. The shirt he spilled an entire curry on.

I held it up to the window like it was a miracle.

Linenbright. I'm not saying it's magic. I'm just saying I checked.

Ask Anybody

Testimonial, tyres · Mature (55+) · Southern US · 15 seconds

My daddy bought his truck tires at Gravelstone. So did I. So does my boy, now, though he'd never admit I told him to.

They just get it right.

Gravelstone Tire. Ask anybody.

The End of the Next Street

Testimonial, running shoes · Adult (30-45) · Neutral American · 15 seconds

Six weeks ago, I couldn't run to the end of my street.

Today I ran to the end of the next one.

It's not a marathon. But it counts.

Paceloft. Start where you are.

Emotional Support Sandwich

Mid-thought, tax app · Adult (25-40) · Neutral British · 15 seconds

Hang on. That's it? I'm done?

I blocked out the whole afternoon for this. Cleared the table. I made a sandwich for emotional support.

Tallyleaf. Your tax return, sorted before the sandwich.

Same Cactus, Twice

Self-deprecating, plant delivery · Young adult (18-25) · Australian · 15 seconds

I have killed a cactus. Twice. Same cactus. Long story.

Now Leafkept sends me plants that actually suit my flat, with care cards a toddler could follow.

Three months. Everyone's alive. Mum's thrilled.

That's the Review

Testimonial, mattress · Adult (40-55) · Neutral American · 30 seconds

I don't write reviews. I'm not a review person. But my husband said, 'You've talked about this mattress every morning for a month. Just write the review.'

So. Here's my review.

I used to wake up at three and lie there doing mental arithmetic. Now I wake up and it's morning. That's it. That's the review.

Also, it came in a box and he carried it upstairs. So, bonus.

Slumbercove. Five stars. Probably.

It Was in the Speech

Self-deprecating, minivan · Adult (30-45) · Neutral American · 30 seconds

I said I'd never drive a minivan. I said it at my own wedding. It was in the speech.

Then we had twins.

Now I drive a Selwyn Roamer, and I'll be honest with you, the sliding doors are the best thing that's ever happened to me. Both sides. One button. Nobody dings anybody in the parking lot.

I'm not proud. I'm just very, very comfortable.

Selwyn Roamer. Come on in, the van's fine.

I Texted Him Back

Slice of life, mobile plan · Mature (55+) · Southern US · 30 seconds

My grandson set me up with Chatterly Mobile, and now I text. I text everybody.

I text my sister when her show's on. I sent a thumbs-up to the plumber, and he sent one right back, and I felt like I'd joined something.

The buttons are big, the bill makes sense, and when I call for help, a person picks up.

Chatterly Mobile. My grandson says I text too much. So I texted him back.

A Tab Called Tabs

Self-deprecating, budgeting app · Young adult (18-25) · Neutral American · 30 seconds

Every January, I make a budget spreadsheet. It has colors. It has formulas. It has a tab called Tabs.

By February, I'm scared of it.

So this year I tried Pocketfern. It just watches what I spend and tells me, kindly, like a friend who's good with money but not weird about it.

Turns out I spend a lot on oat milk. Like, a concerning amount.

Pocketfern. Money, minus the panic.

It's Generous

Slice of life, furniture, duet · Adult (30-45) · Neutral American · 30 seconds

Cast: PRIYA SAM

PRIYA It's too big.

SAM It's not too big. It's generous.

PRIYA It's the size of a boat, Sam.

SAM Just sit on it.

PRIYA I'm not sitting on it. If I sit on it, I'll want it.

SAM Sit on it.

PRIYA Oh no.

SAM Right?

PRIYA Oh, that's not fair.

SAM And Loungeworthy lets you try it at home for a hundred nights.

PRIYA A hundred nights? I'm never getting up.

SAM That's sort of the idea.

PRIYA Fine. But we're getting the green one.

The Sea at Whitby

Slice of life, paint · Young adult (18-25) · Neutral British · 30 seconds

No, Mum, it's fine. It's small, but it's fine. The kitchen's basically a cupboard with ambitions.

But listen. I painted the bedroom yesterday. This blue from Colourcove, like the sea at Whitby when it's being moody.

