



B. Urban
PRODUCTIONS

VIDEO SERIES PLANNING WORKBOOK

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THE METHOD CREATIVE CONSULTANT



INTRODUCTION

WELCOME

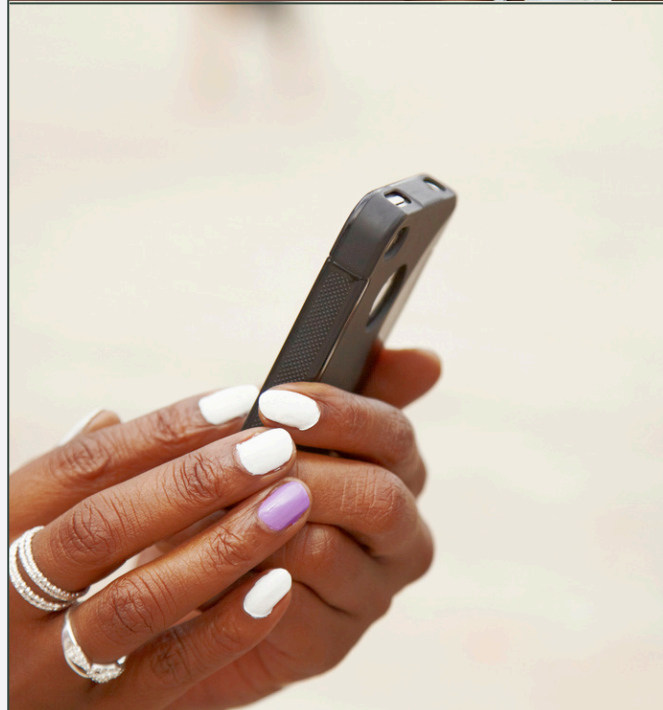
INTRODUCING YOUR ULTIMATE
CAMPAIGN & SERIES PLANNING
WORKBOOK!

CONGRATULATIONS ON TAKING THE
FIRST STEP TOWARDS TRANSFORMING
YOUR IDEAS INTO IMPACTFUL
CAMPAIGNS AND POTENTIAL VIDEO
SERIES!

WELCOME TO YOUR COMPREHENSIVE
GUIDE DESIGNED TO STREAMLINE
YOUR PLANNING PROCESS, CLARIFY
YOUR OBJECTIVES, AND PAVE THE
WAY FOR ACHIEVABLE GOALS.

THIS WORKBOOK WILL BE YOUR
TRUSTED COMPANION, METICULOUSLY
CRAFTED TO CHANNEL YOUR
CREATIVITY AND STRATEGIC THINKING
INTO ACTIONABLE PLANS. WHETHER
YOU'RE SPEARHEADING A MARKETING
BLITZ, ORCHESTRATING A SERIES OF
EVENTS, OR MAPPING OUT A
CAPTIVATING CONTENT SERIES, THIS
WORKBOOK IS YOUR ROADMAP TO
SUCCESS.

I HOPE IT HELPS YOU AS MUCH AS IT
HAS HELPED ME.



PROCESS

STEP ONE

NAMING AND GOAL/OBJECTIVE:

DEFINE A CATCHY AND RELEVANT NAME FOR YOUR CAMPAIGN OR SERIES. CLEARLY OUTLINE THE PRIMARY GOAL OR OBJECTIVE YOU AIM TO ACHIEVE THROUGH THIS INITIATIVE. ENSURE THAT THE NAME ALIGNS WITH YOUR OBJECTIVE TO CREATE A COHESIVE MESSAGE.

STYLE:

DETERMINE THE FORMAT OF YOUR CONTENT (E.G., PODCAST, VIDEO SERIES, BLOG POSTS). DEFINE THE VIBE OR TONE YOU WANT TO CONVEY TO YOUR AUDIENCE. DECIDE ON THE IDEAL LENGTH OF EACH EPISODE OR CONTENT PIECE. CHOOSE TOPICS THAT RESONATE WITH YOUR TARGET AUDIENCE AND ARE ALIGNED WITH YOUR OBJECTIVES. DETERMINE IF THERE ARE ANY LOCATION-SPECIFIC CONSIDERATIONS FOR YOUR CONTENT PRODUCTION.

STEP TWO

STEP THREE

TECHNOLOGY:

SELECT THE NECESSARY TECHNOLOGY TOOLS AND EQUIPMENT REQUIRED FOR CONTENT CREATION AND DISTRIBUTION. THIS MAY INCLUDE RECORDING DEVICES, EDITING SOFTWARE, HOSTING PLATFORMS, AND DISTRIBUTION CHANNELS. ENSURE THAT THE CHOSEN TECHNOLOGY ALIGNS WITH YOUR BUDGET AND TECHNICAL CAPABILITIES.

