

# Getting Started and Ensuring Traffic to Your Videos Worksheet

To take advantage of the power of videos, doing your research before you get started is necessary. You want videos that get traffic and convert well. Use this worksheet to research and brainstorm the video.

Why do I need videos when I can use written content? Will it be solely on my landing page or will I be putting it on YouTube and other places?

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How can I create videos if I don't want to be on camera? For example, slide-shows, presentations, and other types of video.

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Which type of video will work best with what I am offering/presenting? Talking head? White board? Explainer Video? Presentation style?

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What type of content am I going to use? Am I going to teach a topic? Do I want to showcase testimonials and case studies? Do I have someone I want to interview or a webinar I can share? What product review can I do? Or do I want to do a product demonstration?

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What can I talk about on my video? What points do I want to cover?

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Have I included my call to action? What do I want them to take action on? Is it to call a phone number or visit my website? Do I want them to subscribe to my mailing list or to buy something?

What is are people searching for in my niche? Use keyword research tools, trending topics and asking questions to find the problems people want solutions for.

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What broad phrases can I use to begin my search? How can I narrow that down even more?

Am I looking for informational traffic, navigational traffic or transactional traffic on this video?

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What content already exists on my keyword phrases? What's missing in it? What can I do differently?

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What social media platforms are my potential customers using? What are they talking about or need answers to?