And I sat on the floor after, with the window open, and I just... looked at it.

It's mine, Mum. It's the first thing that's properly mine.

Colourcove. Start with one wall.

A Series of Noises

Self-deprecating, coffee · Adult (25-40) · Neutral American · 30 seconds

I'm not a morning person. I'm not even a late-morning person. Before nine, I'm a series of noises.

My wife hands me a Morrowbean. I don't say thank you. I can't. I just nod, like a bear who's been handed a letter.

Three sips in, I remember my own name. Five sips, I remember hers.

By the end of the cup, I'm honestly delightful.

Morrowbean. Good morning, eventually.

The Lazy Article

Slice of life, dog food · Adult (40-55) · Irish · 30 seconds

The dog knows the sound of the Pawpantry box. Not the doorbell. Not the van. The box.

He's been asleep on the couch since eleven, the lazy article, and the second that cardboard hits the step, he's at the door like he's expecting a letter from his solicitor.

Real chicken, real veg, portioned for his size.

He's thirteen now. He's earned a bit of fuss.

Pawpantry. Dinner he'll get up for.

Nobody in a Vest

Self-deprecating, fitness app · Adult (25-40) · Neutral American · 30 seconds

I am not a gym person. I went once, and a man in a vest looked at me like I'd walked into his house.

So now I do Sweatlet in my living room. Twenty minutes, before the kids wake up, in pajamas I would not wear in public.

Nobody watching. Nobody in a vest.

Some days I'm great. Some days I lie on the mat and think about it. Both count.

Sweatlet. Move like nobody's watching.

Ask Dale

Mid-thought, insurance · Adult (40-55) · Neutral American · 30 seconds

...forty minutes on hold. Forty minutes of the same flute music, and then, click. Gone.

So my neighbor Dale leans over the fence and says, 'Why don't you just switch to Bramblegate?'

And I said, Dale, I don't have time to switch insurance. And he said, 'It took me eleven minutes.'

Eleven minutes. And when he called with a question, a human being answered.

I owe Dale a beer.

Bramblegate Insurance. Actually easy.

Tell My Daughter

Testimonial, eyewear · Mature (55+) · Scottish · 30 seconds

Fourteen years I had the same glasses. Held together with a wee bit of tape and a lot of stubbornness.

My daughter dragged me into Framewright. I went in grumbling. I came out, and I'll deny this if you tell anyone, looking quite handsome.

Nobody rushed me. The lass even let me try on the silly ones.

Framewright. Tell my daughter she was right. I can't.

My Bit

Slice of life, bedtime tea · Mature (55+) · Neutral British · 30 seconds

The house is finally quiet. The dishwasher's doing its thing. Someone upstairs has stopped thumping about.

And this is my bit. Ten minutes, a mug of Hushbrew, and not one single person needing me for anything.

Chamomile, a bit of lavender, a bit of honey. Nothing clever. Just nice.

I don't answer texts during my bit. I've told them.

Hushbrew. Put the kettle on, then put your feet up.

Tell Me About Him

Testimonial, local bakery · Adult (30-45) · Neutral American · 30 seconds

When my brother got married, I was in charge of one thing. The cake.

I forgot. Completely. Until three days before.

I walked into Moreno's Bakery basically in tears, and Mrs Moreno just said, 'Sit down. Tell me about him.'

She made a lemon cake with blueberries, because he's loved blueberries since he was six. I don't remember telling her that. Apparently I said a lot.

Moreno's Bakery. They listen.

Garden Hose

Self-deprecating, internet · Adult (40-55) · Neutral American · 30 seconds

So my daughter, who is fourteen, sat me down with a diagram.

She drew our old internet as a garden hose, and Fernline as a fire hose. Then she drew me, holding the garden hose, looking confused.

Fair.

We switched. Now everybody can be on a video call at the same time, and nobody yells 'You're frozen' across the house.

She's put the diagram on the fridge. I think it's a warning.

Fernline Internet. Ask a teenager.

It's Called Research

Mid-thought, online clothing · Young adult (18-25) · Neutral American · 30 seconds

Okay, so I ordered the same jeans in three sizes. Don't judge me, it's the only way.

The middle ones? Perfect. Like they were waiting for me.

The other two went back in the same bag. Free. I didn't print anything, I just showed a code at the drop-off.

My mom was like, that seems wasteful. Mom, it's called research.

Seamrow and Co. Try it all. Keep what fits.

Ketchup Sunsets

Testimonial, online classes · Mature (55+) · Neutral American · 30 seconds

Thirty-eight years as an accountant. Then I retired, and about a week later my wife said, 'You need a hobby, or you need to leave the house.'

So I signed up with Laterlearn. Watercolor, online, Tuesday mornings.

I'm terrible. Genuinely terrible. My sunsets look like an accident in a ketchup factory.

But I haven't missed a class in a year, and I've made friends in four countries.

Laterlearn. It's not too late. It's just later.

A Minute With It

Testimonial, car selling · Adult (30-45) · Neutral American · 60 seconds

I learned to drive in that car. My dad taught me in the church parking lot. I clipped a shopping cart on the very first go, and he laughed so hard he had to get out.

I drove it to college. I drove it to my first job. I drove my daughter home from the hospital in it, at about eleven miles an hour.

So when it was time to sell it, I didn't want some stranger haggling over it on the side of the road.

Drivewhistle made it easy. I put in the details, they sent a real offer the same day, and a nice man called Luis came to pick it up. He asked if I wanted a minute with it.

I did. I took the minute.

I found one of my dad's old parking stubs in the glove compartment. I kept that.

Drivewhistle. Sell your car the way it deserves.

The Plant Rides Up Front

Slice of life, movers, duet · Adult (25-40) · Neutral American · 60 seconds

Cast: JESS TASHA

Moving day. Two best friends, both around thirty, in an empty apartment full of boxes

JESS Is that the last one?

TASHA That's the last one. Unless you count the plant.

JESS The plant can ride with us.

TASHA The plant has survived three apartments, two breakups and a bad haircut. The plant rides up front.

JESS I still can't believe you hired movers. We always did it ourselves.

TASHA We always did it ourselves, and every time, somebody cried and somebody dropped a dresser on somebody's foot.

JESS That was one time.

TASHA It was your foot, Jess.

JESS Okay. Fair.

TASHA Boxcar Movers were in and out in three hours. They wrapped everything, even the weird lamp. Nothing broken.

JESS They were nice, too. The tall one called the plant 'ma'am.'

TASHA Which is correct.

JESS So this is it. You're really leaving the neighborhood.

TASHA It's twenty minutes away.

JESS It's twenty minutes from me.

TASHA Hey. Come here. Friday nights are still Friday nights.

JESS You'll have a guest room.

TASHA I'll have a guest room.

JESS I'm bringing the plant back.

TASHA Boxcar Movers. Moving's easier with the right people.

Don't Tell Them

Slice of life, cooking stock · Adult (40-55) · Irish · 60 seconds

My nana made gravy every Sunday for fifty years, and she never once wrote down how.

We'd ask, and she'd say, 'Ah, a bit of this, a bit of that, and don't be standing over me.'

When she passed, my sister and I spent a whole winter trying to get it right. Too thin. Too salty. One batch the dog wouldn't touch, and that dog ate a sock once.

Then, clearing out her press, we found it. Not a recipe. Just a box of Pantry and Pine stock, half used, with a note on it in her handwriting. It said, 'Don't tell them.'

We laughed until we cried. Then we made the gravy, the two of us, standing over it. It was perfect.

Pantry and Pine. Proper stock, slow simmered, for proper Sunday dinners. Your secret's safe with us.

Sorry, Nana.

The Bell Over the Door

Testimonial, business banking · Adult (40-55) · Neutral British · 60 seconds

I fixed bikes in my garage for thirty years. Neighbours' kids, mostly. For nothing, or for a biscuit.

At fifty-one, I was made redundant from the job I actually got paid for. And my wife said, 'Well. You know what you want to do.'

I did. I'd just been too scared to say it.

The hard part wasn't the bikes. It was the business. Invoices, accounts, a loan, all the things I'd been avoiding my whole life.

