



8 Week Email Series!

Video 2: Watch and Learn, You Will

Watch the video: developplayllc.com/vyw-week2

This week, your homework is to watch YouTube videos! #BestHomeworkEver! But first, we're going to review who your audience is, based on your work last week.

Audience Persona Recap:

In one sentence, describe your audience. (Remember to be specific!)

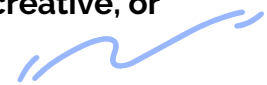


Questions to Ponder

These questions will get you watching videos with a critical eye. Look for style, tone, personality, humor, information, length, etc.

What types of videos really resonate with you?

What parts of these videos do you find especially engaging, creative, or interesting? What do you love? What do you loathe?



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What could you incorporate into your own videos? What skills are beyond your current video abilities, but you'd like to learn in the future?



Jumpstart Activity

Now your homework is to watch videos and get really specific about what you like and what you don't. You can **make several copies of the next page** to profile different videos to hone your understanding of your own preferences, and then outline them below. Then, based on your audience persona, think about what your audience's video preferences might be, and summarize them.

Your video preferences

Style:

Length:

Tone:

Content:



Your audience's video preferences

Style:

Length:

Tone:

Content:



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Jumpstart Activity



Video Title:

Video Creator:

Video Link:

In this video, you **liked**:



In this video, you **disliked**:



What **elements or skills** did you observe in this video that you would like to put in your own video project?

