



- Select Topic Idea
- Watch Competition
- Key Word & Tag Research (Create Note Or File)

## Conceptualize

- Thumbnail (Pathos)
- Title (Logos)
- Hook (Ethos)

## Purpose Of Video

- Search
- Endearment
- Sales
- Define Call To Action

## Outline

- Hook
- Bait
- Body
- Call To Action
- B-Roll

- Decide Location
- Microphone Y/N?
- Light Y/N?

## Record

- Record Thumbnail
- Record Hook
- Record Content
- Record Cta
- Record B Roll

## Edit

- Initial Edit
- Fine Tune Edit
- Add B Roll & 3ND Fine Tune Edit
- Add Branding & Final Edit

- Youtube Description
- Export From Editing Software
- Import To Y/T

## Turn Outline Into Blog Article Y/N?

- Seo Research
- Add Pictures
- Add Links
- Publish

## Promote On Social

- Facebook
- Twitter
- Instagram
- Linked In
- Tiktok