Animated Title & Hook

• Visual:

• Colorful title card flies in: “How to Crush Procrastination”

• A cartoon character (you) pops up looking overwhelmed at a messy desk.

• Voice-Over (VO):

“Ever find yourself doom-scrolling when you’ve got work to do? Today, we’ll smash procrastination—for good!”

• On-Screen Text:

“Let’s crush it!” (letters jump and explode)

What Is Procrastination?

• Visual Animation:

• Character drifts through a “social media” landscape: floating phones, Netflix logos, yawning emojis.

• A big clock spins and speeds up, showing time slipping away.

• VO:

“Procrastination means delaying important tasks for short-term comforts—whether that’s endless TikTok loops or Netflix binges.”

• On-Screen Pop-Up:

− “Short-Term Comfort” vs. “Long-Term Goals” (scales tipping toward comfort)

Why It Matters

• Visual:

• Split-screen: Left side shows the character stressed at night, pulling hair; right side shows a calm, productive character sipping coffee in daylight.

• Animated graph rises: “Stress” arrow goes up; “Productivity” arrow goes down.

• VO:

“Unchecked, procrastination leads to stress, missed opportunities, and a nagging “unfinished” feeling that follows you everywhere.”

• On-Screen Text:

“Stress ↑ Productivity ↓”

Tipe 1: Break Tasks into Tiny Steps

• Visual Sequence:

1. A giant “Write Thesis” boulder blocks a path.

2. Character hammers it into smaller “Draft Intro,” “Research 1 Source,” and “Outline Section” stones.

3. The path clears step by step.

“Big tasks feel like immovable boulders. So break them down: instead of ‘Write thesis,’ carve out ‘Draft intro paragraph.’ Every tiny win clears your path forward.”

• On-Screen List Animation:

• ✓ Draft Intro

• ✓ Research 1 Source

• ✓ Outline Section

Tipe 2: Pomodoro Technique

• Visual:

• Animated tomato timer pops up, counts down from 25:00.

• Character works at super speed; then timer rings and transforms into a coffee cup for the 5-minute break.

• Cycle repeats twice, showing increasing focus.

• VO:

“Work 25 minutes, break 5. Rinse, repeat. This “Pomodoro” rhythm trains your focus and makes tasks feel less daunting.”

• On-Screen Clock:

• 25:00 → work

• 05:00 → break

Tipe 3: Tip 3: Eliminate Distractions

• Visual Montage:

• Character swipes away social-media icons into a “Distraction Jar.”

• Each swipe drops a coin into the jar.

• “Do Not Disturb” shield appears around your desk.

• VO:

“Identify your biggest time sinks—social media, email, phone. Block them with apps, airplane mode, or a “distraction jar” (deposit $1 each time you cave). Watch distractions shrink!”

• On-Screen Tip Bubble:

“Try: Forest app, Freedom, Distraction Jar”

[3:05–3:45] Tip 4: Clear Deadlines & Accountability

• Visual:

• Calendar flips pages to a big red deadline date.

• Character sends a chat bubble to “Accountability Buddy” who gives a thumbs up.

• A progress bar fills up as the deadline approaches.

• VO:

“Open-ended tasks drag on forever. Set clear due dates—and tell someone about them. Knowing someone’s checking in supercharges your motivation.”

• On-Screen Checklist:

• Task

• Due Date

• Accountability Partner

Tipe 5: Reward Yourself

• Visual:

• Character finishes a task, then pops a confetti cannon.

• Transitions to savoring a coffee, taking a walk, or enjoying a mini-dance party.

• VO:

“Work hard, play hard. Promise yourself a reward—latte break, quick stretch, or that chocolate bar—after every step. This conditions your brain to love productivity.”

• On-Screen Animation:

“Reward → Motivation → Repeat”

Animated Recap

• Visual:

• All five tips appear as icons in a circle around the character:

1. Tiny Steps

2. Pomodoro

3. Block Distractions

4. Deadlines

5. Rewards

• The circle spins and settles.

• VO:

“Remember: Break tasks down, Pomodoro-ize your work, block distractions, set deadlines with friends, and reward yourself. Follow these, and you’ll crush procrastination every time!”

Call to Action & End Screen

• Visual:

• Character waves goodbye; an animated subscribe button bounces in.

• End screen shows two video thumbnails and “Subscribe” bell icon.

• VO:

“If this helped you, smash that Like button, subscribe for more animated hacks, and comment your favorite tip below! See you next time.”

• On-Screen Text:

“Like 👍 Subscribe 🔔 Comment 💬”

⸻

Notes for Animation Style:

• Character Design: Simple, flat-vector style with bright, contrasting colors.

• Transitions: Smooth zooms, wipes, and “pop” effects for text and icons.

• Infographics: Use animated charts and checklists that build onscreen rather than appear all at once.

• Timing: Keep each tip punchy—around 40–45 seconds—so the energy never dips.

Feel free to adjust any timings or visuals to match your brand palette and voice!