

Full Process

Ideation

1. Brainstorming topics

Creation

1. Prep
 1. Pick a topic. Ideas are everything! Are the questions viewers may have about the idea interesting? What click triggers could it lean on?
 2. Compile history and information about the topic.
 1. Who, what, when, where, why, how?
 2. Stats, data, facts, thoughts, talking points
 3. Questions you and viewers have about the topic.
 4. Keep track of all sources!
2. Premise
 1. Promise
 1. Core intrigue (What is most interesting to the viewer? The things they have to get the answers to. The source of the curiosity gap)
 2. Hook (What will the intro cover?)
 2. Payoff
 1. Core Takeaways (Info viewer wants. Actual talking points, and the payoff information throughout and at the end of the video) (Fulfill curiosity gap)
 3. Packaging
 1. Topic, Title, Thumbnail

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1. Produce
 1. Using the bullet points you've compiled, order the information from the "Prep" step into sections, creating an outline from start to finish.
 2. Expand bullet points into sentences
 3. Expand sentences into paragraphs
 4. Overproduce! You'll trim later
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1. Polish
 1. Improve transitions
 2. Improve phrasing
 3. Trim fluff

4. Make more concise
 5. Remove redundancy
2. Plan
 1. Create a shot list
 2. Gather relevant links and sources

Finalization

1. Record
 1. Footage
 2. Audio
2. Edit
 1. Send everything to editor
 2. Templated process, drag and drop assets ready to go
 3. Send briefs to thumbnail designer (or make them)