



8 Week Email Series!

Video 3: Content is King and Personality Rules

Watch the video: developplayllc.com/vyw-week3

This week, we're delving into the personality, storytelling, and calls to action components of your video project.

What do you like?

Based on your viewing last week, write a few sentences about what your preferred video style is:



Questions to Ponder

These questions will get you thinking about the personality you'd like to convey, as well as outlining the story you want to tell in your video.

Why kind of personality do you want your video to have?

What personality characteristics would resonate most with your audience?



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What story are you trying to tell with your video? How could you use a story at the beginning of the video to engage your audience? What stories from your own life or work could you share?



What do you want the audience to DO after seeing your video? What will your call to action focus on?



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Jumpstart Activity

Below is a list of adjectives that describe some of the personality characteristics your video might convey. **Circle the top 5 words** that best describe the personality or tone you'd like to convey in your video.



- | | | | |
|--------------|--------------|---------------|-----------------|
| Playful | Innovative | Passionate | Heartfelt |
| Friendly | Silly | Engaging | Curious |
| Inspiring | Empathetic | Wise | Grounded |
| Professional | Sad | Youthful | Kind |
| Educational | Moving | Warm | Fresh |
| Personal | Angry | Scientific | Timely |
| Upbeat | Cynical | Relevant | Contrarian |
| Authentic | Energetic | Humble | Irreverent |
| Empowering | Peaceful | Direct | Resourceful |
| Informative | Optimistic | Complex | Action-oriented |
| Trustworthy | Serious | Fun | Expressive |
| Welcoming | Intense | Nuanced | Expert |
| Intellectual | Uplifting | Joyful | Inquisitive |
| Classy | Enthusiastic | Reserved | Entertaining |
| In-the-know | Celebratory | Knowledgeable | Family-friendly |



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Jumpstart Activity

Draft your story. Write out the story you want to tell in your video. Be thoughtful about the emotional elements, and how the story will connect with your audience:



Write your call to action. Keep it simple, concise and clear.

