



1. ENERGY

How do you want people to feel when they watch your videos?

What is your current energy like on video? How does your energy need to be different?



2. TONE

What will your tone be like in your videos?

Is there any specific language or words you will use in your videos to match your brand?

What will your speed be like when talking on camera?

How do you want to sound when words come out of your mouth?



3. DRESS

How will you dress in your videos?

What do you want your dress style to say about you?

4. BODY LANGUAGE

How will you dress in your videos?