

Mini Video Structure Guide

By Sarah Michelle Brown

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WELCOME!

You. Can. Do. It. I'm so excited that you're taking this leap and getting clear about what you need to say in your videos.

We all know how having a road map (or GPS) is handy in guiding you to your destination. This cheat sheet will help make sure that you are pointed in the right direction!

Your customers will appreciate the steps you're taking to creating your very own videos that shine. You'll have the tools to approaching your filming with more clarity and ease.

Be sure to print up the cheat sheet and the accompanying worksheets whenever you have a video to shoot that needs to have a bit of structure to it.

If you are diggin' this guide, be sure to [Tweet it out](#) to your peeps.

Thanks for downloading this puppy. Have fun diving in!

And keep in mind 2 things:

1. While I'm getting you to write out your ideas here, there is no substitute for going ahead, and pressing record.
2. This structure is to give you a base to start experimenting from. You can go simpler if you need to rock out with baby steps. You may want to try out one or two steps to begin with and expand from there.

And as always...

Dream up,



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Let's keep this super simple. Here are the elements that generally make for a decent structure in a given online biz vid. Keep it in mind as you are writing your script / talking points. *Feel free to take this structure and make it your own:*

1. HOOK – A quick, intriguing section in which you say what this video will do for them. Make them want to see more. (10 seconds)

2. INTRO – Identify yourself, expand the hook, tease them, hint at a tip later in the video. (Various lengths, not too long)

3. PROBLEM – Dive into the issue that you're dealing with in that video. It's often great to use a story to illustrate the problem that you're talking about. (Various lengths)

4. SOLUTION – Provide a clear solution that will ease their pain points, confusion, etc. (Various lengths)

5. SUMMARY – Restate quickly what you just talked about – For bonus points, add them as text on the screen. (Various lengths)

6. CALL TO ACTION – Get them to do something such as comment, subscribe, like, share, etc. (Various lengths)

7. OUTRO – Keep them watching to the end (people often use bloopers and outtakes here). It's a place to also post additional calls to actions with links and/or titles.

Now it's time for *you* to take action. Print up and use this Cheat Sheet, and fill in the remaining sections to plot out your future videos.

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Choose one of your video ideas to roll with. Write out 5 possible **HOOKS** to get people interested in watching your video:

1.

2.

3.

4.

5.

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Brainstorm 5 possible ways to **INTRODUCE** you and your biz:

1.

2.

3.

4.

5.

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Write down how you can introduce the **PROBLEM** by telling a story. List some stories you have that can help personalize your video:

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Write down your awesome **SOLUTION** to the problem:

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Write down the quick points to reiterate in your **SUMMARY** in bullet points (up to you how many points to include here):

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Brainstorm 5 possible **CALLS TO ACTION** that will get people interacting with you:

1.

2.

3.

4.

5.

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Brainstorm 5 possible **OUTROS** that will keep people engaged, make them smile and/or help them relate to you even more:

1.

2.

3.

4.

5.

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LET'S WORK TOGETHER

I'm Sarah, creator of *Videos that Shine*, and I work with fab-preneurs (yes peeps like YOU) – BUT they're **struggling to show their best selves to their ideal clients in their biz videos** and are **feeling overwhelmed** by the process.

I'm here to help you:

- Create your very own videos that shine.
- Gain on-camera confidence and ease.
- Bring your best YOU to your vids.
- Make pressing Record fun and profitable!



Fun stuff!

I would love to help you skyrocket that good ol' fashioned “*know, like and trust factor*” and **speak to your peeps from an authentic place.**

If you're ready to take the “eek” out of pressing record, then head on over to [**Videos that Shine**](#) to discover how you'd like to work together to get you on a fun and profitable path to your inner videostar.

Dream up,

Sarah