CONTENT PLAN

[Content Plan Title]

[Client Name · Company]

Long Form Video Script

Hook

[Problem-first, audience-facing hook. Lead with the real tension, then turn personal. Written for the viewer, not the way the client opened the call.]

Chapter Title
[Short, viewer-facing chapter label, becomes the YouTube chapter marker]

B-Roll / Overlay Idea
[Direction for the video editor: what visual / b-roll to cut in over this section]

Story

[The real story from the strategy call, in the client's voice. Source of truth, do not invent.]

Chapter Title
[Short, viewer-facing chapter label, becomes the YouTube chapter marker]

B-Roll / Overlay Idea
[Direction for the video editor: what visual / b-roll to cut in over this section]

(insert 30-second paid endorsement, optional)

Key Point #1

[First key point with its supporting detail.]

Chapter Title
[Short, viewer-facing chapter label, becomes the YouTube chapter marker]

B-Roll / Overlay Idea
[Direction for the video editor: what visual / b-roll to cut in over this section]

Key Point #2

[Second key point with its supporting detail.]

Chapter Title
[Short, viewer-facing chapter label, becomes the YouTube chapter marker]

B-Roll / Overlay Idea
[Direction for the video editor: what visual / b-roll to cut in over this section]

Key Point #3

[Third key point with its supporting detail.]

Chapter Title
[Short, viewer-facing chapter label, becomes the YouTube chapter marker]

B-Roll / Overlay Idea
[Direction for the video editor: what visual / b-roll to cut in over this section]

Key Point #4

[Fourth key point with its supporting detail.]

Chapter Title
[Short, viewer-facing chapter label, becomes the YouTube chapter marker]

B-Roll / Overlay Idea
[Direction for the video editor: what visual / b-roll to cut in over this section]

Call to Action / Lesson

[Combined lesson and CTA. End on an invitation, not a sign-off.]

Chapter Title
[Short, viewer-facing chapter label, becomes the YouTube chapter marker]

B-Roll / Overlay Idea
[Direction for the video editor: what visual / b-roll to cut in over this section]

Short Video Script

Title

[Shorts-optimized title, 5 words max]

Hook

[Opening hook that drops the viewer into the situation]

The Problem

[The tension or problem, stated quickly]

The Turn

[What changed / how it was solved]

Lesson + CTA

[The takeaway, then push to the full video]

Complementary Article

[Problem-first opening paragraph, mirroring the script hook but written for reading.]

[Continue the setup. Establish the story and stakes in the client's voice.]

***[Run-in bold header naming the point.** Body text continues here in regular weight, in the client's voice.]*

***[Run-in bold header naming the point.** Body text continues here in regular weight, in the client's voice.]*

***[Run-in bold header naming the point.** Body text continues here in regular weight, in the client's voice.]*

***[Run-in bold header naming the point.** Body text continues here in regular weight, in the client's voice.]*

[Closing paragraph that leads into the CTA.]

*Call or text me at **[phone]**, email me at **[email]**, or visit **[website]**. (Bold all three; hyperlink email and website.)*

[Warm closing line after the contact info. Never end on the contact line.]

Pull Quote

[The single most memorable line, usually pulled from the script. No quotation marks.]

Marketing Messaging

Target Search Engine Phrase

[A real search query someone with this problem would type. Not a headline.]

Blog Headline

[Informational / SEO headline. Don't copy the client's topic line. No parentheticals.]

Blog Subheadline

[Complements the headline, adds specificity, doesn't repeat it.]

Blog Open Graph Description

[One complete sentence that resolves. The search/social preview line.]

3 YouTube Video Titles (A/B/C)

- *[Title option A, under 60 characters, keyword in the first third]*
- *[Title option B]*
- *[Title option C]*

YouTube Description

[Leads with the target search phrase, then the value and a soft watch prompt.]

Thumbnail Creative Brief

[Hook text on thumbnail, 3 to 6 words]

[One designer-direction paragraph: headshot energy, background, text treatment, placement, one optional element, tone, mobile readability. Note the brand hex.]

3 YouTube Hashtags

- *#[Team or ClientName]*
- *#[Location]*
- *#[TopicAnchor]*

5 YouTube Video Tags (separated by commas)

[exact-match title phrase, close variation, close variation, subtopic / long-tail, subtopic / long-tail, each 2 to 5 words, lowercase except proper nouns]

First YouTube Comment

[A pinned-comment line that invites engagement.]

3 Email Subject Lines (A/B/C Test)

- *[Subject A, under 50 characters, curiosity-driven]*
- *[Subject B, at least one of the three should be a question]*
- *[Subject C]*

Email Preheader Text

[One short line supporting the subject line.]

Email Teaser/Hook

[Sells the click. Distinct from the YouTube Description. Key value sentence bolded inline.]

Facebook Post

[Short, 2 to 3 sentences, ending with <<Blog Link>>.]

LinkedIn Post

[Short, 2 to 3 sentences, ending with <<Blog Link>>.]

Google Business Post

[Short, 2 to 3 sentences, ending with <<Blog Link>>.]

Instagram Post

[Short, 2 to 3 sentences. No link.]

TikTok Post

[Short, 2 to 3 sentences. No link.]