CREATING A VIDEO FOR DIGITAL

Use this worksheet to create your storyboard and script for a digital video. Consider your objective, your audience, the story you have to tell and the assets you'll need to bring it to life.

1. Your plan

What is your primary goal for the video?

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Who is your target audience?

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Which channels are you creating the video for?

- ☐ YouTube
- ☐ TikTok
- ☐ Instagram
- ☐ Facebook
- ☐ Other

2. Your Story

What case study will you use to bring your story to life for your campaign? Note down the basics.

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Do you have the right assets to tell their story?

- ☐ Images
- ☐ Video / B-roll
- ☐ Soundtrack
- ☐ Direct quotes
- ☐ Additional info

3. Your hooks

1. .....
2. .....
3. .....
4. .....
5. .....

Notes

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4. Bring it all together

Always use the Emerging Story Arc, starting with the most attention-grabbing information.

Attract and Hook	**Brand Cues**	**Connect**	**Direct**
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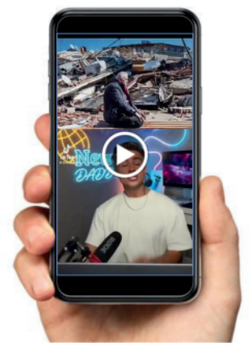
Is your video emotional or rational, or balanced?

EMOTIONAL — BALANCED — RATIONAL



Now it's your turn: grab your phone and shoot a short 30-second video that addresses your goal, speaks to your audience and includes a powerful hook.

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