**Explainer Video Worksheet 1**

*I’ve provided some links to sample videos and example text in the text entry fields. Overwrite the example text with your own content.*

How Change Works - <https://youtu.be/wPKPQNq59so>

1. What is your topic? What are you going to explain in your video?

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| How change works - the transtheoretical model of change. |

2. Who is your audience? Who are you creating this video for? What are your assumptions about your audience?

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| Non-profit housing staff that may not understand the normal process of change. |

3. What do you want them to take away from this video? What is the learning goal or objective?

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| Recognize the stages of change in the transtheoretical model and how it is not a linear process. |

4. What are the 1 - 3 BIG ideas that you will include in this video?

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| Change is not linear or easy. Relapse is normal. |

5. How long will your video be? ~ 150 words per minute if you are narrating.

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| 5 minutes. |

**Basic outline**

How Change Works - <https://youtu.be/wPKPQNq59so>

1. Introduction: What will the first few words be? If you can’t come up with the actual words right now you can set the intention of the introduction. Sometimes it's easier to write the introduction last. The goals to get your audience to pay attention or relate.

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| Have you ever tried to change a habit? |

2. What is the context or big picture?

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| The transtheoretical model of change was originally developed as a way to understand how people changed their use of harmful substances. It can also be used to understand how people change in general. |

4. What are the driving questions, or question? This can be used in the introduction or it can be used to provide direction after the introduction.

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| Have you tried to change a habit? Have you tried to help others to change? |

5. What are the key ideas?

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| Change is hard, struggling to change is normal, and understanding that it is a process, can help. |

6. What are some examples?

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| Use examples in each stage. |

7. How will you wrap up, summarize, or What do you want them to do? Is there a call to action?

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| Go through the model one last time and add a teaser about related videos. |