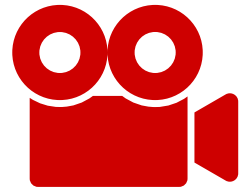


# VIDEO PLANNING GUIDE



**WHY** are you making this video?

**WHO** is this video for?

**WHERE** will you post this video?



Email



Website

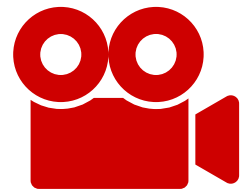
Other:

What is the **VALUE** in the message?

How do you want them to **FEEL**?

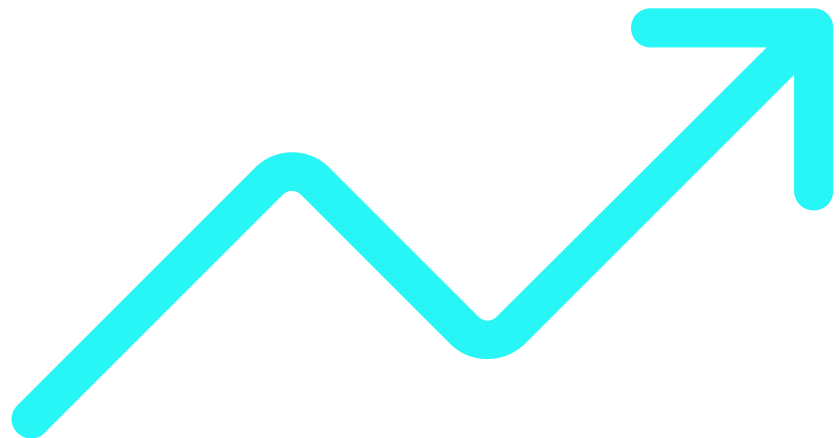
What **OBJECTIONS** do you expect?

# VIDEO PLANNING GUIDE



**HOOK:** (Value +Objection)

**STORY:** (Highlight their struggle & light up the path to overcome it)



**OFFER:** (Call to act, think, or follow)