

# CONTENT IN 3 STAGES

## Stage 1: Hone Your Script

### tone

- Start with a strong opening
- Re-write your hook with a question or strong statement
- Make it conversational by using "You" and "Let's" often

### clarity

- Use simple, direct language
- Take out jargon or any word that requires explanation
- Add a metaphor to help describe a concept

### chunking

- 2-3 sentence chunks

## Stage 2: Choose Your Layouts

### TALKING HEAD FRAMING



- Cut to a close frame to break up your voiceover

### TEXT EMPHASIS



- Go big with text and important information

### STOCK FOOTAGE



- Show your product or to visualize a metaphor or concept

## Stage 3: Modify For Pacing and Engagement

Key Learning: Jingle the 🎹🎹🎹

### MOMENTUM

- Change your visuals onscreen every 20-30 seconds
- "Jingle the Keys"
- Shorten your video intro to 10 seconds or less

AND  
TRY SOMETHING  
DIFFERENT

- Switch the talking head frame
- Grab some stock footage
- Animate some text on-screen