

THE CUT SHEET

The 5 steps, a shot list for 12 angle changes, and the sound-off test.

A boring video is usually the same shot for sixty seconds. You do not need a new script. You need something that changes on screen every one to three seconds. Film one line at a time and change the picture between lines.

THE 5 STEPS

1. Keep the script you already wrote. Do not change a word.
2. Film it one line at a time. Stop after every line, even when it feels slow.
3. Change something every one to three seconds: angle, distance or spot.
4. Trim every pause between lines. The gaps are where people swipe away.
5. Watch it once with the sound off. If nothing moves for three seconds, add a cut.

12 CHANGES YOU CAN MAKE (PICK ONE PER LINE)

#	Change	How
1	Closer shot	Move the phone in until your face fills the frame
2	Wider shot	Step back so we see your hands and the room
3	Side angle	Turn 45 degrees and talk past the lens
4	Low angle	Phone at chest height, looking up
5	Different spot	Move to the next room, the truck, the job site
6	Hands only	Show the thing you are describing
7	Over the shoulder	Film your screen or your work from behind
8	Text on screen	Put the key word on screen for one second
9	B-roll clip	Two seconds of the work, no talking
10	Punch in	Zoom the same clip in a little in your editor
11	Prop in hand	Pick up the tool, the paper, the product
12	Walk and talk	Move while you say the line

THE SOUND-OFF TEST

- Mute the video and watch it from start to end.
- Count the seconds between changes. Anything over three seconds, add a cut or a text pop.
- Read only the text on screen. Does it still tell the story? If not, add words.
- Check the first second. Is there text and a face?

SHOT LIST TEMPLATE

Line	What I say	Change	Done
1			☐
2			☐
3			☐
4			☐
5			☐
6			☐
7			☐
8			☐
9			☐
10			☐

Rule of thumb: change something every one to three seconds. It is a guideline, not a guarantee. Educational only. Results vary by business and by account. No views, followers or sales results promised.

Better video. Now fill the pipeline.

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