

MAKE CONTACT WITH YOUR IDEAL VIEWER

VIDEO REVIEW:

Set your goal or metric of success using quality views rather than just quantity.

Quality is measured by sparking engagement, genuine interest and driving action.

Focus on what excites you to share and the person you want to inspire.

TKO stands for:

Title - Start with the title and work backwards

Keynote - Commit to a central theme

Offer - Know what you are offering your ideal viewer

Brain dump here:

(Write down any and all ideas you have who your ideal viewer is.)

TKO VIDEO PLAN

Now use the columns below to construct your TKO and create a video makes contact with your ideal viewer.

TITLE

KEYNOTE

OFFER