



Lou Bortone

Video Marketing

Make Video. Make Money. Make A Difference.



Your Video Goals

Project Name: _____

Date: _____

The first thing you must do is figure out the reason you are creating a video.

Too many people create and upload videos to sites like YouTube without first thinking about what they would like to achieve.

Go through this list each time you plan on creating a new video to help you clarify the end result you want from your videos.

Yes No

- 1 Do you know the purpose of your video?

- 2 Is your video aimed at building your brand awareness?

- 3 Is your video aimed at helping your viewers get to know you more personally?

- 4 Is your video aimed at building your own authority within your niche?

- 5 Is your video aimed at connecting with other authority leaders in your niche?

- 6 Is your video aimed at connecting with people emotionally?

Notes



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- 7 Is your video aimed at going viral?
- 8 Is your video going to be used for an ad or commercial?
- 9 Is your video going to be related to a trending topic?
- 10 Is your video aimed at educating your viewers?
- 11 Is your video going to be used to sell a product?
- 12 Is your video part of a series of videos?
- 13 Is your video aimed at building your email list?
- 14 Is your video pre-selling a product that you are promoting?

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- 15 Is your video reviewing a product you have purchased?

- 16 Does your video have a call to action?

Notes