



Short Video Template



One option (among many) for the flow of your next short informational video.



1. The Hook & Teaser

Get the audience motivated and curious about what the video has to offer. Use a fascinating fact, compelling story or intriguing question to start. For example:

- "In the next three minutes you're going to learn how to make a big difference in how you..."
- "What is the single most powerful way to...?"
- "If you or someone you know needs help with X, what you're about to learn is going to have a big impact on you."



2. Overview of Subject

Give a brief explanation of your subject by covering the following three areas.

- Define the subject
- Explain to whom the information will be useful
- Be explicit about how to apply the information or practice in the real world



3. Instructor Introduction

Tell the audience who you are.

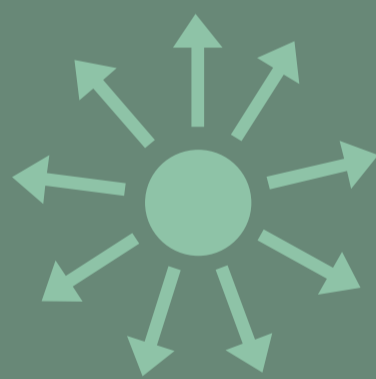
- Name, title, place of work
- What your passions and expertise are
- Why you are qualified to speak about the subject
- Why you want to help the audience



4. Issue Introduction

Reiterate what the subject is, why it is important, and to whom specifically the information will be useful. Explain why a lack of knowledge in this area is problematic.

Break it down into 2-4 subsections to help the learners grasp the most critical components of the overarching subject. Make those subsections concrete using text and/or images.



5. Expand on Subsections

From the 2-4 subsections you developed to define the issue, expand on each of them in greater detail. Flow from one component to the next while keeping each fully realized. Cover the following:

- Use visual, auditory, kinesthetic cues when possible
- Be explicit about how to apply knowledge in real-world scenarios
- Recommend exercises for help with retrieval and retention



6. Wrap It

Summarize everything you just covered, and provide your learners with ways to dive deeper into the subject. Remind them of the critical importance of the information and sharing the information with those in need.



7. Call to Action or Inspiration

Leave them eager to take action either through employing what they've just learned or being ambassadors for your message.

Keep in Mind

Do your research. Learn from a variety of sources and verify your facts.

Follow accessibility standards.

Aim for a 5-minute cap for short, asynchronous (recorded) videos.

Identify and cater to a specific target audience.

Be articulate and energetic when communicating your message.

Inserting meaningful images throughout your video can help keep viewers engaged, enhance your message, and help with the editing process.

