

THE MAGIC VIDEO CONTENT WHEEL WORKBOOK

What is your goal for using video? Circle the one you want to start with. You can come back and do this again when your goal changes.

GROW MY LIST

NURTURE MY CURRENT LIST

LAUNCH MY PRODUCT, COURSE or COACHING

STEP 1
what are your
goals?

With your video goal in mind, what is the ultimate PROMISE for this sequence of videos?

How many weeks will you nurture this goal?

You'll come back here for prompts when you fill out your content wheels.

STEP 2

know your audience

List 10 specific frustrations/problems or obstacles you know your ideal client or customer has?

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List 10 questions you know your ideal client or customer has about your offer or niche?

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List 10 roadblocks your ideal client has about their success? (these can be real or perceived)

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List 10 results your ideal client is searching for.

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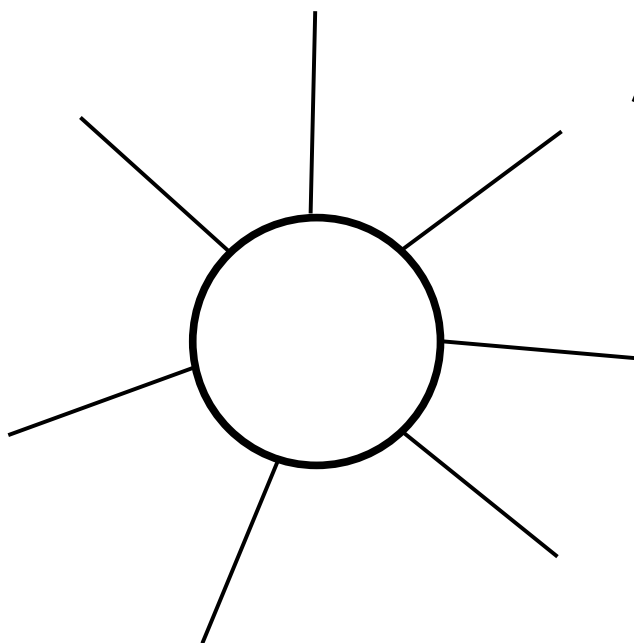
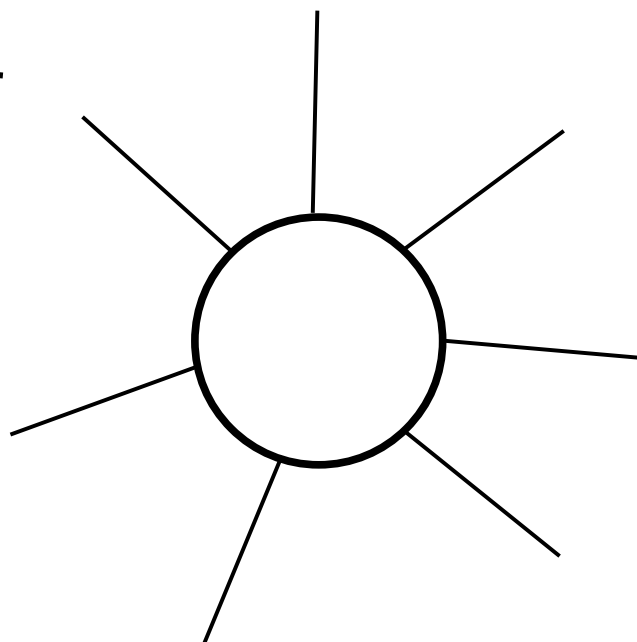
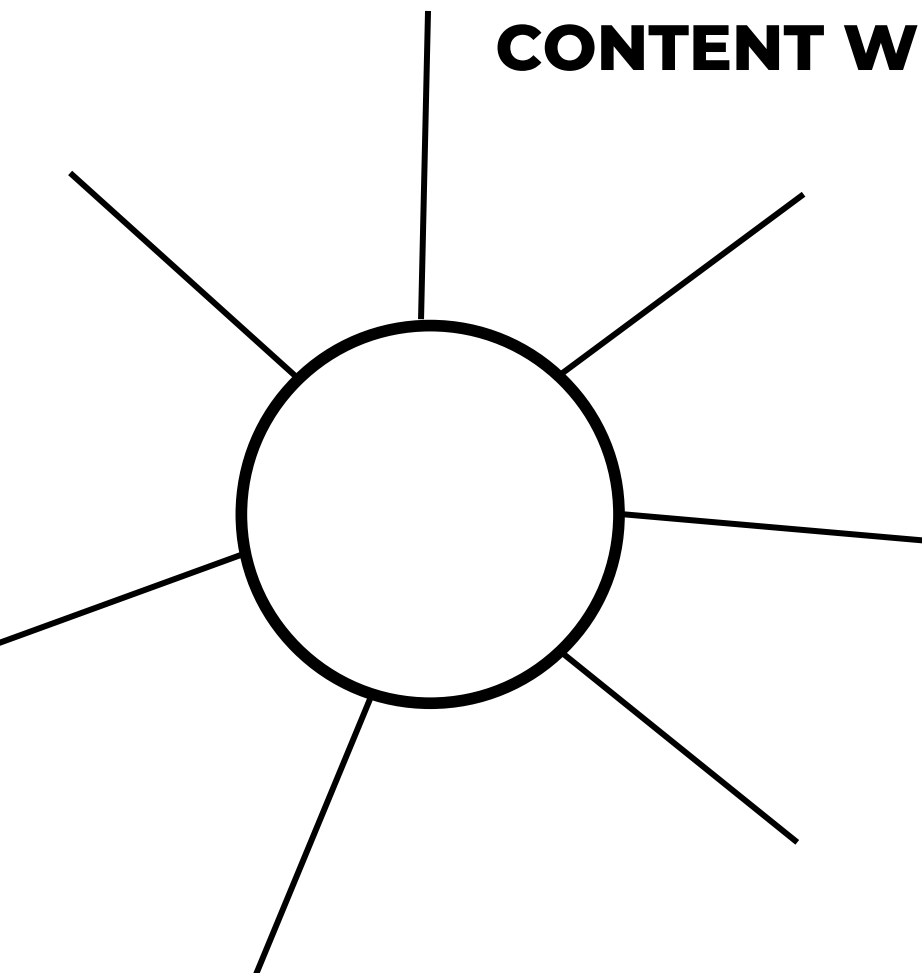
7.

