Your First Video Planner

One page. Seven questions. Finish with a topic, a hook, a shot list, and a posting plan.

Big River Digital
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BEFORE YOU START

Platform (pick one): ☐ Instagram Reels ☐ TikTok ☐ YouTube Shorts ☐ Facebook Reels

Goal (pick one): ☐ More followers ☐ Website visits ☐ Calls ☐ Foot traffic

THE 7-STEP PLANNER

1. Audience

This video is for _____ who struggles with _____.

2. One takeaway

After watching, they will know _____. (Need the word "and"? You have two videos.)

3. Format

How-to Myth vs. fact Before and after Behind the scenes Lesson learned

4. Hook

Write three opening lines. Circle the one you'd stop scrolling for.

5. Shot list

Plan four to six shots. Use the table below.

6. One call to action

Follow, comment a keyword, call, or visit the site. Say it out loud and put it on screen.

7. Caption and posting plan

Caption, platform, and when you'll check results.

SHOT LIST

Shot	What's on screen	Text on screen	Length
1 (hook)			
2			
3			
4			
5 (call to action)			
6			

FILMING-DAY CHECKLIST

- ☐ Phone charged, lens wiped, storage cleared
- ☐ Vertical orientation (9:16)
- ☐ Window light on your face or subject
- ☐ Audio test: record 5 seconds, listen
- ☐ Hook filmed at least three times
- ☐ Extra close-up and wide cutaways

AFTER YOU POST (24 HRS AND 7 DAYS)

Watched past the first 3 seconds: _____

Where most viewers dropped off: _____

Did anyone take the call to action? Y / N

If they leave right away, rework the hook.

If they leave mid-video, tighten the edit.

Note for next video: _____

Want help planning, filming, and editing? Big River Digital builds short-form video plans for Memphis businesses. **(901) 708-7844**