LifeByJazz Presents
VIDEO MESSAGING CHECKLIST

TITLE BRAIN DUMP

I CHOOSE _____
AS MY TITLE BECAUSE THIS TITLE IS:

- ☐ CLEAR AND CONCISE
- ☐ LEAVES THEM CURIOUS
- ☐ GIVES VALUABLE CONTEXT

SKETCH YOUR THUMBNAIL OPTIONS

KEYNOTE BRAIN DUMP

MY KEYNOTE:

- ☐ SHARES MY PERSONAL STORY
- ☐ HAS AN EXAMPLE OR DEMONSTRATION
- ☐ GETS TO THE HEART-OF-THE-MATTER

MY VIEWER WOULD BE COMPELLED SHARE THIS BECAUSE...

OFFERING BRAIN DUMP

MY OFFERING:

- ☐ ADDS VALUE
- ☐ IS TRANSPARENT & DIRECT
- ☐ INVITES MY VIEWER TO TRANSFORM

MY CALL-TO-ACTION IS: