

# VIDEO FRAMEWORK WORKSHEET

## STEP 1 — THE TEASER

An engaging sentence or provocative question that creates curiosity.

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## STEP 2 — THE STORY

A quick story or analogy (just a few sentences) that sets up your main point.

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## STEP 3 — STATE THE TAKEAWAY

Your ONE main point. Say it clearly in one sentence.

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## STEP 4 — THE REASONING

Why does this matter? Why should your audience care?

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## STEP 5 — THE EXPECTED RESULT

What happens when they follow this advice? Paint the picture.

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## STEP 6 — RESTATE THE TAKEAWAY

Say your main point again. Repetition = retention.

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## STEP 7 — CALL TO ACTION

What do you want them to do next?

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## STEP 8 — SIGNATURE SIGN-OFF

Your consistent, personal closing line. Make it yours.

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Remember: Don't script it! Just single point for each step.

# HOW TO USE THE FRAMEWORK

Order	Action
First	What's the <b>ONE</b> takeaway? What is the main point of the video? Say it in one sentence. (Steps 3 & 6)
Second	Why does this matter to your audience? (Step 4)
Third	What happens for them if they take this advice? (Step 5)
Fourth	Do you have a quick story related to this? A client experience? Something personal? (Step 2)
Fifth	What's a one-sentence teaser that would hook someone? What would make your ideal client stop scrolling? (Step 1)
Sixth	What do you want them to do next? (Step 7)
Seventh	How do <b>YOU</b> sign off? (Step 8)

## Quick Tips to Remember

- Talk **WITH** them, not **AT** them — imagine a 1:1 Zoom call
- Look into the lens — that's your audience
- Keep your background real — skip the virtual backgrounds
- One video, one point — short is better
- Get the mic close to you — bad audio kills everything
- Frame yourself chest up — stop hiding in a wide shot
- Don't read a script — know your structure, then just talk

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