

Long Form Video Creation Worksheet

Working Title: _____ Project/Brand: _____

Date: _____ Format: _____ Platform: _____ Est. Length: _____

Central Promise: _____

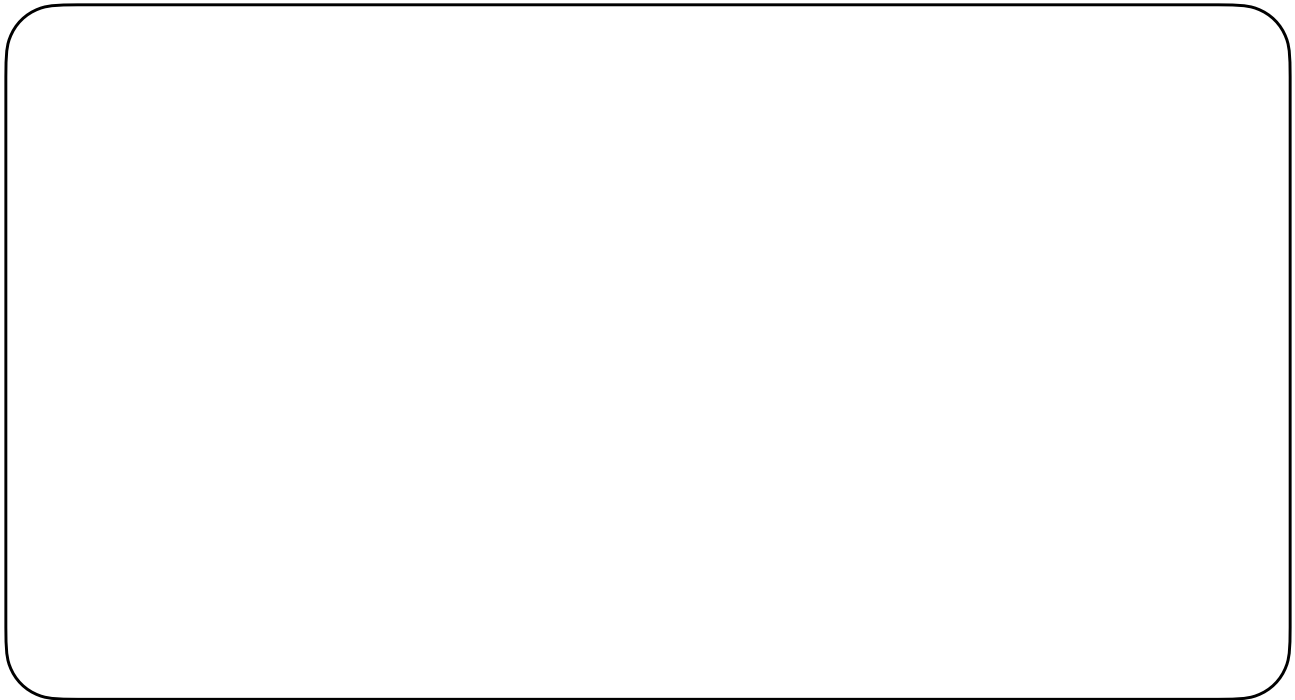
Settings / Locations: _____

People / Guests: _____

Target Audience: _____

Goal: _____ **Hook:** _____ **CTA:** _____

Thumbnail Idea / Text: _____



Synopsis / Video Description: _____

Why Should Someone Watch This: _____

