

You want to use this document each time that you are planning a new video. Be sure to answer each of the questions completely, and do this for every video you plan to record.

1. Why are you doing this video, what is the primary purpose? What is the message that you want to tell your audience? You want to be very specific with your answers.

2. Who is the target market of your video?

3. How are you going to start the video, what are you planning to say in the introduction? You probably want state your name, and give a short summary of the video, this would be a great place for a “headline” to pique their interest.

4. What is your call to action, what are you asking your viewer to do at the end of the video?

5. How long your video will be? You want to keep it as short as possible and to the point. If it gets longer than 2 minutes you will start to lose people.