ORGANIZATION IN 3 STEPS

Step 1
Write a hook

Curiosity: You wouldn't believe it, but _ _ _ _ _ _ _ _ _ .

Emotional: How important is it that _ _ _ _ _ _ _ _ _ ?

To the point: In this video, you'll learn to _ _ _ _ _ _ _ .

Relevant data: Every year, _ _ _ _ _ _ _ _ _ _ _ .

Greeting: Hey there! We're looking forward to _ _ _ _ _ .

Step 2
Break down your point into 1 chunk or 3 chunks

Hook

Key Topic

3 Supports

data, stories, examples

OR

Hook

3 Key Topics

1 Support
(for each topic)

data, stories, examples

Step 3
Re-size using the re-size filter

- **Time:** How much time does your viewer have?
- **Simplicity:** Could it be simpler? Could we break it up further?
- **Support the Action:** Will the viewer be successful with what they have?*

*If not, make a smaller chunk.

synthesia