

CREATE | FOCUS SHEET

Use this focus sheet to create a clear vision for your video. Refer back to this sheet as you make your video to check that you're on track! Download this worksheet: bit.ly/4dmuQfq

PROBLEM

What is the problem?

SOLUTION

What is your solution?

LEARN

What will you teach your audience about this topic? What does your audience need to learn about this topic?

CARE

How will you make your audience care about your topic?

ACT

What is your call to action for your audience? What can people do to address this problem?

