



PLAN TO WIN — 5-Day Video Strategy Series

Turn audience insights and keywords into a repeatable video strategy.

Most organizations know video works, but few have a repeatable system that consistently attracts the right audience. **Plan to Win** is a focused five-day strategy series designed to help busy teams turn audience insights and search behavior into a scalable video content plan.

What You'll Learn

- Identify audience search behavior
- Discover high-value keywords
- Turn insights into strategic video topics
- Structure short and long-form video
- Build a repeatable content calendar

What You'll Get

- Video planning templates
- Professional shot list frameworks
- Caption and keyword structures
- Distribution workflows for social platforms
- Livestream reliability insights

Who This Is For

Business leaders, nonprofit teams, marketing departments, and candidates who want a clear system for creating strategic video content without guessing what to film next.

Ready to Build a Video Strategy That Works?

Download the Plan to Win framework and start producing strategic video content today.

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