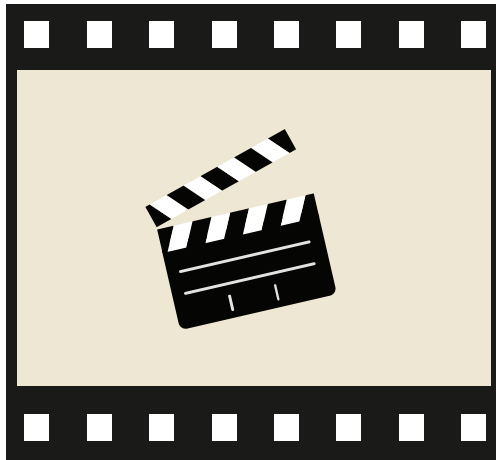


Video Structure Template



Video Structure Template

The video structure template is a guide that you can always use to storyboard your video to It keeps the flow, keeps your audience entertained right to the end, gets your point across and has watchers take part in your call to action.

Planning the structure before you sit down to script can help in so many ways.

Your look remains consistent. It keeps you to the point. You're able to get all that you wanted to say "out there" instead of rambling, so that you position yourself as the expert.

As a bonus later you can even use your template if you are outsourcing your editing to a professional.

The Elements To Your Video Template

I'll give you an estimated time for each, if we were creating a two minute video.

*** I encourage videos no longer than 2 minutes for most social media platforms. Unless you're platform is YouTube and that will be a whole other Series.



Animated Intro (up to 7 sec)

It's your overall introduction, sitting in front of every one of your videos to identify your brand. The title is approx. 2-5 seconds and it describes what is in your video. The title can be narrated as well as text over a slide.



The Introduction To Your Topic (approx 30 sec)

This is where you will reveal to your audience what your video title is all about.

Outline a Challenge or Struggle (30 sec)

That you know your audience has about the subject. It really helps grab them because now they can relate and are hungry for a solution.

The Hook (10 Sec)

The hook is somewhere in the middle of your video to encourage your viewers to continue watching. It's sometimes formulated as a promise that juicy things will be offered if they can just stay tuned until the end.



The Solution (45 sec)

The bulk of your video will now be on the solution or information you have to solve the problem that you spoke of earlier. This can be done with a story or examples.



Your Conclusion and Sign Off(10 sec)

This can be one phrase that signifies that your video is complete. It gives you a chance to identify yourself or your brand once more before the call to action.

Call to Action

A quick 5 to 10 sec powerful, to the point, narration or slide with music, that tells your audience what to do next. Because, the success of your video will depend on the action that they will take.