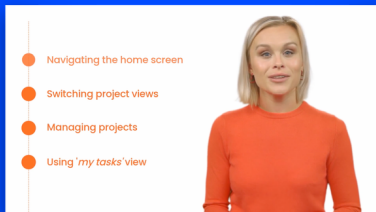


ACTION IN 3 STEPS

Key Learning: Your video is one step of a **pathway**, not the **destination**.

Stage 1: Recap Your Key Points

LIST IT



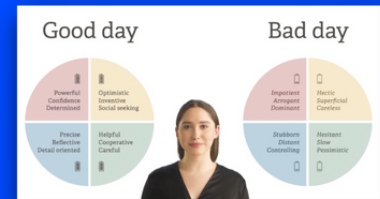
List out your key points.

STATE IT



Go big with your talking head frame and say it.

SHOW IT



Create a graphic that wraps your video all together.

Stage 2: Restate the Benefit in 1 sentence

By doing (**action**), you'll get (**result**).

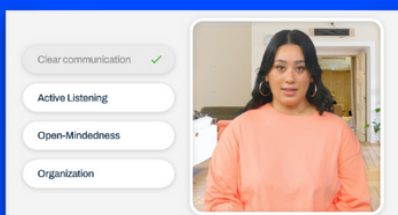
By using takeaway statements,
you'll remind learners why they clicked on the video in the first place.

By giving feedback in this format,
you'll deliver an actionable next step and better communicate your intent.

By adding an extra language to your knowledge base,
you'll increase customer interactions with your product by 2x.

Stage 3: Finish with a Call-to Action

KEEP THEM IN STREAM



"In this next exercise..."
"In the next lesson..."

SOCIAL ACTION



"Use the hashtag..."
"Ask your team lead to..."

GO BIG WITH YOURSELF



"Join us in our commitment..."
"Do your part..."