



*B. Urban*  
PRODUCTIONS

# VIDEO SERIES PLANNING WORKBOOK

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## INTRODUCTION

# WELCOME

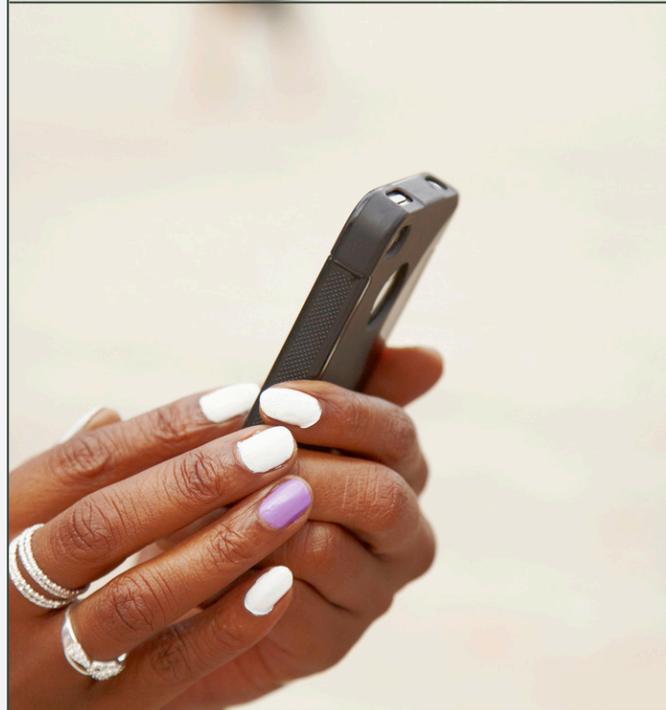
INTRODUCING YOUR ULTIMATE  
CAMPAIGN & SERIES PLANNING  
WORKBOOK!

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.



10 STEP

# 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?

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WHAT IS/ARE YOUR MEASURABLE GOAL(S)?

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WHAT IS YOUR KEY OBJECTIVE?

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**STEP 2**

# STYLE & FORMAT

**WHAT STYLE OF VIDEO DO YOU WANT?**

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**WHAT VIBE/AESTHETIC ARE YOU AIMING FOR?**

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

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**WHERE WILL THE LOCATION OF THE SHOOT BE?**

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**WHAT IS THE ESTIMATED DURATION OF THE  
CONTENT?**

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## 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?**

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

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**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?**

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**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 VOUR  
VIDEOS?

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HOW MANY  
EPISODES/VIDEOS WILL BE  
CREATED?

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IS THERE A BUDGET? IF YES,  
HOW MUCH?

Y

N

\$

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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?

<b>S</b>	<p><u>SPECIFIC</u></p> <p>WHAT DO I WANT TO ACCOMPLISH?</p>	
<b>M</b>	<p><u>MEASURABLE</u></p> <p>HOW WILL I KNOW WHEN IT IS ACCOMPLISHED?</p>	
<b>A</b>	<p><u>ACHIEVABLE</u></p> <p>HOW CAN THE GOAL BE ACCOMPLISHED?</p>	
<b>R</b>	<p><u>RELEVANT</u></p> <p>DOES THIS SEEM WORTHWHILE?</p>	
<b>T</b>	<p><u>TIME BOUND</u></p> <p>WHEN CAN I ACCOMPLISH THIS GOAL?</p>	



## STEP 8

# CONTENT PLANNING

CATEGORY /TOPIC	SPEAKER?	DATE?	STATUS?



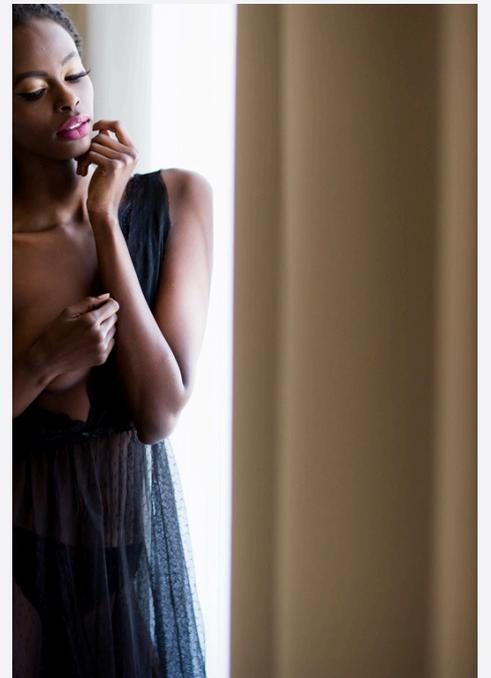
STEP 9

# MAJOR MILESTONES

WEEK OF: \_\_\_\_\_

DATE	MY GOALS	NOTE	DONE
			<input type="checkbox"/>





## *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!

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