MODULE 8: CONTENT: PHOTO, VIDEO AND WRITING

Your first three short videos

Lesson: Short video on a phone · about 15 minutes

Plan and prepare short videos you can shoot at your next events.

Your business (name, service, main city):

1. List the equipment you already own and the one accessory that would fix your biggest video problem.

2. Write the four shots (wide, medium, detail, reaction) you would capture at your next event, specific to your service.

3. Choose a structure (reveal, question and answer, or moment) and write a 30-second shot plan with timings and on-screen text.

4. Write three hooks for the first two seconds of a video about your work.

5. **Note where you will get music for each platform you use, and how you will handle guests and children on camera.**

Check: can you now

- Plan a 30-second vertical video with a hook, a sequence of shots and a clear ending
- Capture usable footage at an event using the four core shot types and steady, well-lit technique
- Edit, caption and add music to a short video within the platform's rules for business accounts

One change you will make this week