



WEEKLY BROADCASTING OUTLINE

Segment 1: INTRO (10 seconds)

- You introduce “Who is the **target audience** and **what problem** will be solved?”
- **Pre Recorded Show Video Intro** - Pre-Recorded broadcast intro

Segment 2: Welcome (30 seconds)

- **WELCOME** Video-
- **RECAP** of any previous content
- **PERSONALIZED** Video Clip, Image or Slide
- **CTA (call to action)**

Segment 3: The Problem (1-3 minutes)

- **THE PROBLEM:** Present your evidence
- **PERSONALIZED** Video Clip, Image or Slide

Segment 4: The Solution (1-3 minutes)

- **MAKE YOUR CASE** for your solution
- **PERSONALIZED** Video Clip, Image or Slide

Segment 5: Your Opinion (1-3 minutes)

- **TEACH** the **SOLUTION**
- **PERSONALIZED** Video Clip, Screen Share, Image or Slide


Segment 6: Q&A (1-3 minutes)

- **Q&A** - Questions & Answers

Segment 6: Q&A (1-3 minutes)

- **SUMMARIZE THE VALUE OF THE SOLUTION**
- **Video Clip, Image or Slide**
- **CTA (call-to-action)**

Contact Us

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