Lamphills

Content Creation Planning Template

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1. Video Idea Generation

- Video Title:
- Concept/Theme:
- Target Audience:
- Key Message:
- Trending Topics/Hashtags:

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2. Script Outline

- Opening Hook:
  - (e.g., "Did you know you can monetize YouTube Shorts in just 90 days?")
- Main Content:
  - Point 1:
  - Point 2:
  - Point 3:
- Call to Action (CTA):
  - (e.g., "Subscribe for more tips on growing your YouTube channel!")

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3. Visual and Audio Elements

- Storyboard/Shot List:

- - Scene 1: Description and visuals
    - Scene 2: Description and visuals
    - Scene 3: Description and visuals

- Background Music/Sound Effects:
    - Track Name:
    - Source (e.g., YouTube Audio Library):

- Voiceover/Narration:
    - Script for narration:
    - Voiceover artist (if applicable):

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4. Production Schedule

- Pre-Production:
    - Brainstorming Session Date:
    - Script Writing Date:
    - Storyboarding Date:

- Filming:
    - Location:
    - Equipment Needed:
    - Filming Date:
    - Crew Members:

- Post-Production:
    - Editing Software:
    - Editor:
    - Editing Date:
    - Review/Feedback Date:
    - Final Cut Date:

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5. Publishing Plan

- Video Title:
- Description:
  - Include keywords and hashtags.
- Tags:
- Thumbnail:
  - Design Date:
  - Designer:
- Publish Date and Time:
- Social Media Promotion:
  - Platforms to share:
  - Schedule posts (dates/times):

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6. Engagement and Analysis

- Initial Engagement Strategy:
  - Respond to comments promptly.
  - Encourage viewers to like, share, and subscribe.
- Performance Metrics:
  - Views:
  - Likes:
  - Comments:
  - Shares:
- Feedback and Insights:
  - Viewer feedback:
  - Lessons learned:
  - Ideas for future content:

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7. Content Improvement Plan

- Analyze Previous Shorts:
  - Identify high-performing videos.
  - Understand why they succeeded.
- Optimize Future Videos:
  - Implement feedback.
  - Experiment with new ideas.
- Stay Updated on Trends:
  - Follow industry news.
  - Adapt to new trends and algorithms.

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8. Additional Notes

- Collaboration Opportunities:
  - Potential collaborators:
  - Collaboration ideas:
- Resources and Tools:
  - Equipment checklist:
  - Software and apps:
- Backup Plan:
  - Alternative video ideas:
  - Contingency for technical issues: