



Software demo script

any2.video

Template. One task, one script, one version.

\$ cat brief.md

Task, in one sentence	<i>One job with a finish line a viewer can name. Not a feature tour.</i>
Product and version	<i>The exact build you record against. It decides when to re-record.</i>
Audience	<i>Who watches, and what they already know. One audience per script.</i>
Prerequisites	<i>Accounts, licences, test data, hardware. Shown on screen before the first click.</i>
Starting state	<i>What the screen looks like at 00:00. A clean environment, not your daily one.</i>
Finish line	<i>The result the product itself shows. The moment the task is done.</i>
Evidence check	<i>Something the product produced, not the narrator saying it worked.</i>
The failure to keep	<i>The step people get wrong, with its error and fix. Leave it in.</i>

\$ cat scenes.tsv

#	Time	On screen	Voiceover	Expected result



Worked example

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Proxmox VE 9.2 install, from the any2.video library

\$ cat brief.md

Task, in one sentence	Install Proxmox VE 9.2 from a blank machine to a working web interface.
Product and version	Proxmox VE 9.2, recorded 2026-09-01.
Audience	A homelab or IT admin installing Proxmox VE for the first time.
Prerequisites	A blank 64-bit machine, a USB stick, the ISO and its published checksum.
Starting state	The ISO download page, before the checksum is verified.
Finish line	The web interface on port 8006, reachable at the address set during install.
Evidence check	Log in as root over the network from another machine; the dashboard loads.
The failure to keep	Install completes but the web interface is unreachable. The cause is almost always the network screen.

\$ cat scenes.tsv

#	Time	On screen	Voiceover	Expected result
1	01:23	ISO page, checksum command	Check the download before you write it to a stick.	Checksum matches the published one
2	02:46	Disk screen: ext4, ZFS, Btrfs	The installer takes the whole disk.	Disk and filesystem chosen
3	04:59	Network screen, field by field	This screen decides whether you can reach it later.	Hostname, CIDR IP, gateway, DNS set
4	06:04	Install, reboot, console URL	Remove the stick. The console prints the URL.	Console shows the address on port 8006
5	06:35	Browser on another machine	Log in as root and accept the certificate warning.	Web interface reachable: verified

Watch the finished walkthrough, with both failures kept in:
any2.video/library/install-proxmox-ve-9-2-every-screen

Every line above happened in a real run on 2026-09-01.

Timestamps are from the published video (7:50).

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Live sales demo script

Variant for a demo given live on a call.

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\$ cat run-order.md

1 Open with their task

Repeat the task they named in discovery, in their words. If they named none, ask before you share a screen.

Your line: _____

2 Show the starting state

Say which version you are on and what is already set up. Nobody trusts a demo that starts mid-flight.

Your line: _____

3 Run the task, once

One path, start to finish. Narrate decisions, not clicks.

Your line: _____

4 Show the result in the product

Open the thing the task produced: the file, the alert, the record. Do not just say done.

Your line: _____

5 Show one thing that goes wrong

The common mistake and how the product reports it. It answers the question they were going to ask later.

Your line: _____

6 Agree the next step

A trial, a recorded walkthrough of their exact task, or a call with their admin. One, with a date.

Your line: _____