10 STEP

STEP FOUR

SOCIAL MEDIA PLATFORM:

IDENTIFY THE PRIMARY SOCIAL MEDIA PLATFORMS WHERE YOU WILL PROMOTE AND DISTRIBUTE YOUR CONTENT. CONSIDER THE DEMOGRAPHICS AND PREFERENCES OF YOUR TARGET AUDIENCE WHEN SELECTING PLATFORMS. DEVELOP A STRATEGY FOR ENGAGING WITH YOUR AUDIENCE ON EACH PLATFORM TO MAXIMIZE REACH AND IMPACT.

STEP FIVE

SPEAKER PERSONA:

DEFINE THE PERSONA OR VOICE THAT WILL REPRESENT YOUR CAMPAIGN OR SERIES. DETERMINE THE CHARACTERISTICS, TONE, AND STYLE THAT ALIGN WITH YOUR BRAND AND RESONATE WITH YOUR AUDIENCE. ENSURE CONSISTENCY IN MESSAGING AND BRANDING ACROSS ALL COMMUNICATION CHANNELS.

STEP SIX

LOGISTICS:

ESTABLISH A POSTING SCHEDULE THAT OUTLINES THE FREQUENCY AND TIMING OF CONTENT RELEASES. ALLOCATE RESOURCES FOR CONTENT PRODUCTION, EDITING, AND DISTRIBUTION. DETERMINE THE NUMBER OF EPISODES OR CONTENT PIECES YOU PLAN TO CREATE. DEVELOP A BUDGET THAT COVERS ALL EXPENSES ASSOCIATED WITH THE CAMPAIGN OR SERIES.

10 STEP

STEP SEVEN

MEASUREMENT:

IDENTIFY KEY PERFORMANCE INDICATORS (KPIs) TO MEASURE THE SUCCESS OF YOUR CAMPAIGN OR SERIES. ESTABLISH METRICS FOR TRACKING AUDIENCE ENGAGEMENT, REACH, AND CONVERSION RATES. IMPLEMENT ANALYTICS TOOLS AND TRACKING MECHANISMS TO MONITOR PERFORMANCE AND MAKE DATA-DRIVEN DECISIONS.

STEP EIGHT

CONTENT PLANNING:

DEVELOP A CONTENT CALENDAR OUTLINING TOPICS, THEMES, AND KEY MESSAGES FOR EACH EPISODE OR CONTENT PIECE. CONSIDER SEASONAL TRENDS, INDUSTRY EVENTS, AND AUDIENCE PREFERENCES WHEN PLANNING CONTENT. ENSURE DIVERSITY AND RELEVANCE TO MAINTAIN AUDIENCE INTEREST AND ENGAGEMENT.

STEP NINE

CREATE A TIMELINE FOR RELEASE:

MAP OUT A TIMELINE THAT OUTLINES THE PRODUCTION SCHEDULE, EDITING PROCESS, AND RELEASE DATES FOR EACH EPISODE OR CONTENT PIECE. FACTOR IN BUFFER TIME FOR UNEXPECTED DELAYS OR REVISIONS.

STEP TEN

CREATE A SPEC:

WRITE DETAILED SPECIFICATIONS OUTLINING THE TECHNICAL REQUIREMENTS, CREATIVE ELEMENTS, AND DELIVERABLES FOR EACH EPISODE OR CONTENT PIECE. INCLUDE GUIDELINES FOR CONTENT STRUCTURE, VISUALS, MUSIC, AND BRANDING ELEMENTS.

STEP 1

NAMING + GOAL/OBJECTIVES

WHAT DO YOU WANT TO NAME THE SERIES?

WHAT IS/ARE YOUR MEASURABLE GOAL(S)?

WHAT IS YOUR KEY OBJECTIVE?

STEP 2

STYLE & FORMAT

WHAT STYLE OF VIDEO DO YOU WANT?

WHAT VIBE/AESTHETIC ARE YOU AIMING FOR?

WHAT IS THE KEY TOPIC YOU WANT FOR THE
SERIES/CAMPAIGN?

WHERE WILL THE LOCATION OF THE SHOOT BE?

WHAT IS THE ESTIMATED DURATION OF THE
CONTENT?



STEP 3

TECHNOLOGY

HOW WILL YOU
SHOOT YOUR
CONTENT?

PHONE?

CAMERA?

