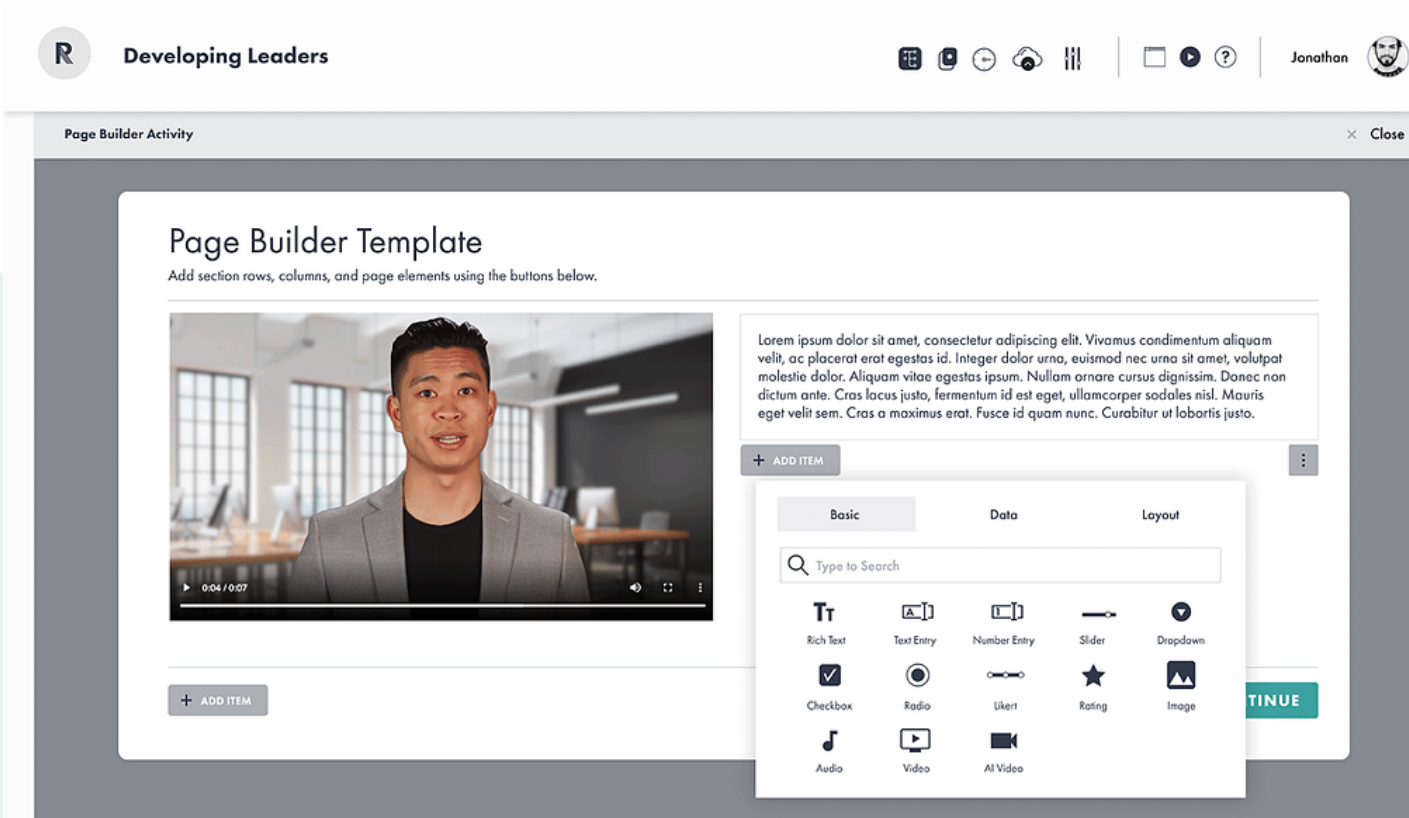


# AI Avatar Script Writing Tips

Prepared for External Use



The screenshot shows a web page builder interface for a page titled "Developing Leaders". The page is currently in a "Page Builder Activity" state. The main content area features a video player with an AI avatar of a man in a grey blazer. Below the video is an "ADD ITEM" button. To the right of the video is a text block containing Lorem Ipsum placeholder text. Below the text block is another "ADD ITEM" button. A modal window is open, displaying a grid of page elements categorized into "Basic", "Data", and "Layout". The "Basic" category is selected, and the modal includes a search bar and a grid of icons for various elements: Rich Text, Text Entry, Number Entry, Slider, Dropdown, Checkbox, Radio, Likert, Rating, Image, Audio, Video, and AI Video. The "AI Video" element is highlighted. The interface also shows a user profile for "Jonathan" in the top right corner and a "Close" button in the top right of the page builder activity area.

**Developing Leaders**

Page Builder Activity

## Page Builder Template

Add section rows, columns, and page elements using the buttons below.

0:04 / 0:07

+ ADD ITEM

Rich Text, Text Entry, Number Entry, Slider, Dropdown, Checkbox, Radio, Likert, Rating, Image, Audio, Video, AI Video

TINUE

# 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 of 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 maximum of 150 words (~1 minute).

### **Stick to one language**

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