

FRAMEWORK / CONTENT CREATION

Hook - One / two liner to engage viewer

Intro - Who you are and about your channel

Bumper - Video Clip

Content - Main guts of the video

Question - Engage viewer to ask question / comment

Outro - Call of action (Subscribe, Like Vid, Comment, Watch Another Video)

VIDEO SHOOT

Take Thumbnail Pics / Preplan Engaging photo

Shoot Video (Tip - Keep Rolling)

Mention Other Videos (Vcard & End Vids)

Creative Engagement / Pattern Interrupts

- Smile

- Use Stories

- Use Humor

- Shoot multiple variations of certain scenes / hooks, etc

- Keep the edit in mind when shooting

EDITING

Add B Roll (Pics or Video In / On Video)

Punch In / Out (Close Up On Faces / Things)

Add Graphics (Bell, Subscribe, Pics)

Add Sound Effects

Add Music. Start, stop, talk, start.

Edit Thumbnail Pic

POSTING / OPTIMIZING

Upload Video

Upload Thumbnail

Create SEO Tags

Create SEO Title (Or Engaging Title)

<input type="checkbox"/>		Create SEO Description
<input type="checkbox"/>		Hashtags - Anywhere in Meta Decript
<input type="checkbox"/>		Add VCards (Suggested Videos)
<input type="checkbox"/>		Add End-Screen Vids (Suggest 4 with one YouTube Suggest)
<input type="checkbox"/>		Pinned Comment #1 (Suggested Link / Engagement)
<input type="checkbox"/>		Add Location (Advanced Settings) - Address address / area in meta
<input type="checkbox"/>		Add Full Address in Meta
<input type="checkbox"/>		Add playlists (Optimize)
<input type="checkbox"/>		
MARKETING		
<input type="checkbox"/>		Embed Into Blog(s)
<input type="checkbox"/>		Post Business Page (Facebook)
<input type="checkbox"/>		Post Appropriate Facebook Groups
<input type="checkbox"/>		Post LinkedIn
<input type="checkbox"/>		Post Active Rain
<input type="checkbox"/>		Email (MailChimp) Sphere Of Influence