

# Video Your Way

8 Week Email Series!

## Video 4: Plan Like a Boss

Watch the video: [developplayllc.com/vyw-week4](https://developplayllc.com/vyw-week4)

This week, the focus is on planning your video. We're covering both storyboarding and scripting, as well as some other basic logistics. But first, based on last week...

### Your Video's Personality

What 5-7 adjectives did you pick last week to describe your videos ideal personality?



### Questions to Ponder

These questions will get you thinking about the different pieces of your script or storyboard, and some other things you should consider when making your plan.

**What is the topic/focus of your video? What pieces of content do you need to gather before filming?**

**Will a storyboard or script best suit the kind of video you want to make?**



**Are you using existing footage? Filming new content? Will you be on camera?**





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How many people do you need to film (if any)? Will they be scripted? Interviewed? How many questions will you ask them?

How long do you anticipate needing to record with each person in order to get useable footage?



### Pro Tip!

If you're scripting, time out how long it takes you to read the script in its entirety. Then, multiply by 4 to get an estimate of how long it will take to film with multiple takes. For interviews, plan on at least 30-60 minutes of filming if you have 5-6 fairly complex questions to ask.

**If people aren't being filmed, what will be on screen? Will you script the audio you record?**



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### Jumpstart Activity



The Jumpstart Activity for the week is simple (yet hard!): **write a draft of your script or storyboard.** It can be bad! That's okay! But think about all the things we've talked about previously - focus, audience, personality, content, storytelling - and put your ideas down on paper. Try either a storyboard, or full script, or both! Figure out which method best suits your creative style. Or, if you find another way to outline your video plan, do it! I'm not the boss of you! You can use the space below, or pop open your writing program of choice and get drafting.

