



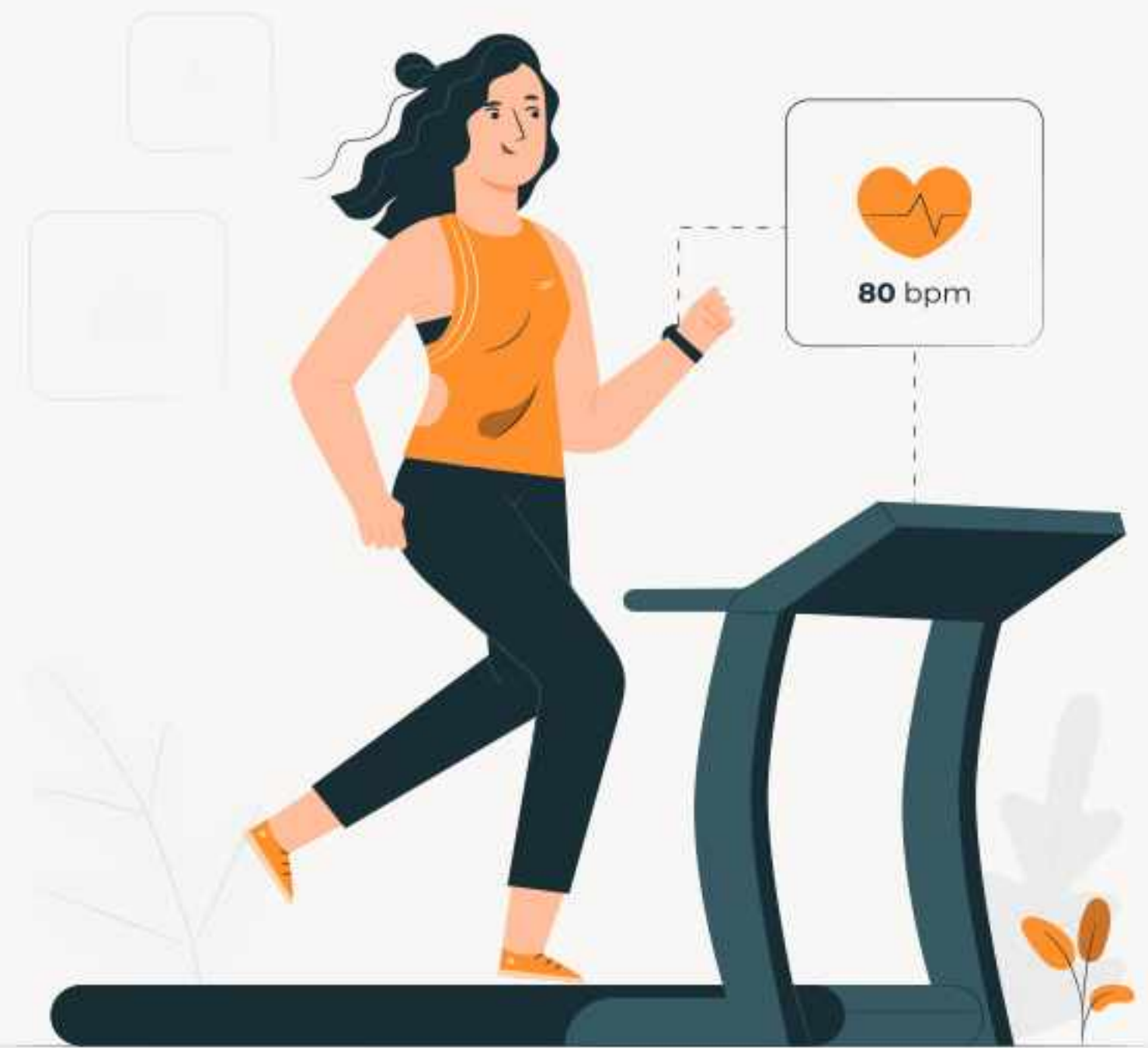
**THE ULTIMATE GUIDE FOR
UNDERSTANDING THE
MOST IMPORTANT ELEMENTS
EVERY VIDEO NEEDS**



#1

ONE GOAL

Think, Feel or Do



#2

SIMPLICITY

Follow the 5th Grader Rule



#3

**MAKE THE
CUSTOMER
THE HERO**



#4

**EXPLAIN THE
PROBLEM**



#5

**SHARE YOUR
SOLUTION**



#6

**YOUR VIEWERS'
NEW LIFE**



#7

**A CALL TO
ACTION**

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