

Long Form Video Creation Worksheet

Working Title: _____ Project/Brand: _____

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

Central Promise: _____

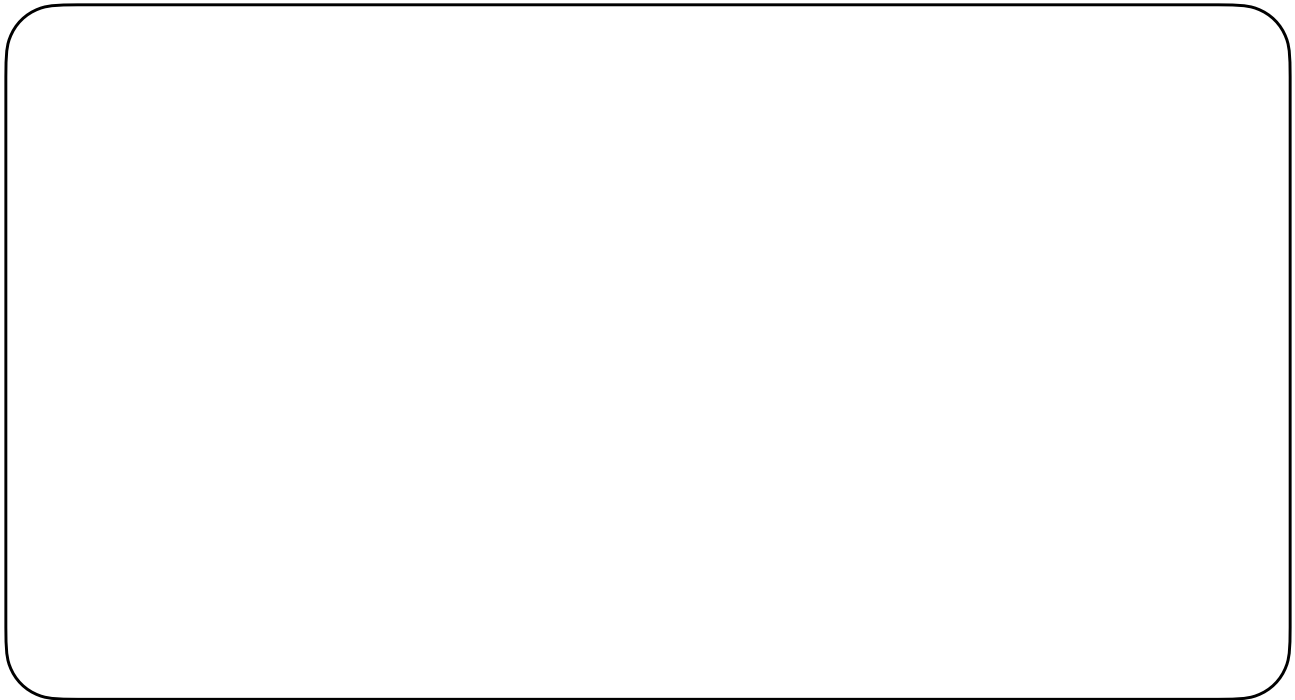
Settings / Locations: _____

People / Guests: _____

Target Audience: _____

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

Thumbnail Idea / Text: _____



Synopsis / Video Description: _____

Why Should Someone Watch This: _____

Chapter Planning

Chapter title: _____ # _____

Purpose: _____

Viewer Takeaway: _____

Description: _____

Est. Duration: _____ Transition: _____

Required Footage: _____

Chapter title: _____ # _____

Purpose: _____

Viewer Takeaway: _____

Description: _____

Est. Duration: _____ Transition: _____

Required Footage: _____

Chapter title: _____ # _____

Purpose: _____

Viewer Takeaway: _____

Description: _____

Est. Duration: _____ Transition: _____

Required Footage: _____

Shot / Take Log:

Scene / Chapter	Take #	Production Date	Notes:	Use ?

SIMIC SOLUTIONS

PUBLISHING PLAN

Final Title: _____ Publish Date: _____

Thumbnail Text: _____ Final Video Length: _____

Platform: _____ Visibility: _____

Description: _____

CHAPTERS / TIMESTAMPS

00:00 _____ / _____

_____ / _____

_____ / _____

FINAL REVIEW CHECKLIST

Video exported:		Audio Checked:		Captions Added:	
Thumbnail Ready:		Description Ready:		Links Checked:	
End Screen Added:		Scheduled / Published:			

REQUIRED LINKS / TAGS

Product Link: _____ Website: _____

Tagged Accounts: _____ Sources/Credits/Other: _____

Also share on: _____

POST-PUBLISH NOTES: _____

Repurposing Plan

Short Title: _____

Source Timestamp: _____ to _____

Hook: _____

Core Clip / Message: _____

On-Screen Text: _____

CTA: _____

Caption: _____

Platform(s): _____

Publish Date: _____ Status: _____

Short Title: _____

Source Timestamp: _____ to _____

Hook: _____

Core Clip / Message: _____

On-Screen Text: _____

CTA: _____

Caption: _____

Platform(s): _____

Publish Date: _____ Status: _____

SCRIPT SHEET

Video Title: _____ Chapter: _____

Scene: _____ Page: _____ of _____ Est. Duration: _____

Cast Names: _____

Speaker: _____

_____ Line 1 : _____

_____ Line 2 : _____

_____ Line 3 : _____

_____ Line 4 : _____

Chapter: _____ Scene: _____ Page: _____ of _____

Est. Duration: _____ Cast Names: _____

Speaker: _____

_____ Line 1 : _____

_____ Line 2 : _____

_____ Line 3 : _____

_____ Line 4 : _____

_____ Line 5 : _____

Chapter: _____ Scene: _____ Page: _____ of _____
Est. Duration: _____ Cast Names: _____
Speaker: _____

_____ Line 1 : _____

_____ Line 2 : _____

_____ Line 3 : _____

_____ Line 4 : _____

_____ Line 5 : _____

Chapter: _____ Scene: _____ Page: _____ of _____
Est. Duration: _____ Cast Names: _____
Speaker: _____

_____ Line 1 : _____

_____ Line 2 : _____

_____ Line 3 : _____

_____ Line 4 : _____

_____ Line 5 : _____
