

The Hook
<input type="checkbox"/> Is 5 seconds in length
<input type="checkbox"/> Is a pattern interrupt and will command attention
Intro and Summary
<input type="checkbox"/> Explains what's in it for them
<input type="checkbox"/> Outlines what they can expect in the ad (optional, share video length - or remaining seconds)
<input type="checkbox"/> Contains at least one big benefit
<input type="checkbox"/> Speaks to or calls out your target market
<input type="checkbox"/> Contains your first call to action and sells the click
Story
<input type="checkbox"/> Expands on the intro and summary
<input type="checkbox"/> Educates / Entertains, or delivers value in some way
<input type="checkbox"/> Outlines or expands on the benefits given in the intro and summary
<input type="checkbox"/> Delivers what was promised in the intro and summary
Close
<input type="checkbox"/> Sells the click - 1 sentence that overviews of the main benefits from the video
<input type="checkbox"/> Lets them know what to expect on the other side of the click
<input type="checkbox"/> Video ends with the call to action