



Super Booth Educational Video Planner

Our Super Booth video format isn't just for making personalised promotions! This planner is all about using it created educational content that can be used to get an audience familiar with your brand, expertise and personality.

Think of it as video scripting training wheels.

We'd recommend you use this the first time in the booth at least. When you're a seasoned Boother, you might just make your own scripts but this will help you in the beginning.

Section 1: Your audience

Who is your viewer?

What role do they have at their business?

How familiar are they with your brand already?

Where in your marketing will this be used?

TIP: Trying to talk to everyone will ensure nobody hears you. Keep your ideal client in mind at all times to make sure your content resonates.

Section 2: The title

The title of your video is really important. When coming up with it, think of it as a newspaper headline:

Will it grab their attention? Will they care? Will it tell a story?

Will it be evocative enough to distract them from what they are doing and force them to hit play?

Section 3: Shopper's Pivot

One of the best ways to create engagement is to come up with a *Shopper's Pivot*. Imagine an intro that, like a good shop window, will force your viewer to stop, pivot and focus on this surprising new bit of information.

The *Shopper's Pivot* is often a metaphor, something that turns the key information of the vlog into a simplified visual message.

Write down a metaphor which sums up the whole point of your video.

OR take the most important stat or quote or the most compelling bit of information - and find a way to start there.

Section 4: The Problem/Status Quo

Did you know that in all the great speeches of all time there is a pattern followed?

From Martin Luther King to Steve Jobs, they paint a picture of the problem their listeners currently face and then it is followed up with their 'almost so simple it's crazy' solution. They do this multiple times to get people on board.

The problems your vlog will tackle here are usually based on the current *status quo*.

Section 5: The quest

This is the meat in the sandwich, your content, opinions, ideas and solutions. Try to keep it short, vlog to about 2 minutes.

The equation for great content is: *Informative+entertaining+actionable = Great video*

Give people a task to put your information in to action and when they do, you'll be valued highly.

TIP: NEVER EVER SELL IN A VLOG!!! The internet will not like you as the education you just provided will seem like a sham.

Section 6: The call to action

Point your viewer in the direction of some content that might continue to benefit them. Ask them to join your mailing list (call it anything but that though , it doesn't sound very exciting)

Without selling what is your call to action?

Pre Shoot Checklist

- Do not wear anything green to shoot a Super Booth (It will vanish when edited)
- Ladies, a matte makeup is best
- Dress as if you were to meet a client for the first time
- Watch our presentation basics series [here](#)