

Today is all about getting your ducks in a row, so you can create a video that does what you want it to achieve and more.

Watch today's video then complete this worksheet.
Enjoy!

STEP 1 – VIDEO SUPER POWERS

PLANNING

YOUR BUSINESS PURPOSE

It's easy once you've decided to make video to get carried away with the creative side of things. *"We could do this... How about we film there... There's this great thing happening then that we could film..."*

Take a breath; there'll be time for the creative stuff shortly.

The most important thing to consider is what you want the video to achieve: hence defining its' goals or business purpose.

With this purpose, think then about the action you want your audience to take and how you will ask them to do this.

Defining the business goals will also help set a benchmark for where you want to be at the end of your video campaign and enable you to refine and measure its success.

Here are some ideas to help:

- Do you want people to become **aware** of your brand? Do you want to increase **traffic** to your website?
- Are you **promoting** an event?
- Do you want a higher **click through rate** on an email campaign?
- Are you looking in increase your visibility or become an **expert** in your field?
- Are you after **leads**?
- Is this campaign all about **sales**?
- Are you looking to add to your **database**?

YOUR AUDIENCE

It goes without saying that you need to think about who you are targeting: your audience.

Take some time to nut out as much information about them as possible as this will in turn help you more clearly adjust your message to suit them.

It's vital too that you identify what their problem, issue or pain point is, thereby positioning your product or service as a solution to help solve that.

Videos can be created for the different stages in their journey to purchase. There's no point showing them a video that actively promotes your products if they are still working out what they need.

Matching this audience expectation with your business purpose is what I call the video sweet spot.

PLATFORM

Your audience research will also include identifying what platforms they are actively seeking information or entertainment.

There's no point in crafting extended You Tube tutorials if your ideal customer is engaged on Instagram.

Your video might ultimately be published across different platforms. If this is the case, you may have to adjust frame size, duration, design elements, audience expectations and even messaging for each platform.

IDEAS

Once the business end is done, it's time for the creative and ideas - so please go crazy!

Online audiences love originality, entertainment and off-the-wall ideas - so give it your best shot.

With your idea locked down, translate this to paper, whether that be a script, a storyboard or shot list so that everyone involved knows what you're intending.

Being on the same page - literally - also ensures adjustments, changes and feedback can be incorporated *before* you press record. And believe me, it will save you plenty of time in post production so listen and take it on board.

BUDGET

In Step 2 we'll explore how to resource your video. So to give you the heads up this might be the time you consider what - if any - budget you have to spend. Spoiler alert: You can make video with a ZERO budget!

BUSINESS PURPOSE

WHAT DO YOU WANT YOUR VIDEO TO DO FOR YOUR BUSINESS?

WHAT RESULTS WOULD SIGNIFY SUCCESS?

HOW WILL YOU MEASURE THIS?

WHAT DO YOU WANT YOUR AUDIENCE TO DO OR FEEL AFTER WATCHING?

AUDIENCE

DESCRIBE YOUR TYPICAL CUSTOMER OR CLIENT?

DESCRIBE YOUR IDEAL CUSTOMER OR CLIENT (IF DIFFERENT)?

WHAT PROBLEM DO YOU SOLVE FOR CUSTOMERS OR CLIENTS?

WHY DO THEY BUY FROM YOU?

PLATFORM

HOW WILL YOUR AUDIENCE DISCOVER THE VIDEO?

HOW DO YOUR AUDIENCE USUALLY FIND INFORMATION?

WHAT PLATFORMS WILL YOU PUBLISH YOUR VIDEOS ON?

That's all the planning for today.

See you again for **Step 2** when we explore what resources you can use to make your video the best it can be.