



Video Content Creation Formula Worksheet

1. QUESTIONS

List 5 - 10 questions your customer avatar is asking related to your industry (NOT necessarily product/service).

2. KEYWORDS

From the questions above, list the core keywords here:

3. VIDEO TOPICS

Take one keyword at a time from the list above, type them into YouTube.com and leave OFF the last two letters. Whatever the autosuggest lists put here (or in your spreadsheet).