

# 30-Second Video Storyboard

Plan every shot before you press record.

TEAM

BUSINESS

VIDEO FORMAT (POV / TO-CAMERA / B-ROLL / ETC.)

HOOK · 0-2 SEC

STORY · 2-25 SEC

CTA · 25-30 SEC

**1 Shot One**

0-5 sec · The Hook

sketch the shot

VOICEOVER / CAPTION LINE

**2 Shot Two**

5-10 sec

sketch the shot

VOICEOVER / CAPTION LINE

**3 Shot Three**

10-15 sec

sketch the shot

VOICEOVER / CAPTION LINE

**4 Shot Four**

15-20 sec

sketch the shot

VOICEOVER / CAPTION LINE

**5 Shot Five**

20-25 sec

sketch the shot

VOICEOVER / CAPTION LINE

**6 Shot Six**

25-30 sec · The CTA

sketch the shot

VOICEOVER / CAPTION LINE

MUSIC MOOD

VOICEOVER LANGUAGE

WHERE TO PUBLISH FIRST