

FOUNDATION IN 3 STEPS

Step 1

Write an audience statement

----- is a ----- who
name character needs -----
to -----
because -----
motivation

Step 2

Write an outcomes statement

----- should ----- by -----
viewer action this deadline

Step 3

Choose a skeleton

A
"How-to" Videos

- **Hook:** What is this video and why should they watch it?
- **Intro/Objective:** Where do I begin?
- **Steps:** Demonstrate and explain each of the steps.
- **Recap:** Review what you just covered quickly.
- **Call to Action:** What should they do with this skill?

B
Educational or Informational

- **Hook:** What is this video and why should they watch it?
- **Intro:** Why is this concept important to them and what is its context?
- **Key Concepts:** Define the core concept and support it with examples in context.
- **Support/Examples:** Explain how this can be applied in the real world.
- **Call to Action:** What should they learn about next or do with this knowledge?

C
Product Tour or Explainer

- **Hook:** What am I missing out on?
- **Problem Statement/Obstacle:** What's getting in the way?
- **Resolution:** How do you solve the problem?
- **Key Benefits:** What else do you gain from solving this problem?
- **Call to Action:** What should you do next?