



The
enchantingLawyer[™]

Action Guide

Owen Hemsath

1. Platform, People, Purpose

Owen talks about how you need to think about the platform, people and purpose of the video to be able to create something which is effective as a marketing tool for a business.

How Does It Apply?

Divide the page into three and name one section 'Platform', another 'People' and the third, 'Purpose'. In each section, write down the details that you will need for a good video.

Platform – Where will you be releasing your video?

People – Who are you marketing to?

Purpose – What do you want your audience to do?

2. Pull, Push, Power

Owen describes his strategy when planning a video workflow. There are three main types of video: Pull – the evergreen content which uses keywords and answers the questions that people always ask; Push – a more personality driven video; Power – the powerful hit. You need a mixture of all of these types of video for a successful campaign.

How Does It Apply?

Try to figure out your workflow. Write down below how you want to set out your videos. Now write down your content ideas.

3. Figure out the Details

Owen explains that now that you have your plan, it's time to figure out the details.

How Does It Apply?

Write down below your thoughts on other details. What equipment are you going to use (remember, you need a decent audio)? Are you going to get people in? Have you designed your logo?