mhf

FREE PLANNER

Branded video series planner

Work through the six questions, then map your first six episodes. If you can't find six strong subjects, the idea probably needs more work.

1. Editorial idea

What can we credibly keep talking about? What do we want to be known for?

2. Reason to come back

What does the audience reliably get from every episode?

3. Format

Interviews, discussions, demonstrations or something else? What stays the same each time?

4. Identity

Working name, opening, graphics, filming style, music and tone.

5. People

Who hosts? Who contributes? Who will need support on camera?

6. Distribution

Where will it live? Which trailers and clips will we cut from each episode?

Planning a series? We'll help you shape it, then make it.

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Map your first six episodes

A working title and one line on what each episode explores. You don't need to film them all at once.

#	WORKING TITLE	WHAT IT EXPLORES
1		
2		
3		
4		
5		
6		

Before you film episode one

1. One editorial idea, bigger than one message
2. A clear reason for people to come back
3. A format people will recognise
4. An identity: opening, graphics, music, tone
5. The right host and contributors
6. Trailers and clips planned before filming
7. Six episode ideas mapped out

> **You don't need a big studio or a famous host.** A strong idea, the right people and a consistent approach will take you a long way.