

VIDEO ACTION PLAN

Workbook

ANDREA STENBERG

Video Action Plan

*Plan, Promote, and Perform Your Next
Live Video in Just 5 Days*



with Andrea Stenberg

Day 1

Choosing Your Topic and Title

Fill in each section with the key elements that apply to you and your business. It doesn't have to be perfect and don't forget, it may evolve over time.

Describe your ideal client



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Call to Action

- who is it for, what need does it serve?



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Pain Points of Your Audience



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Day 1

Choosing Your Topic and Title

ChatGPT Prompt for Pain Points

I have a lead magnet/course called [replace with your title] that helps people with [what's the outcome of your lead magnet/course] The target audience is [replace with a description of your ideal client]. Please create a list of 5 pain points or problems my target audience has with [what's the outcome of your lead magnet/course] that will make them want my lead magnet/course.



4

Brainstorm Topics/Titles

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ChatGPT Prompt for Video Topics/Titles

Acting as a world class marketing expert, please generate a list of 5 possible video topics and titles that speak to [insert pain point] that [insert ideal client] has.



5

Choose Your Video Title

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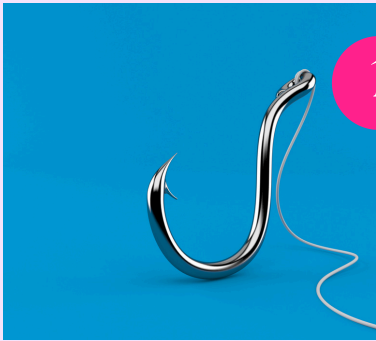
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Day 2

CREATING A WINNING VIDEO OUTLINE



Great Hook

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CTA

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Main Points

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Day 2

CREATING A WINNING VIDEO OUTLINE



4

Stories or Stats

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5

Engagement calls

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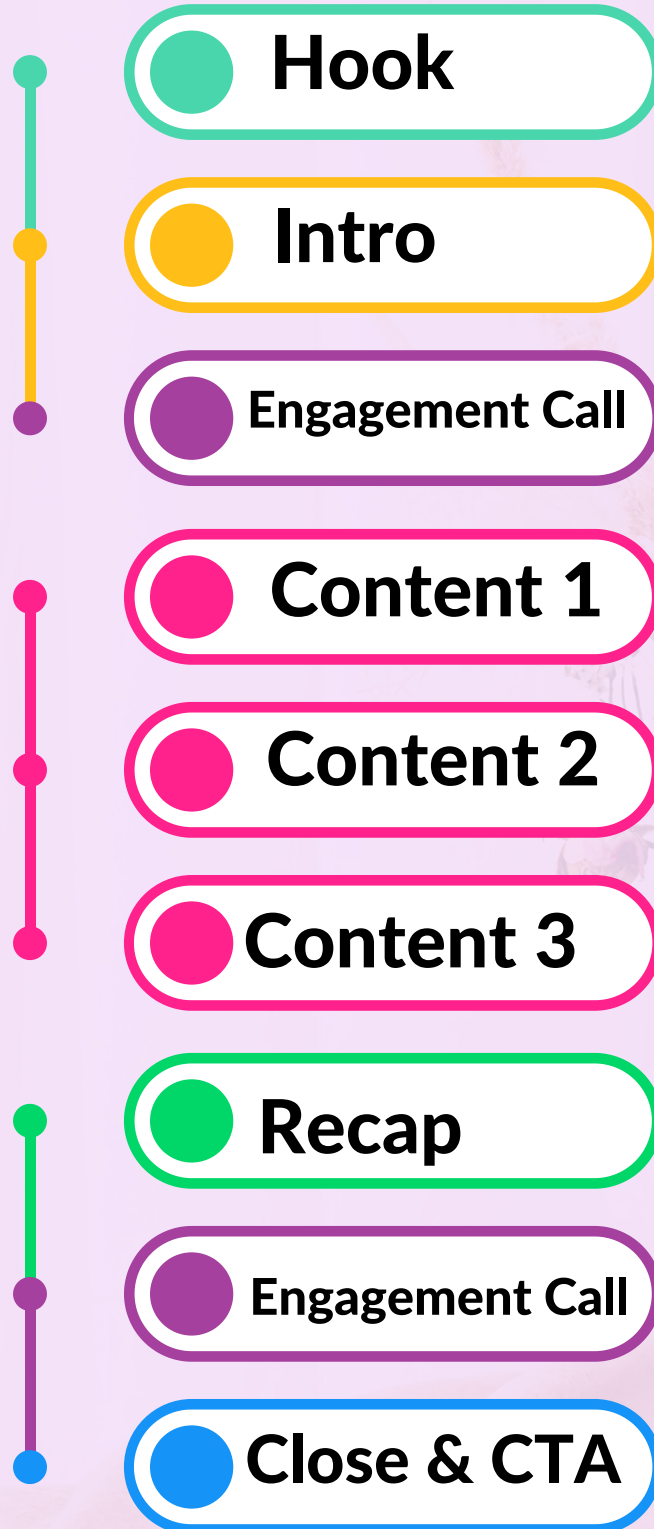
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Day 2

