

# ANATOMY OF A TRAINING VIDEO

**BEFORE** “So now you’ve got a \_\_\_\_\_ but you’ll probably find that \_\_\_\_\_.”

**AFTER** “”Fortunately we can use \_\_\_\_\_ to \_\_\_\_\_. Let’s see how!”

## MEAT – THE STEPS

**Telescope it!**

“First we need to \_\_\_\_\_ so we’ll...  
1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_

“Then we need to \_\_\_\_\_ so we’ll...  
1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_

“Last we want to \_\_\_\_\_ so we’ll...  
1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_

**SUMMARY** “We’ve taken \_\_\_\_\_ and ended with \_\_\_\_\_ by \_\_\_\_\_.”

**CONSEQUENCES** “Now you’ll be able to \_\_\_\_\_.”

**PREVIEW** “Next we’re going to see how we can \_\_\_\_\_ by \_\_\_\_\_.”