

Lesson no. 8 – How to plan the first video

Why Is Planning and Outlining Important?

Whether you make vlogs or tech tutorials, planning your videos can help them perform better on YouTube.

To be clear: the level of planning that you do before you shoot is completely up to you.

Some YouTubers have a vague idea of what they want to say before hitting the “record” button. Others script out every single word.

No matter where you fall on that spectrum, here are some best practices for planning, outlining and scripting YouTube videos.

Focus on Flow

It’s no secret that YouTube viewers are an impatient bunch. That’s why you want your video to flow quickly from point-to-point.

And unless you’re a natural, an unplanned video will be full of “umm” and “aahhs” that can kill your video’s flow and momentum.

So as you plan your video, outline how quickly you’ll move from point-to-point. Usually, the quicker the better.

For example, if you’re shooting a vlog about your family’s trip to Disney World, you’d want to plan your video so it isn’t bogged down by unnecessary details or anecdotes.

Ideally, your video should go from “our flight” to “our hotel” to “our favorite rides” in a snap. That way, viewers stay engaged.

The “H.I.C.C.” Video Structure

The H.I.C.C. video structure is a simple (yet effective) structure for outlining YouTube videos.

Here’s how it works:

1. H=Hook

We covered the importance of hooking viewers in the first 15 seconds already. But to recap: your hook is something that grabs people’s attention quickly... so they don’t click away.

2. I=Intro

Now that you've hooked your viewers, it's time to quickly introduce your topic. You can also preview what you're going to cover, show an example, or tease something specific (like a tip or surprising finding) that's coming up.

3. C=Content

This is the main content of your video.

For a how-to video, this is the steps someone needs to follow. For a fitness video, this is the workout itself.

4. C=Call To Action

Finally, you want to end your video with a call to action to like your video, comment, subscribe, watch another one of your videos and follow you on social media.



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