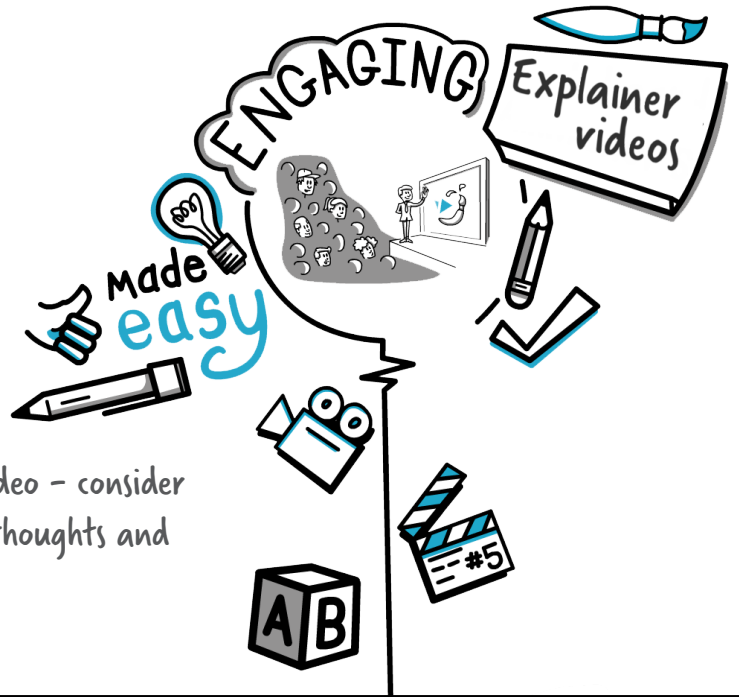# VideoScribe
created by SPARKOL

Explainer video planning worksheet

So, you're ready to plan your next explainer video – consider this worksheet as your guide to structure your thoughts and ideas ready to start creating your video.

By going through this process you'll ensure that your video delivers against your objectives, gets to the heart of your audience's pain points/motivations, and ultimately, that you haven't forgotten anything!

Simply work through these 8 questions and use this sheet as a reference point to keep you on track, or use it as a briefing sheet for colleagues or partners if they'll be helping you create your video.

1. Define the objectives of your explainer video – what are you trying to achieve with your video?

Objective 1:

Objective 2:

Top tip: make sure your objectives are specific, achievable and most importantly, measurable.

2. Outline your target audience for the video – who do you want to see it?

Age:

Persona (e.g. customer, prospect, student, colleague):

Geography:

3. Detail your target audience's motivations – what are their pain points or dreams?

This keeps them awake at night:

Their daily frustration is:

The person or thing they secretly admire most is:

4. Outline your message and structure it using the framework below.

The problem your audience is facing:

The solution you provide:

How your solution works:

5. Decide on your call-to-action – what do you want viewers to do next?

Our call-to-action is:

This links to our objectives because:

6. Consider the context of where your video will be played.

The video will be played on:

This means we need to consider these factors when creating the video:
e.g. Most videos on Facebook are watched without sound so we need to have subtitles.

7. Decide on the style of video you'll create – will it be:

☐ Whiteboard animation (tick boxes)   ☐ Animation   ☐ Live action

Add three video links to act as your reference point and inspiration:

_____

_____

_____

8. Determine your metrics for measuring the success of your video.

The metrics we'll track are:

_____

_____

_____

_____

These link to our objectives because:

_____

Ready to get creating? Start a free 7-day trial of VideoScribe today

To get started visit:
videoscribe.co/free-trial

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