

VIDEO CONCEPT WORKSHEET

Discovering Your Concept

Worksheet #1 – Video Content Conception

EXERCISE #1

Write down who your target audience will be and the goals for your video. Do you want to educate, inspire, and engage? What emotions do you want to evoke? What actions do you want people to take? Finally, what kinds of videos will help you reach your goals? Make notes you can refer to in the future.

1. What is your mission and who is your audience?

2. What are your goals for your video? What problem are you solving?

3. What emotions do you want your readers to feel?

4. What actions do you want people to take?

5. What kinds of videos will help you reach your goals?
