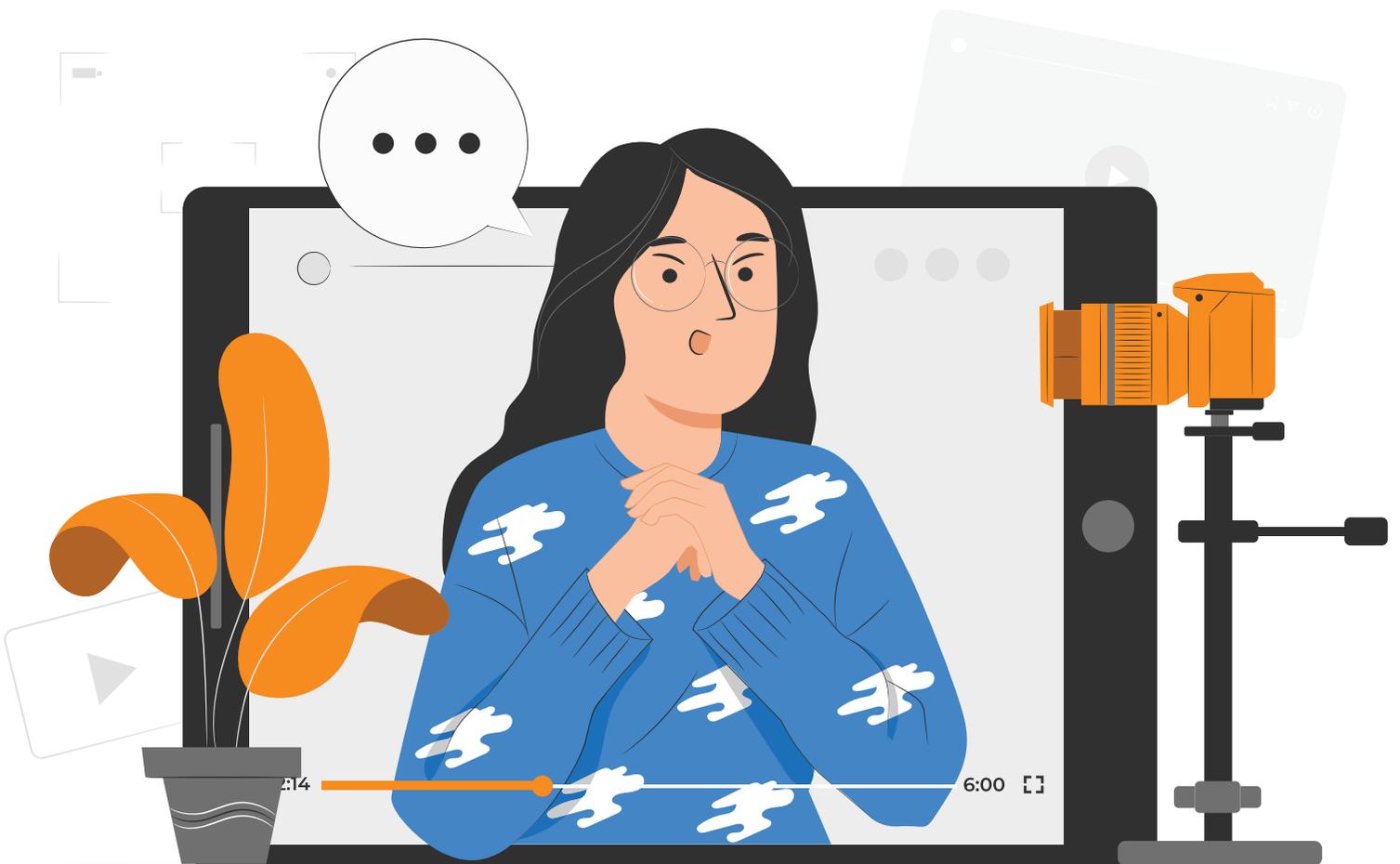




SIMPLE TRAFFIC
BLUEPRINT

SIMPLE VIDEO SCRIPT PLANNING





Overview

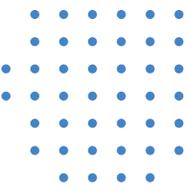
This is a simple 6 point plan on how YOU can structure your videos and find a template you can work with.

This PDF is fully editable and you can click and type directly into the document.

Use this feature to make a bullet point list and plan your videos BEFORE you record.

There are 6 points you need to include in your videos:





STEP 1

Keep the intro short and sweet and give an outline of what this video is covering.

Here are some examples of how you can open a loop at the beginning of your video.

“In this video we’ll take a look at how to do A, B and C”
“Today we’ll be talking about A, B and C”
“Over the next few minutes you’ll discover A, B and C”

Give an overview of what the video will cover and how it will be structured.

Your Intro: Write in your introduction in the box below.



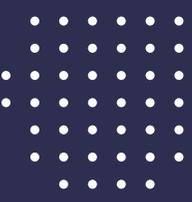
STEP 2

Combining A HOOK With The Intro

Address the viewer's question upfront + How this video will answer it.

“In this video, I am going to show you why solo ads suck. I bet you have spent \$1000s on solo ads without any results, right? No sales and just a bunch of worthless email leads. **I am going to share with you why YOU failed so keep watching.**” [that's the hook!]

Your Hook: Write in your hook in the box below.



STEP 3

Call To Action:

Request a small action or response WHILE they're watching to get them involved & engaged!

If it is a call to action to STB, try and be consistent. Use the same CTA for every video. Take your time to experiment and find one you like and then stick with it.

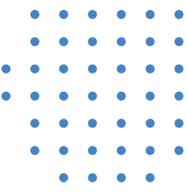
“And by the way, I am building an online business making videos just like this one and you can do the same. Click the link in my description to check out The Simple Traffic Blueprint. But, for now, let’s get going with this video”

OR

Ask them to engage!

“If you have ever used or tried this product, please let me know in the comments below and please subscribe to my channel and ring the bell to get instant updates”





STEP 4

NOTE: Don't worry about the content length. Focus on the outcome & the value for the viewer. Focus on answering the query which brought them to the video.

Deliver on the original promise and solve the pain/challenge the viewer came for!

For example: *Video Title:* Why Do Solo Ads Suck

Content Structure:

intro	- Unstable growth
- Call To Action	- No relationship building
CONTENT: Solo ads are...	- Unreliable vendors/traffic sources
- Unresponsive	- Content Summary
- Spamming	- Call To Action
- Expensive	- Sign Off and Goodbye!
- Dangerous for beginners	

Your Content: Use the box below to make a bullet point plan of the key points you want to include in your video.

STEP 5



NOTE: Give your PERSONAL opinion here about what you feel is a good summary of the topic you have discussed.

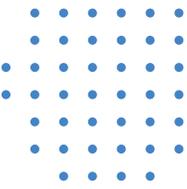
- Discuss your final findings, recommendations or summary of the content just covered.

“The best FREE software I’d suggest checking out is XXX.”

“I think solo ads sucks because of the findings I have talked about in this video.”

“I feel solo ads areNOT suitable for beginner because of XYZ” (as you discussed in the video)

Your Content: Use the box below to make a bullet point plan of the key SUMMARY points you want to make.



STEP 6

- Short sharp CTA or “Next Step” for the viewer
- Experiment with different CTA’s!
- You can give the same CTA as in the intro for STB or experiment with a new one.
- You can do a CTA for the NEXT video in the playlist, for example.

Remember to plan a little bit and think what a logical CTA would be, based on the content in the video.

Your Call To Action: Use below to write down some ideas for CTAs and then choose the one which offers the most value to your viewer based on the content itself.

