

Video Commitment Worksheet

Use this sheet to create an action plan for incorporating video into your regular marketing activities!

I commit to getting on _____ (platform) at least _____ per _____ (frequency) to share/post
_____ (video type) in order to _____ (business reason/objective).

Tip: At the end of the month what do you hope to see as a result of this effort? It may take more than a month to see significant results but what are you hoping to begin building momentum on?

Some of the topics I'm going to focus on include:

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

What do you need in order to follow through (Purchase a tripod, set calendar reminders, have an accountability buddy)? Note it here and when it will be in place by:

_____ By _____ (Date)

My reward for keeping my commitment at the end of the month is _____ (make it good!).

Record how many times you want to complete your activity each week, then check off each day you've completed it, for an entire month.

Week (Dates)	Goal (#)	S	M	T	W	T	F	S	Actual (#)	Notes/Reflections
Ex. 6/17-6/23	1		X						1	I got my new tripod and it made a huge difference!

Stretch Goals

These may be other things you want to try to incorporate if it feels right - but only do them after you've completed your initial commitment a few times.

- | |
|----------|
| 1. _____ |
| 2. _____ |
| 3. _____ |

This may include adding a second video type or repurposing the video- here are some tips:

Raw videos - sharing them on the other platforms

Edited videos - Featuring in blog posts, ads

All videos - Taking a clip and reposting it, posting quotes