

**VISUALS TO HELP YOU
TELL YOUR STORY**

THECOGNITIVEEMPORIUM.COM

The Hook

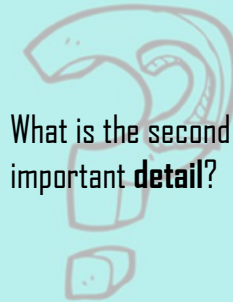
You want to **HOOK** your audience with something that they have to keep listening to. (What would make them keep watching the YouTube video)



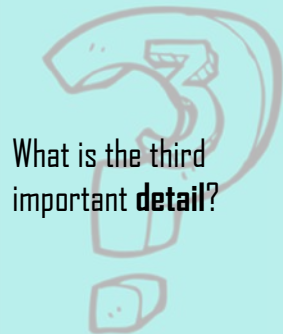
What is the first important detail?

The Nuts In a Nutshell

Make it short and sweet: **What** kind of nuts; **Who** are the nuts; **Where** are the nuts; **Why** these nuts are important to the story.



What is the second important **detail**?

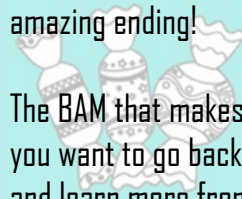


What is the third important **detail**?

WRAP IT UP

Wrap it all up with an amazing ending!

The **BAM** that makes you want to go back and learn more from this YouTuber.



**VISUALS TO HELP YOU
TELL YOUR STORY**

THECOGNITIVEEMPORIUM.COM