LEARNING WITH SDP

"Do I Really Have To?" Worksheet

Decision Checklist and 30-Day Gentle Video Challenge

Participant Handout | September 21, 2026 | Presenter: Jolene MacFadden

Work through this with a pencil. Part 1 helps you decide whether short video is worth your time right now. Parts 2 through 5 walk you through 30 days on whichever track you choose, and Part 6 is where you make the call based on your own results.

Part 1: Should I Try Short Video? (Check all that apply)

- ☐ My genre has an active video community (search your genre plus "booktok" to see).
- ☐ My readers already use TikTok, Instagram, YouTube, or Facebook.
- ☐ I can set aside about an hour a week for the next 8 weeks.
- ☐ I have props, places, photos, or footage that fit my book.
- ☐ Making short videos sounds more like play than punishment.
- ☐ I have a link ready for viewers: book page, newsletter signup, or website.
- ☐ I'm willing to judge results by clicks and signups, not views.
- ☐ I'm OK with slow growth.

Your Score

6 to 8 checks: Try Track A. You have what you need.
3 to 5 checks: Try Track A for 30 days and let your results decide.
0 to 2 checks: Track B is a smart choice. Skipping video is a legitimate marketing decision.

Part 2: My Video Profile

My book's tropes, themes, or big promise

_____
_____

My three-word vibe (example: Steam. Secrets. Scandal.)

_____

Props, places, and photos I already have

_____
_____

The one platform I'll try first, and why

_____

Where I'll send viewers (the link)

_____

Part 3: Track A, the 30-Day Gentle Video Challenge

One short video a week is plenty. Consistency beats volume.

Week 1: Watch and learn

- ☐ Watch 10 videos in your genre. Save 3 you liked.
- ☐ Note what made you stop scrolling in each one.
- ☐ Write 5 hook lines using the formulas in Handout 1.

Week 2: Make one video

- ☐ Gather your props and find good natural light.
- ☐ Film the 3-clip shot list from today's session (about 15 seconds).
- ☐ Edit in the app's built-in editor. Add your hook as on-screen text.
- ☐ Post it. Save the clean original file for other platforms.

Week 3: Build a rhythm

- ☐ Post 2 more videos on the same day each week.
- ☐ Reply to every comment.
- ☐ Try one different no-face idea from Handout 1.

Week 4: Check your results

- ☐ Fill in the tracker in Part 5.
- ☐ Compare link clicks and signups to a normal month.
- ☐ Make your decision in Part 6.

Part 4: Track B, Skip Video and Still Benefit

- ☐ Week 1: Find 5 BookTokers or Bookstagrammers who read your genre.
- ☐ Week 2: Follow and engage honestly. No asks yet.
- ☐ Week 3: Send 1 or 2 no-strings offers using the message below.
- ☐ Week 4: Put the time you saved into your newsletter, reader groups, or events.

Sample Outreach Message (adapt it; keep it short)

Hi [name], I've enjoyed your videos, especially your take on [specific book or video]. I'm the author of [title], a [genre] with [trope or hook].

If it sounds like your kind of read, I'd be glad to send you a free [ebook or paperback]. No strings attached, and no review or video expected.

If you ever do mention it, a quick "thanks to the author for the free copy" covers the FTC disclosure. Either way, thank you for everything you do for readers.

[Your name] | [website or book link]

Part 5: Results Tracker

Views are nice. Clicks, signups, and sales are the scoreboard.

Date	Platform	Video idea	Views	Link clicks	Signups / sales	Notes

Part 6: Decision Day

After 30 days, I will:

- ☐ Keep going with the same format.
- ☐ Adjust: try a different platform or a different no-face idea.
- ☐ Stop, with no guilt, and put the time elsewhere.

What I learned about my readers

_____

_____

Where I'll put my marketing time next month

_____

_____