



DAY TWO: FIVE PART VIDEO CREATION FORMULA

STEP ONE: FIND FIVE (5) VIDEO IDEAS

Use YouTube as your tool to find proven topics from the top 5 channels in your niche as shown in session two. List your ideas below.

STEP TWO: MASTER THE HOOK

Use the templates below to craft your perfect hooks based on the ideas in step one. These are only a few examples. There are many more, but this is to help you learn the basic structure of the most important part of your videos.

"The one thing you're doing wrong that's ruining your [insert topic]"

This hook creates a sense of urgency and curiosity in the viewer, making them want to find out what they are doing wrong and how to fix it.

"The [insert number] secrets to [insert topic] that [insert authority figure] doesn't want you to know"

This hook implies that there is valuable information that is being kept secret from the viewer, which creates a sense of curiosity and intrigue.

"What would happen if you [insert action related to topic]?"

This hook prompts the viewer to imagine a scenario or outcome related to the topic, creating a sense of curiosity and interest in the potential results.

STEP THREE: CREATE 3 "HOOK VIDEOS"

BRAND NEW TO CREATING VIDEOS? START HERE!

Record yourself doing 3 brief videos hooks from the templates above about topics you came up with in step one. *(Note: Again, these are ONLY for you. You will NOT be posting these anywhere online unless you want to in the challenge group)*

READY TO ROCK ON THE CAMERA? START HERE!

Record yourself doing 3 brief video hooks from the templates above using the topics you came up with in step one. After you have done them, post them in the Facebook group so we can see them.

ADDITIONAL NOTES