



Checklist 7: Video Template

Project Name: _____ Date: _____

Once you have your main content recorded for your video, whether this is a talking head video in which you appear on screen or if you have recorded the audio version of your video script and you want to use it to create an animation or slideshow type video then it's now time to put everything together.

A good way to structure your video is to break it down into sections

- | | Yes | No |
|--|--------------------------|--------------------------|
| 1 Does your video grab your viewers' attention?
<i>You only have around 6 seconds to grab your viewers' attention or they'll click off and go somewhere else. So don't waste those first few seconds with an introduction.
Let them know what they'll learn or what's in store for them if they watch your video.</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 Have you branded your video?
<i>Now it's a good idea to brand your video with a brief intro such as an animated logo reveal and some music. Ideally this should be no longer than around 7 seconds.
Note: In the video editing checklist you will find resources to create these intro and outros.</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 Have you added an Introduction?
<i>Now introduce yourself and remind them what your video is about and encourage them to watch your video to the end because this is where your call to action will be.</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 Have you added your Main content?
<i>This is the part of the video where you will deliver your message or provide the content that you promised and aim to do this in an easy to follow manner and at a steady pace so that people can understand it and follow along step by step.</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 Have you added a Call to Action?
<i>You need to ensure that you add a clear call to action at the end of your video so that your viewers know exactly what to do and what to expect next. This could be as simple as "now click here to watch the next video" or "click on the link in the description below this video"
If you don't tell them then they won't know.</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 Have you created an Outro? | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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Now you can add an outro the same or similar to your intro to help with branding your video and maybe display your logo or company name. If your creating YouTube videos then now would be a good time to encourage them to subscribe, if they've watched your video to the end then they've obviously enjoyed it and are more likely to want to watch more.

7 Do you have any Bloopers?

If you have made any funny mistakes in your video then you could add them here. People love watching funny out-takes and it'll leave them feeling in a good mood and will help with connecting more with your viewers.

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