8.

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10.

CONTENT WHEELS





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BASIC VIDEO OUTLINE



Write an attention grabbing and descriptive headline. Try to think in terms of what your audience will get as a takeaway.



Don't waste time introducing yourself. Get right to the good stuff and the good stuff is your 'promise' for the topic. Why should your audience stick with you? What can they look forward to if they do stay?



This is the 'write-downable' information. Something your audience can take and use on their own. Your content should be relevant, specific and easy to consume. Have your content outlined so you can refer to it during your LIVE. Did you stumble and say 'um' that's okay - you're human. Keep going!



If you've taught them 3 things, go back over the list and then challenge them to use the information in some way. Remind them of how what you shared can help them. Acknowledge some viewers. Don't have any? Don't worry and don't mention it.



Make sure you're sending your audience somewhere of value so you can keep the connection going. You can send them to a blog post or an opt-in page but keep it pertinent to your video topic.



TYPES OF VIDEOS

1. SOCIAL PROOF/ CLIENT WIN

2. SURPRISING MYTH

3. LISTICLE

4. SPECIFIC DEMOGRAPHIC (introverts)

5. POINTED QUESTION OR OPINION

6. TOP MISTAKES

7. BEHIND THE SCENES

8. ASK ME ANYTHING (AMA)

9. NEWS OR ANNOUNCEMENTS

10. INTERVIEW (this is a little more advanced)