

05

The Format Menu

Eight ways to tell your story



GET FOUND



CREATE



GET BOOKED

THE IDEA

You don't need new ideas. You need formats.

A format is a proven shape for a video. Once you know these eight, you will never stare at a blank screen again.

Pick a format, drop your business into it, and you have a video.

THE EIGHT FORMATS

Master these over time

1

POV walkthrough 'POV: you wake up in a Tharu homestay.'

2

Talking head You speak to camera. Builds trust fast.

3

B-roll + voiceover Today's main format: footage plus your voice.

4

Day in the life Of a guide, a host, a safari morning.

5

Guest testimonial Tourists on camera are pure gold.

6

Trend / audio remix A local twist on a trending sound.

7

Tips / FAQ '3 things to know before your safari.'

8

Before / after Empty road, then a tiger sighting.

THE STRUCTURE

Every video has three parts

2s

THE HOOK

Stop the scroll. A question, a bold shot, a promise. First two seconds decide everything.

15–20s

THE STORY

Deliver on the hook. Show the place, the moment, the feeling.

3s

THE CTA

Tell them what to do: 'DM us on WhatsApp' or 'Book now.'

YOUR TASK

Storyboard a 30-second video.

As a team, plan one video for one member's real business: 5-6 shots, one voiceover line per shot (Nepali or English), and a music mood.

Use the storyboard template. This becomes the video you shoot next.

PLAN READY

Time to roll.

Storyboard in hand, your team heads out to shoot. Follow your shot plan and get extra takes.

NEXT UP

Shooting session →