

Pre-recorded Worksheet

Season # ____

Write down an idea, tip, trick, advice, industry secret, something of value that solves a pain point or satisfies a need of your Target Audience. Eg. "3 Step to Cure Back Pain Instantly"

Episode 1	
Episode 2	
Episode 3	
Episode 4	
Episode 5	
Episode 6	
Episode 7	
Episode 8	
Episode 9	
Episode 10	
Episode 11	
Episode 12	

Remember, these videos are to be evergreen!



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www.VideoPowerUp.com/worksheets

Pre-recorded Outline

Season # ____ Episode # ____

“Cheesy” Episode Title or Headline

<p>STEP ONE ~10 seconds</p>	<p>Introduce yourself, and what tip or trick you’re going to talk about in your video. (e.g. “Hey! Scott here. In today’s video, I’m going to show you how to shoot video on your smartphone with great lighting, in 3 simple steps.”) Keep it cheesy!</p>
<p>STEP TWO < 2 minutes</p>	<p>This is the actual VALUABLE CONTENT you are providing. (eg. It could be a simple five-steps to accomplish a goal, like how to get good lighting in a smartphone video. Step one... step two... etc. Maybe include why they need to know this?) Point form is best!</p>
<p>STEP THREE ~10 seconds</p>	<p>What do you want them to do now that you’ve shared the valuable content with them? Like and share your post? Engagement is best and the name of the game. Try and start up a conversation in the comment section by asking a question. (Get friends/fans to comment!)</p>

Live Worksheet

Season # ____

Choose a format and topic that would intrigue your Target Audience; expand on topic, Q&A, behind-the-Scenes, demonstrations, events, interviews or news-based. Eg. A realtor could "Interview a real-estate lawyer on the closing costs and process."

Episode 1	
Episode 2	
Episode 3	
Episode 4	
Episode 5	
Episode 6	
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Episode 10	
Episode 11	
Episode 12	

Live Outline

Season # ____ Episode # ____

“Cheesy” Episode Title or Headline

Common Formats: Topic Q&A News Demo Interviews Other

STEP ONE ~10 seconds	Introduce yourself (and guest), and what you’re going to talk about in your video. (e.g. “Hey! Scott here, and in today’s video, I’m with Makeup Artist Melissa, and were talking on-camera makeup”) Keep it cheesy!
STEP TWO ~2 minutes	Take a few minutes to warm up yourself (and guest) with idle conversation that may also relate to the VALUABLE CONTENT. Remember, you want to delay the valuable content until more people are online, but you don’t want to lose the ones you’ve got. It’s a tricky balance.
STEP THREE > 8 minutes	This is the actual VALUABLE CONTENT you are providing. (eg. It could be a casual conversation with another expert, but have notes to keep it focused and remember to engage and ask questions of your viewers.) Point form is best!
STEP FOUR ~10 seconds	What do you want them to do now that you’ve shared the valuable content with them? Like and share your post? Engagement is best and the name of the game. Try and start up a conversation in the comment section by asking a question.

YOUR TWELVE-WEEK SEASON PLANNER

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
31 Jul 2017	1 Aug	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1 Sep	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1 Oct
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22