CREATING A WINNING VIDEO OUTLINE



Day 3

SCHEDULING AND PROMOTING YOUR LIVE VIDEO

- Choose where you're going live
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- Write a title and description
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- Create a cover graphic (1920 x 1005p for Facebook, 1776 x 444 LinkedIn)
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- Create your live event post
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- Invite your social media followers
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- Write and send an email inviting people to the event
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- Create other graphics & captions for other social media
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- Post on other social media channels and personal profile
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- Respond to questions
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- Get promotional partners to share
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- Run ads to the event [ADVANCED STRATEGY]
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Day 4

LIVESTREAM CHECKLIST

- Ensure your camera/microphone are connected, charged
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- Check your internet connection, shut down unnecessary software
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- Confirm that your lighting is adequate and flattering
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- Make sure your streaming software is set up correctly
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- Clear any clutter from the background
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- Notify others in the vicinity to minimize noise and interruptions
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- Turn phone to silent
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- Review Your Content, have your outline handy
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- Do a final appearance check, brush teeth
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- Put on a smile and start the livestream
.....
- Start your presentation, don't worry about mistakes
.....
- Don't forget your CTA and smile while ending the broadcast
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- Celebrate!
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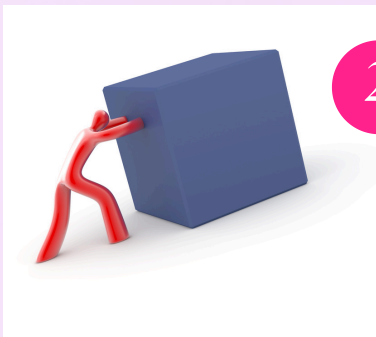
Day 5

POST LIVE STRATEGY



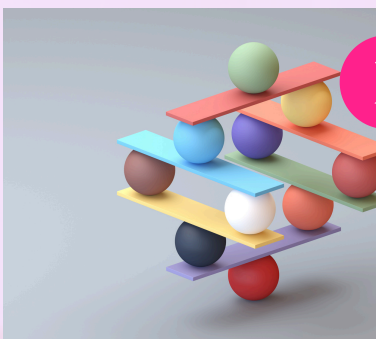
Fast and Easy Repurposing

- Reply to any comments, ask questions
- Email your list about your video
- Share your video to your personal profile (Facebook)
- Talk about the video in your Stories (Facebook & Instagram)



Intermediate Ways to Repurpose

- Turn your video into a blog post. Embed the video into the post
- Resize your cover photo & share on social media
- Use your outline to create a carousel (Instagram & LinkedIn)
- Use your outline to create other posts and captions for social media



Advanced Repurposing

- Edit your video and upload to YouTube
- Edit your video into Reels or Stories
- Record a Reel (or three) with content from your outline
- Run Facebook/Instagram/LinkedIn ads to the video

notes

A large white rectangular area containing 20 horizontal dotted lines for writing notes.

About ANDREA

If a picture is worth 1,000 words a video is worth a library when it comes to gaining visibility, showing off your expertise and actually growing your business online.

A video marketing strategist, Andrea Stenberg shows coaches, course creators and other heart-centered entrepreneurs how to show off their unique brilliance and connect with their ideal clients using video.

If you don't know what to say, hate how you look and are intimidated by the technology, Andrea helps you quickly and confidently make client attracting videos. Stop making it up as you go along and start using a proven video strategy to attract new clients.



WANT HELP WITH YOUR
VIDEO STRATEGY?

[SCHEDULE A CALL](#)

www.TheBabyBoomerEntrepreneur.com/contact/