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**STEP 1: PACKAGING**

**Title:**

**Thumbnail:**

**Why is this packaging?**

**Big:**

**Easy:**

**New:**

**Safe:**

**What burning questions do these bring up in your viewers?**

1.

2.

3.

4.

5.

6.

7.

8

Order the questions so that you pick the three you think they most care about

**STEP 2:**

Write a statement hook:

Write a story hook:

Write a question hook:

Pick a winner

**STEP 3 - WRITE A SET UP**

Pick your top three questions from step one, write a set up that follows the B.E.N.S system that lets people know you’ll be covering all three of them.

**STEP 4 - LOOP (optional)**

Pick one of your other questions from step 1 and open a loop asking it, explain and pay it off.

**STEP 5 - POINT 1**

What story could you tell to make your point? Write a hook to segway into your story

**STEP 6 - POINT 2**

What story could you tell to make your point? Write a hook to segway into your story

**STEP 7 - POINT 3**

What story could you tell to make your point? Write a hook to segway into your story

**STEP 8 - CTA HOOK**

Write a hook, a bold statement or super intriguing question can work well here, set up that the viewer still has problems, point to another one of your videos to solve them