



Your Video Cheat Sheet

by
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YOUR VIDEO STRUCTURE

Cheat Sheet

Let's keep this super simple. Here are the elements that generally make for a decent structure in your sales and blog videos. Keep it in mind as you are working out your script or 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. BUMPER** – This is the short clip that is a visual intro of your logo, brand name etc with music and moving graphics (this should generally be outsourced and would be the same snippet for *all* your vids). (5 seconds)
- 3. INTRO** – Identify yourself, expand the hook, tease them, hint at a tip later in the video. (various lengths, not too long)
- 4. 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)
- 5. SOLUTION** – Provide a clear solution that will ease their pain points, confusion, etc. (various lengths)
- 6. SUMMARY** – Restate quickly what you just talked about – For bonus points, add them as text on the screen. (various lengths)
- 7. CALL TO ACTION** – Get them to do something such as comment, subscribe, like, share, etc. (various lengths)
- 8. BUMPER** – Pop in your logo, music and graphic clip again (or a variation of it). (5 seconds)

(Bonus Tip: I play around with this structure a fair bit, but I highly recommend that you get used to it before you start changing it up too much.)

LET'S WORK TOGETHER

If you're keen to skip the proverbial first date and dive right on into video marriage, then don't let your FEAR stop you. Just head on over and choose the way that YOU want to work with me.

As a filmmaker and video coach, I absolutely LOVE working with (amazing) heart-centred entrepreneurs who are struggling to show their best selves in their videos.

Oh and did I mention, they're feeling completely overwhelmed by the process?

If this sounds like YOU, know that you can start breathing again.

I'm here to help you learn cool stuff like:

- Getting CONFIDENT in your videos.
- SHINING on-camera.
- Speaking directly to the heart of your dream clients through video.
- Discovering simple tech solutions that fit YOUR needs.
- Making pressing Record FUN and PROFITABLE!

Fun stuff! If you're ready to take the "eek" out of making videos, then [CLICK HERE](#) and let's get started!

Dream up,

Sarah

Sarah Michelle Brown
Your Virtual Video Director

