

V.O. script: 426 words

Voice Over will take 159 seconds for this 426 words of script (2.65 minutes)

{110 pages, 16 chapters}

[TEXT] The Tax Cut and Jobs Act: What Middle America Needs to Know

[VOICE] The Tax Cut and Jobs Act is the most drastic change to Tax law in decades. What does it all mean? What does it mean to YOU?

[VIDEO CLIP OF ‘YOU’ , SUCH AS CLOSING FAR/NEAR ON ACTOR, OR PHOTOS OF MIDDLE AMERICANS]

[VOICE] Attention Middle America! Drastic Changes have occurred in the past few days and will have a humongous affect and – depending on who you listen to – will have a tremendously positive effect, or, a devastating effect on your daily life.

[text] So, which is it?

[PHOTOS OF VARIOUS AMERICAN ACTIVITIES – SEE SCRIPT]

[VOICE] Good or bad, the new tax initiative that was passed, The Tax Cut and Jobs Act, will impact how you live your life and run your business in America. From this day forward, it will determine where and when you vacation, how much money you spend on food at the grocery store, when you dine at restaurants and how often, and many, many things.

[COUPLE LOOKING AT BANK BOOK, PAYING BILLS]

[VOICE] Since this new tax act has such a tremendous impact on your daily life, shouldn't you get familiar with it? One way or the other, you will deal with it.

[TEXT] When and how better to find out than to find out than NOW?

[VIDEO CLIP OF CNN VS FOX COMMENTATORS]

[VOICE] After all, if you leave it to the pundits on TV, left or right, you'll only get their interpretations of what they think it means...oh, and with a little slant from their party line.

[VOICE] No, get this crucial information from a reputable source: One that can take you by the hand and guide you as far down the path you're ready to go.

[PEACEFUL PIC OF READER REVIEWING EBOOK]

[VOICE] You're in luck! You are looking at such a reputable, unbiased source. The author has meticulously deciphered all the details of this tax reform in a easy-to-digest format. He gives you plenty of information, naming his sources, and offers links to learn more. Each and every subject is broken down in clear, plain language, no mumbo jumbo-speak here.

[RUNNING DOWN TABLE OF CONTENTS]

[VOICE] Don't let the plain language fool you. No, this author drills down every subject so you will get all the details needed to comprehend and decide for yourself whether this tax reform is "good" or "bad".

[TEXT OR VOICE] Just think! Someone who you can trust to interpret Capitol Hill's rulings.

[VOICE] This material – in convenient, eBook fashion, has 110 pages and 16 chapters of well-documented information. (Author) is an incredibly gifted writer. (Title) is a sophisticated look at a complex set of laws yet told in a way that everyone can understand.

[ROLLOVER OF EBOOK PAGES STARTING AT TABLE OF CONTENTS]

[VOICE] Take a look at the Table of Contents. You'll find that the Author has left no stone unturned.

[TEXT AND VOICE] Get this eBook now!

[CLOSEUP OF EBOOK COVER]

[TEXT AND VOICE] Share it with your Accountant.

[END]

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