



MODULE 2 PRACTICE SHEET

Planning Your Videos & Choosing the Right Tools

This sheet helps you turn ideas into clear, doable video plans.
You don't need to fill in everything at once.
Even half-answers are progress.

1 - Who is this video for? (Audience clarity)

You don't need a perfect persona — just a **real person in mind**.

Imagine one viewer. Answer briefly:

They are someone who:

They struggle with:

They would feel relieved if they learned:

If you can help one person, the video works.

2 - What type of video feels most natural to you?

You don't have to choose forever — just for now.

- ☐ Tutorial / how-to
- ☐ Talking head / explanation
- ☐ Short tips or mini lessons
- ☐ Reviews / opinions
- ☐ Behind-the-scenes or journey
- ☐ Not sure yet — experimenting

Why this format feels right:

3 - Simple video structure (no full script needed)

Use this **3-part outline** for almost any video.

♦ **Hook (first 5–10 seconds)**

What will make someone stay?

♦ **Main value (1–3 points)**

What will you explain or show?

1. _____
2. _____
3. _____

♦ **Ending (gentle CTA)**

What should the viewer do next?

- ☐ Subscribe
 - ☐ Follow
 - ☐ Watch another video
 - ☐ Try something you showed
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4 - AI as your planning assistant (optional but powerful)

AI is here to **support**, not replace your voice.

Try one of these prompts (copy & paste):

Prompt A – Video ideas

“Give me 5 beginner-friendly video ideas for someone interested in [topic]. Keep them simple and practical.”

Prompt B – Hooks

“Write 5 short hooks for a [30–60 second] video about [topic]. Friendly and clear tone.”

Prompt C – Outline

“Turn this idea into a simple video outline with a hook, 3 main points, and a soft call to action.”

 Write down one idea you liked:

5 - Choosing tools (keep it light)

You do **not** need all tools at once.

For planning, one of these is enough:

- ☐ Notes app / Google Docs
- ☐ Canva Whiteboard
- ☐ Notion
- ☐ Trello

The best tool is the one you'll actually open.

6 - Common planning mistakes to avoid

Read this once — no action needed.

- ☐ Waiting for “the perfect idea”
- ☐ Writing full scripts for every video
- ☐ Overplanning and never recording
- ☐ Copying others without adapting
- ☐ Forgetting who the video is for

Clarity beats complexity.

7 - Mini challenge (optional but recommended)

 **Your task:**

Plan **one short video** using this sheet.

You do **not** need to record it yet.

Just answer:

- Who it's for
- What it helps with
- One simple structure

That's it.

When to move on

Once you've planned **one video**, you're ready for **Module 3: Setup & Smart Preparation**.