

The Video Advertising Checklist

A 1-page checklist to help plan, film, and edit your video ads. Tick them off when finished.

START HERE

- ☐ Pick ONE goal (sales, leads, or clicks)
- ☐ Pick ONE viewer (who is this for?)
- ☐ Pick ONE offer (what do they get? discount, bonus, or freebie)
- ☐ Pick ONE next step (buy, book, message, or download)
- ☐ Pick where it runs (Facebook, Instagram YouTube, or TikTok)

PLANNING

- ☐ Write 3 hook lines (first 3 seconds)
- ☐ Write a 15 to 30 second script (problem, fix, offer, next step)
- ☐ Choose 1 main message (what the ad is about)
- ☐ List 5 must get shots (no more)
- ☐ Choose a quiet, bright place to film your ad
- ☐ Pack gear (phone or camera, mic, light, tripod)
- ☐ Charge batteries and clear storage

FILMING

- ☐ Record your main talking clip (3 takes)
- ☐ With talking sections, look at the camera
- ☐ Test audio (record 5 seconds and listen back)
- ☐ Film each shot twice (backup take)
- ☐ Film close ups (hands, product, or screen)
- ☐ Film one wide shot (shows the full scene)
- ☐ Check clips before you leave

EDIT + EXPORT

- ☐ Put the best hook first
- ☐ Cut pauses and filler words (keep it tight)
- ☐ Add big captions (easy to read)
- ☐ Add one on screen promise (what they get)
- ☐ Add proof (demo, review, or numbers)
- ☐ Add your call to action at the end
- ☐ Export 9:16, 1:1, and 16:9
- ☐ Watch the exports (no glitches)

FAST CHECK

- ☐ Can you understand it with sound off?
- ☐ Is the offer clear in the first 3 seconds?
- ☐ Does the video show a clear benefit?
- ☐ Is the next step clear?
- ☐ Is it under 30 seconds?
- ☐ Is there proof? (demo, review, or numbers)

