

THE 60-SECOND "PERFECT WEBINAR"

SHORT FORM VIDEO FRAMEWORK

#1 | The Hook

The hook is the most important part of your video! It's the first thing you say at the beginning of your video. And it's how people determine whether they're going to keep watching or not. If you skip the hook and just start telling the story or context, people will just scroll to the next video in their feed.

Here's some of our best performing hooks:

- The #1 secret to ___ is...
- Here's how to ___...
- If you're struggling with ___, this is your problem...
- Did you know...
- How to ___ without ___...
- This is probably going to ruffle some feathers...
- Everything you knew about ___ is wrong...
- Here are 3 tips to ___...
- Here's one simple hack to ___...
- Don't make this mistake...
- Here's the secret to ___...

See if you can
use the word "YOU"
in the hook so they see
themselves in it.

WRITE YOUR HOOK



ERIC THAYNE

John Parkes

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#2 / The Story or Context

This is where you give your viewer the context or story behind what you're about to tell them. This is crucial because it shows them WHY it's important to them. Without a story, your content has no meaning, and your audience won't take it seriously. Stories are also a really great way to get people to keep watching, because once our brains get into a story we have to finish it!

Here's some prompts to help you come up with a story idea:

- So a few weeks ago... *[tell the story of how you learned it]*
- Too many people do ___ when they should do ___... *[give the context of what most people are doing wrong, and what they should do instead]*
- In the book ___ by ___, it says... *[share a quote from a book]*
- People always ask me... *[answer a question that you get asked a lot]*
- So I know this might sound crazy, but... *[tackle a false belief you know they'll have about your content]*

WRITE YOUR STORY

#3 / The 3 Secrets or Tips

Now give them your top 3 secrets or tips that will help them get the result they're looking for. REMEMBER, these have to be SHORT. Your job is to teach them the WHAT, not the HOW. Simply name each of the 3 secrets, and briefly explain what it is in one sentence.

#1 is ___. *[Explain briefly.]*

#2 is ___. *[Explain briefly.]*

#3 is ___. *[Explain briefly.]*



WRITE YOUR 3 SECRETS

1

2

3

#4 | The Offer or CTA

You ALWAYS want to make sure you end your videos with some sort of Offer or Call To Action. Without it, the content just feels lifeless and meaningless. If your goal as a movement leader is to get people to change their lives, then INVITE them to take ACTION! But it doesn't have to be anything crazy. The CTA can be as simple as asking them to follow you for more content.

So if you're a [TARGET MARKET NAME] and you want to get [RESULT OR BENEFIT], make sure to [FILL IN ONE OF THE EXAMPLES BELOW]...

Here are some examples:

- [Invite them to do the thing you just taught them about]
- Follow for more tips
- Hit the link in my bio to get access to ____.
- Go to ____ .com to get ____.
- Comment ____ below and I'll send you ____.
- DM me ____ and I'll show you how.

WRITE YOUR OFFER



BONUS: Video Shooting Tips

You don't need fancy video equipment to get started making videos! Remember, consistency is more important than quality at first. Through consistency, your videos will get better and better over time automatically. Then, when you're at the stage where you're ready to really grow your brand and your movement, you can invest in a professional team to create your content for you.

Here's some tips for shooting high quality videos on your phone:

- **Look for good lighting!** If you're shooting indoors, sit next to a window for the best light.
- **Tap on the camera view** and drag the exposure down just a little bit to avoid bright highlights in your shot.
- **Turn on "Cinematic Mode"** on your phone to get a professional blurry background.
- **Frame your face** so it's about 1/3 from the top of the screen, so it doesn't get cut off by your username on the platform.
- **Put your phone on a tripod** or have a friend hold it, and back up a little bit so your face isn't so big in the frame.
- **Make sure you have "high quality uploads" turned on** in TikTok and Instagram
- **Use "Auto Captions"** when you upload your video to TikTok, Instagram, or YouTube to put captions on it.

Tag me in your video so I can see it!

To Do

- 1- Figure out your message
- 2- write out who my message is for (avatar)
- 3- Publish daily to IG, YT, TT, FB (short form), podcast



ERIC THAYNE

@ ERIC THAYNE