

Blog to video summary brief (Template & Video Brief)

Carry one article's main argument into a short summary that points back to the source. Edit, copy or download this free template, with inputs, a story order and review points.

Blog to video summary brief

Purpose: Carry one article's main argument into a short summary that points back to the source.

Source URL and publication date: [Add your own information]

Intended reader: [Add your own information]

Main claim: [Add your own information]

Two supporting points: [Add your own information]

Important qualification: [Add your own information]

Example to retain: [Add your own information]

Full article call to action: [Add your own information]

Story order: Hook with the article's question, state its answer, support it with two points and invite readers to the complete argument.

Review: Aim for 60-90 seconds. Preserve the article's caveats and attribution; include the original source rather than presenting its claims as new research.

For a video (if needed): target duration, narration language, required visuals and one next action. Confirm scope and quote before production.

Turn your PDF, PPTX pitch deck, or brief into a 30-180s narrated business video

Upload slides or documents at Axiom Lab for free material analysis before production:

- > Edit or copy this template online: <https://axiomlab.online/templates/blog-to-video-summary>
- > Watch the complete 74s demonstration film: <https://axiomlab.online/examples/pitch-deck-demo>
- > Turn your PDF or PPTX deck into a video: <https://axiomlab.online/pitch-deck-to-video>
- > Rehearse with the free script timer: <https://axiomlab.online/tools/script-timer>