

Module 2: Video

Basic Video Outline

Hook: Catch the viewers attention and give them context the for the video. *(If you are live ask for a share, or comment)*

Who You Are: Don't make this boring it's not just an introduction to your expertise, make sure it is telling the viewer who you really are! *(If you are live ask for an emoji or question)*

Topic/ Point 1: Your first piece of information you are imparting to your audience, make sure it is informative, actionable and helpful to your target audience!

StoryTime: Lighten the mood, make the video or at the very least you relatable. *(If you are live ask for an emoji, comment or share)*

Topic/ Point 2: Your second piece of information make sure the information is the easily identifiable as the next piece of the puzzle or step to solve the problem.

Soft Lead In: This pulls from point 2, and should be the closing sentence or two to pre-prep your audience that you have something for them, it can be paid or not, but that you will want them to take action at the end.

Topic/ Point 3: Your third piece of information should be the most important or juiciest, you want it that way so people watch the entire video.

Call To Action: This is your chance to move your audience from passive viewers to people to interact with. Get them to opt-in to something so you can re-target them!