# Prepare Your Quick Takes Video Content

## Tips to Plan Your Presentation

1. Make providing valuable information your primary goal.
2. Limit speaking too much about yourself.
3. Picture yourself speaking to one person.
4. Think of it as a conversation and not a presentation.
5. Plan not to exceed 5 minutes of content

Video Script Template

### Introduce yourself

Example: Hi, I’m lawyer John Smith of Smith & Collins, LLP.

### Tell viewers what they will learn in the video.

Example: In this video, I’m going to share 3 things that will help you.

### Share a personal example/story about your topic.

(Help viewers understand how this is relevant to them.) | Example: I first learned this when.

### Takeaway #1

Example: You need to know that.

### Takeaway #2

Example: The second thing you need to know is.

### Takeaway #3

Example: The third thing you should know is.

### Tell viewers what learning this enabled you to do.

(This is how they too can benefit from this information.) | Example: By using this strategy, I was able to.

### Call to Action

Example: If you would like more information on [insert topic] please visit the ISBA website, (or join the ISBA [insert name of section] section, or view more in the ISBA’s on-demand CLE catalog.)