



## Checklist 1: Video Aims

Project  
Name: \_\_\_\_\_

Date: \_\_\_\_\_

The first thing you must do is figure out the reason you are creating a video.

Too many people create and upload videos to sites like YouTube without first thinking about what they would like to achieve.

Go through this list each time you plan on creating a new video to help you clarify the end result you want from your videos.

- |   | Yes                      | No                       |
|---|--------------------------|--------------------------|
| 1 Do you know the purpose of your video?  | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 Is your video aimed at building your brand awareness?                         | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 Is your video aimed at helping your viewers get to know you more personally?  | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 Is your video aimed at building your own authority within your niche?         | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 Is your video aimed at connecting with other authority leaders in your niche? | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 Is your video aimed at connecting with people emotionally?                    |                          | <input type="checkbox"/> |

*Notes*



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- |  |   |
|--|---|
|  | <input type="checkbox"/>                          |
| 7 Is your video aimed at going viral?                          | <input type="checkbox"/> <input type="checkbox"/> |
| 8 Is your video going to be used for an ad or commercial?      | <input type="checkbox"/> <input type="checkbox"/> |
| 9 Is your video going to be related to a trending topic?       | <input type="checkbox"/> <input type="checkbox"/> |
| 10 Is your video aimed at educating your viewers?              | <input type="checkbox"/> <input type="checkbox"/> |
| 11 Is your video going to be used to sell a product?           | <input type="checkbox"/> <input type="checkbox"/> |
| 12 Is your video part of a series of videos?                   | <input type="checkbox"/> <input type="checkbox"/> |
| 13 Is your video aimed at building your email list?            | <input type="checkbox"/> <input type="checkbox"/> |
| 14 Is your video pre-selling a product that you are promoting? | <input type="checkbox"/> <input type="checkbox"/> |

*Notes*



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15 Is your video reviewing a product you have purchased?

☐ ☐

16 Does your video have a call to action?

☐ ☐

*Notes*