



STEP 5: The Verbal Impact - Video Planning A&E

Video Planning Sheet



Before you start any video creation you must **KNOW** your video strategy W ?...

1. **WHAT** is the purpose of this video?

2. **WHY** am I doing *this* video? What's the main point?

▶ WIIFM 1 – for me, what will I get?

▶ WIIFM 2 – for my viewer MOST important – *why* will they bother to watch you?!

3. **HOW** will I help / serve / ease the viewer?

4. **WHO** am I targeting?

5. **WHAT** is my Call to Action? What will they feel/say/do after watching?

6. **WHEN** will I plan/produce/promote this by?

7. **WHERE** will I promote/share this video? Link to my current social media plan...

BONUS ACTIONS I need to check?

▶ set up/re-brand my YouTube or Vimeo Channel

▶ learn Video SEO my Channels and/or Video promotion

▶ my current video VSEO success?

Get brownie points with search engines – use a public video host service!

You need a Branded Channel with properly linked Channel & Video SEO



MY NOTES...

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