OUTSOURCE/VIDEOGRAPHER?

DO YOU NEED A
MULTI-SHOT SET
UP?

YES?

NO?

ARE THERE EXTRA TECH YOU MAY NEED TO
ACCOUNT FOR?

MICS?

LIGHTING?

TRIPOD/STABILIZER?



STEP 4

SOCIAL MEDIA

WHAT PLATFORM IS YOUR PRIMARY GOAL TO BE SUCCESSFUL IN?

ARE YOU GOING TO ACTIVATE ORGANICALLY IN CHANNEL OR WILL YOU UTILIZE PAID MEDIA? A MIX?

IF YOU DO MULTI-CHANNEL, ARE YOU WILLING TO CREATE DIFFERENT VERSIONS OF YOUR ASSET(S)

Y

N

☐☐

STEP 5

SPEAKER PERSONA

**DO YOU HAVE AN IDEA OF WHO YOU WANT YOUR
SPEAKER(S) TO BE?**

**DO YOUR SPEAKERS HAVE TO BE EXPERIENCED IN
PUBLIC SPEAKING?**

Y N

☐ ☐

**DO YOUR SPEAKERS NEED TO BE TIED TO A NICHE
TOPIC?**

Y N

☐ ☐

STEP 6

LOGISTICS

WHAT DAY(S) OF THE WEEK
WILL YOU POST?

☐ S ☐ M ☐ T ☐ W ☐ T ☐ F ☐ S

WHAT WILL YOUR
CONSISTENT SCHEDULE
LOOK LIKE FOR POSTING?

WEEKLY?

BI-WEEKLY?

DAILY?

WHO WILL EDIT YOUR VIDEOS?

HOW MANY
EPISODES/VIDEOS WILL BE
CREATED?

IS THERE A BUDGET? IF YES,
HOW MUCH?

Y

N

☐☐

\$

HOW MUCH TIME WILL YOU
BE ABLE TO SPEND ON THE
SERIES?

☐ S ☐ M ☐ T ☐ W ☐ T ☐ F ☐ S

[] HOURS PER WEEK



STEP 7

MEASUREMENT

WHEN SETTING GOALS, MAKE SURE IT FOLLOWS THE SMART STRUCTURE. USE THE QUESTIONS BELOW TO CREATE YOUR GOALS. WHAT DOES SUCCESS LOOK LIKE FOR YOU?

S

SPECIFIC

WHAT DO I WANT TO ACCOMPLISH?

M

MEASURABLE

HOW WILL I KNOW WHEN IT IS ACCOMPLISHED?

A

ACHIEVABLE

HOW CAN THE GOAL BE ACCOMPLISHED?

R

RELEVANT

DOES THIS SEEM WORTHWHILE?

T

TIME BOUND

WHEN CAN I ACCOMPLISH THIS GOAL?



STEP 8

CONTENT PLANNING

CATEGORY /TOPIC	SPEAKER?	DATE?	STATUS?



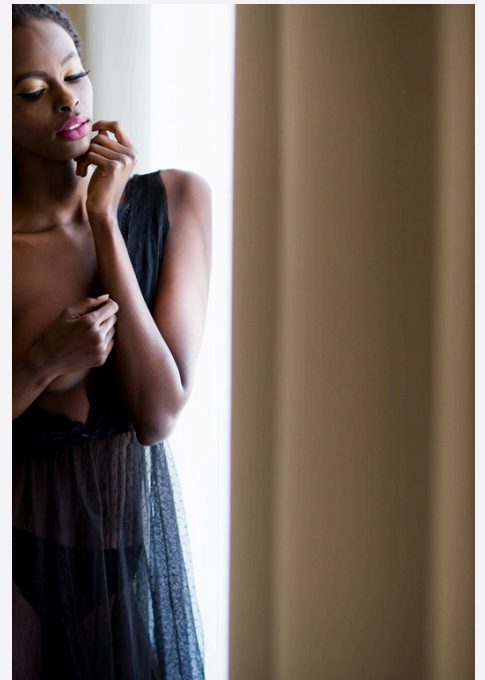
STEP 9

MAJOR MILESTONES

WEEK OF: _____

DATE	MY GOALS	NOTE	DONE
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Speaker

- Who was used for the spec?

Location

- Where did you decide to shoot your spec?

Technology used

Is the technology you chose the best fit for what you want to accomplish?

Topic(s)

Is the topic you chose strong enough to carry a whole series?

Notes

Write down any additional notes you may want to keep in mind for shooting your real asset(s).

The MCC

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GOOD
Luck!

*The Method
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Consultant*

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