

Module 2 – Planning Your Direction & Choosing the Right Tools

In this module, you move from ideas to intention.

Before you record anything, this is where you decide **what you're actually building**, who it's for, and how you'll approach it in a way that feels sustainable — not overwhelming.

Strong videos don't start with equipment or editing.

They start with clarity.

Why planning matters more than you think

Many people skip planning because it feels restrictive or boring. Others overplan and never record anything. Both approaches slow progress.

The goal of planning is not perfection.

It's to **remove uncertainty before you hit record**.

When you know:

- who you're speaking to
- what the video is about
- what one outcome you want

everything else becomes easier — recording, editing, and publishing included.

Start with your audience (even if it feels vague)

Every video works better when it's created *for someone*, not “everyone”.

You don't need a detailed persona. You just need a direction:

- Are you helping beginners or people with some experience?
- Are you teaching, explaining, or sharing insights?
- Are you solving a problem or inspiring action?

Ask yourself:

“If one person watched this video and felt understood, who would that person be?”

That question alone improves clarity more than any tool.

Choosing a video format that fits you

There are many ways to show up on video:

- tutorials
- explainers
- reviews
- short tips
- behind-the-scenes content

All of them work — **when they match your energy and comfort level.**

At this stage, it's better to:

- choose one format
- repeat it
- build confidence through familiarity

You don't need variety yet. You need momentum.

Simple planning beats full scripts

You don't need to script every sentence.

In fact, full scripts often make beginners sound stiff.

A simple structure is enough:

1. A short opening that sets expectations
2. Clear value delivered in steps

3. One clear next action

This gives your video direction without removing your natural voice.

Using AI tools to plan faster (without losing control)

AI tools can be incredibly helpful during planning — especially when ideas feel scattered or motivation is low.

Used well, AI can help you:

- brainstorm topics
- generate hooks
- turn ideas into rough outlines
- explore different tones or angles

The key is this:

AI helps you think faster, not think for you.

Always review, adjust, and rewrite in your own words. That's what keeps your content human and authentic.

Visual planning for clarity

If you're a visual thinker, planning doesn't have to happen in a document.

Tools like Canva whiteboards or simple boards in Trello can help you:

- map ideas visually
- see connections between topics
- organise content into small, manageable pieces

Seeing everything laid out often reduces stress and makes starting much easier.

Common planning mistakes to avoid

A few things that slow creators down:

- planning without a clear audience
- trying to cover too much in one video
- copying AI output without editing
- chasing trends instead of relevance

Remember: clarity always beats complexity.

Your first action matters more than your plan

Planning only works if it leads to action.

That's why this module includes a **practice sheet**.

It's designed to help you:

- define your audience simply
- choose a starting format
- test AI prompts safely
- outline your first ideas

Don't aim for perfect plans.

Aim for **clear enough to start**.

Once you've done that, you're ready to move forward — with direction, confidence, and far less pressure.