

Building Block #4: STRUCTURE

Examples of Frameworks (also called "Spines.")

The Idea

In addition to a structure for your entire video (Help Them Find You Captivating) you will want to break down the main body of your content into an easy digest and easy to remember format. This is your Framework or Spine. When you can, use one of the following common Frameworks to make it easier and faster for you to create your video and to make your content easier to remember for both you and your viewers.

Lists

Simple lists are a great Framework for many kinds of content. Try to keep your list to an odd number, (for some reason odd numbers are easier to remember) and always keep it to under seven items. 3 or 5 is best!

Sequences

A sequence is a simple order of ideas or elements. In presentations it is often connected to time. Examples are: Before, During, After; Past, Present, Future, and Stage One, Stage Two, Stage Three.

Acronyms

An acronym is an initial abbreviation that can be pronounced as a word. In presentations, the goal is to create an acronym that relates to the big idea you are sharing, with each individual letter representing a summary word for smaller elements of your idea. Examples from class are the "*W.O.W. technique*" for showing strength (Weight, Open and "Wait for It") and the "*H.E.L.P. them love you technique*" for showing warmth (Hands, Eyes, Lean, Pleasure-Crinkle.)

Mnemonics

There are many kinds of mnemonics, but one easy one to use for videos is an *expression mnemonic*. the first letter of each item in a list is arranged to form a relevant or memorable phrase. An example from this class is the one we are exploring right now: *Help Them Find You Captivating! (Hook, Tag, Framework, Yes-Factor, Call-to-Action)*

Metaphors

Metaphors are a great way to make a complex process seem simpler or to help highlight the impact of an idea. "We are going to take a road trip so let's get packed, grab a map and gas up the car" is an example of using a metaphor to make an involved process seem simpler and more fun.

Stories

Using a story your viewers already know, or telling a new one and then referring back to the story during your video to help highlight important practical or emotional points is another way to help people mentally organize and appreciate the information you are sharing.