

VIDEO STORY FRAMEWORK

Create your own YouTube video, Facebook or Instagram live session or even host a Webinar that keeps the viewer engaged by following this simple Story Framework.



INTRODUCTION

- What's the problem you're discussing in this video? Tell us.
- What value do you want people to get from this video? Tell either;
 - a) The dream you see if the problem is solved
 - b) What the viewer will learn from watching your video

Remember: the first 10 seconds matter most. An intro should be about 30 seconds long.

HEADLINES

Establish headlines or sections to your video and use these as a guide to your storytelling. This helps your viewer as well as keep you focused on providing all of the information.

For example; if you create an instructional type video

Headline 1: Why you chose this style

Headline 2: The ingredients

Headline 3: Look closer at some of the ingredients

Headline 4: Assembly

Headline 5: Show us what you made in action



CONCLUSION

Wrap up your video with a summary.

Show the final results of your journey or finished product in action. Let us know how you solved 'the problem'.