

VIDEO BRANDING IDEAS

Check which ideas resonate with you & your brand:

- Promotional video on your website
- Q&A video hosted on FB Live
- 'How to' video on your blog
- Simple video greeting from you to community in your newsletter
- Contributing a video to an online publication
- Video collaboration on Youtube
- Instagram story with a brand announcement
- Day-in-the-life of your brand as a string of Snapchat stories

Brain dump here:

(Write down any and all ideas you have for videos.)

VIDEO "DO-GOALS"

Now that you have some ideas, write down what you need to do to MAKE CREATING videos fail-proof. Your videos don't need to be "perfect," but it's important to stay creating!

For example: Your 'Do-Goal' could be "Shoot myself on my phone 3 times a day to collect footage for my video this week" or it could be "Interview 4 clients by the end of this month." Be specific & use numbers.