At Keelson Business Banking, I got a real person. Nadia. She sat with me for an hour, went through it all twice, and never once made me feel old or daft.

Spoke and Chain opened in March. There's a bell over the door. Every time it rings, I still get a little jolt.

Keelson Business Banking. For the ones who finally said it out loud.

Pop in. I'll have a look at your brakes.

Things I Searched at 3 a.m.

Confessional, baby clothing · Adult (25-40) · Neutral American · 60 seconds

Things I searched at three a.m. in my first month as a mom.

Is it normal for a baby to sound like a tiny goat.

How long can a person live on crackers.

Why is she staring at the ceiling fan like it owes her money.

Can you be too tired to sleep.

And, at three-forty, why are all my onesies done up wrong.

Nobody warns you about the snaps. Twelve tiny snaps, in the dark, while someone small and furious kicks you in the wrist.

So I switched to Littlewell zip-ups. One zipper, bottom to top, so you can change her with one hand and half a brain.

Soft cotton. No snaps. Nothing to line up at three a.m.

She's six months now. She still stares at the fan. I still do the searching. But the zipping is easy.

Littlewell. Made by parents who were up, too.

Nobody's Looking for a Shoebox

Testimonial, invoicing app · Adult (40-55) · Southern US · 60 seconds

My name's Wade. I run a landscaping outfit. Four trucks, nine guys, and one dog who thinks she's the foreman.

For fifteen years, I did the invoices at the kitchen table on Sunday nights. Shoebox full of receipts. Coffee going cold. My wife asking if I was coming to bed, and me saying, 'Five minutes,' which was never five minutes.

Last spring, my nephew put me on Paperkite. I take a picture of a receipt, and it goes where it goes. I finish a job, I tap my phone, and the invoice is sent before I'm back in the truck.

Folks pay faster, too, because they just click and pay.

Now Sunday nights, I'm on the porch. The dog's on the porch. Nobody's looking for a shoebox.

I'm not a computer guy. That's kind of the point.

Paperkite. Get your Sundays back.

The Drawer in the Back

Slice of life, hardware store · Mature (55+) · Neutral American · 60 seconds

Mrs Delgado came in Tuesday looking for a hinge. Not just any hinge. The hinge. The one on her late husband's toolbox, the one he built in nineteen seventy-eight.

Now, they don't make that hinge anymore. Haven't for years.

But we've got a drawer in the back. My father started it. Every odd part, every orphan bolt, every piece nobody could find a home for. Fifty years of it.

Took us about forty minutes. My grandson found it. Held it up like he'd struck gold.

Mrs Delgado didn't say much. She just held it for a second. Then she asked how much, and I told her we'd call it even.

That's the thing about a hardware store. It's not really about the hardware.

Pruitt's Hardware, on Main Street in Carverton since nineteen seventy-four. If we haven't got it, we'll check the drawer.

The Big Green Button

Slice of life, tablet, duet · Any · Neutral American · 60 seconds

Cast: LUCY DAD

A daughter in her thirties on a video call with her father, seventies, who is holding the tablet much too close

LUCY Dad. Dad, I can only see your ear.

DAD What?

LUCY Your ear. Move the tablet back.

DAD Is that better?

LUCY Now I can see the ceiling.

DAD Well, it's a nice ceiling.

LUCY Dad.

DAD Okay, okay. There. Hello!

LUCY Hi! There you are. How are you liking the Cornertab?

DAD It's good. The words are big. I pressed the big green button like you said, and there you were.

LUCY That's it. That's all you have to do.

DAD I called your Aunt Ruth this morning. She cried.

LUCY Happy crying?

DAD I think so. She showed me her tomatoes for twenty minutes.

LUCY That sounds like Ruth.

DAD Lucy, can I ask you something?

LUCY Sure.

DAD Can I call you tomorrow? Just to say hello.

LUCY Dad. You can call me every day.

DAD Don't tempt me. I've got a big green button now.

LUCY The Cornertab. A big screen, a simple setup, and one button to see the people you love.

DAD Now how do I turn it off?

Practice with these, record them, post them as demos or reels, use them in auditions. Please do not resell them as scripts. © VO Journey Academy · avosjourney.com