



Training or Tutorial

Planning Templates Series

Creating a video with a clear purpose and audience in mind is key to achieving your goals. These templates are designed to guide you through outlining your video's goals, audience, and key messages for various types of content.

Purpose:

To educate viewers about a process, product, or topic.

Step 1: Define Your Goals

- What should viewers learn by the end of this video?
(Examples: How to use a product, a step-by-step guide.)
- Who is this video for? (Examples: Employees, customers, or general audiences.)

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Step 2: Audience Knowledge Level

- Are they beginners, intermediate learners, or experts?
- What prior knowledge or resources might they need?

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Step 3: Outline the Video Content

- Introduction: What will this video cover? Why is it important?
- Steps: Break the process into clear, logical sections. Include visuals or examples where needed.
- Recap: Summarise the main points and encourage further action. (Examples: "Download the guide," "Contact us with questions.")



These templates provide a structure to ensure your videos are well-planned, engaging, and aligned with your goals. Ready to bring your vision to life?

Let Chocolate Cake Media help you create something amazing!