

DAY 4 — PUBLISHING YOUR VIDEO

Share Your Work Professionally Online

For Artists and Authors

Use this workbook after watching the lesson. Choose your platform, select the right video format, prepare your title and description, add one clear call to action, and create a simple publishing plan.

YOUR DAY 4 RESULT

By the end of this workbook, you will have a clear publishing plan for one video and the information needed to share it professionally.

1. DEFINE YOUR PUBLISHING GOAL

What should your audience do after watching your video? Choose one main objective.

☐ Discover my artwork

☐ Learn about my book

☐ Visit my website

☐ Follow me

☐ Join my email list

☐ Contact me

My main publishing goal is:

The audience I want to reach is:

2. CHOOSE WHERE YOUR VIDEO WILL APPEAR

Select the platform or channel where you will publish your video first.

☐ YouTube

☐ Facebook Feed

☐ Facebook Reel or Story

- ☐ Instagram Feed
- ☐ Instagram Reel or Story
- ☐ My website
- ☐ Email newsletter

My first publishing platform is:

Why is this platform appropriate for my audience?

3. SELECT THE CORRECT VIDEO FORMAT

Use the recommended format for your chosen platform. Platform specifications can change, so check the platform export settings when you publish.

Platform	Use	Recommended format	Recommended size
YouTube	Standard video	Horizontal 16:9	1920 × 1080 px
YouTube	Short	Vertical 9:16	1080 × 1920 px
Facebook Feed	Feed video	Square 1:1 or portrait 4:5	1080 × 1080 or 1080 × 1350 px
Facebook / Instagram	Reel or Story	Vertical 9:16	1080 × 1920 px
Instagram Feed	Feed video	Square 1:1 or portrait 4:5	1080 × 1080 or 1080 × 1350 px
Website	Embedded video	Horizontal 16:9	1920 × 1080 px
Email	Preview with link	Thumbnail or short preview	Adapt to email layout

My final video format and size are:

4. PREPARE YOUR TITLE

Write a title that explains the subject and creates curiosity.

Examples: The Story Behind My Painting • Why I Wrote This Book • The Memory That Inspired My Artwork

My video title:

5. WRITE YOUR VIDEO DESCRIPTION

Introduce the video in two or three short sentences. Explain what viewers will discover and why it matters.

My video description:

6. CHOOSE ONE CALL TO ACTION

Give your audience one clear next step.

- ☐ Visit my website
- ☐ Discover my artwork
- ☐ Read the first chapter
- ☐ Follow me
- ☐ Subscribe to my email list
- ☐ Contact me

My call to action:

The link I will include:

7. PREPARE THE THUMBNAIL OR COVER IMAGE

Your thumbnail should be clear, attractive, and recognizable when viewed on a small screen.

- ☐ The image is clear and high quality.
- ☐ The title is easy to read.
- ☐ The colors match my creative identity.
- ☐ There is not too much text.
- ☐ The image represents the video honestly.

My thumbnail or cover image will show:

8. SHARE YOUR VIDEO BY EMAIL

An email can bring your video directly to people who already know or support your work.

My email subject line:

My short introduction before the video link:

The button or link text will say:

9. COMPLETE YOUR PUBLISHING CHECKLIST

- ☐ I chose one clear publishing goal.
- ☐ I selected the correct platform.
- ☐ I used the correct format and size.
- ☐ My video has a clear title.
- ☐ My description explains the subject.
- ☐ My thumbnail or cover image is easy to understand.
- ☐ My call to action is clear.
- ☐ My link works correctly.
- ☐ The audio is easy to hear.

☐ The video has been watched from beginning to end.

☐ There are no spelling errors.

☐ The video is ready to publish or send.

10. PLAN YOUR FIRST PUBLICATION

Date I will publish my video:

Platform I will use:

Title of the video:

My one action after publishing will be:

FINAL DAY 4 REFLECTION

What feels easier now that I have a publishing plan?

What is the next step I will take?

Publishing is not the end of your creative process. It is the moment when your work becomes available to be discovered, understood, and remembered.
