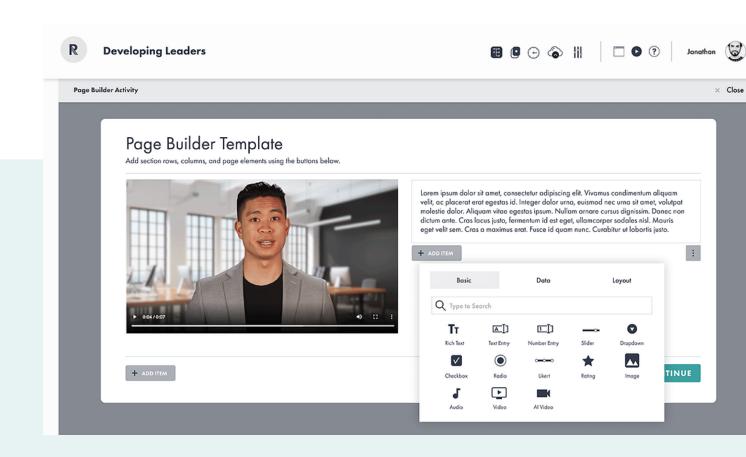# THE REGIS COMPANY

AI Avatar
Script Writing Tips

Prepared for External Use

Bring your AI Avatars to Life

Use the following tips to help with pronunciation and cadence, so your Avatars sound more natural and life-like.

Insert hyphens

You can sometimes fix word pronunciation by inserting hyphens or using their phonetic spelling. Here are a few examples:

Words

Try inserting hyphens to make the word sound like you want. For example:
[Content → con-tent]

Acronyms

Try spelling acronyms like they would sound. For example:

- AI → a-eye
- AWS → a-"double you"-s
- NYC → N Y C

Numbers

Try spelling numbers as words. For example:

- Ten eighty-nine -> 10 89
- Two five eight six -> 2 5 8 6
- One hundred and forty-eight: -> 148

Use punctuation marks

If you have problems with sentence rhythm, try inserting commas, periods, or quotation marks to add different styles of breaks in your script.

- *Commas* will add shorter breaks than a period.
- *Periods* will add a longer break and downwards inflection.
- *"Quotes"* will add emphasis to a specific word or part of the sentence.

Phonetic spellings

Phonetic spellings will help with the pronunciation or words and acronyms. Below is a handy table to help you replace letters with phonetic alternatives.

Letter	Phonetic Spelling	Alternatives
A	ai	ah, ay, eigh
B	Bee	be, buh
C	See	kuh, suh, cee
D	Dee	de
E	Ee	eh, eei
F	Ef	fuh
G	Jee	guh
H	eitch	huh
I	eye	aiy, ah-ee
J	Jay	jai
K	kay	kai
L	el	ell
M	em	emm
N	en	nuh

O	o	ah, oh, uh, oo
P	pee	puh
Q	cue	kwuh
R	ah-r	arr, are
S	ess	zuh
T	tee	tuh, tea
U	yoo	yew
V	vee	vea, vuh
W	double-you	double-yew, Duboyoo
X	eks	exx
Y	wah-ee	wye, wyje
Z	zee	zea, zuh

Pre-read your script out loud

Read your script out loud to see if it sounds like how someone would naturally speak.

- Add word-fillers and/or pauses
    - To make your avatar sound more human, consider adding typical word-fillers such as "like…" "so,…." "well…" etc..

- Adding pauses
    - Adjust the cadence of the script by inserting pauses using <break time="2s" />
    - Update the time as needed e.g., 2 seconds = 2s; 50 milliseconds = 50ms

Break up the text + be mindful of the length

If you have a long script, break it down into smaller paragraphs. Also, try breaking up long sentences into shorter sentences.

For video length, a best practice is a <u>maximum</u> of 150 words (~1 minute).

Stick to one language

Avoid mixing languages. For example, using English and Spanish in the same script.