



Shortform Storytelling: Creating Impactful TikToks and Reels

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Shortform Storytelling: Creating Impactful TikToks and Reels: Are you ready to leave your mark on TikTok and Instagram, two dynamic platforms where storytelling can go viral in seconds? Do you want to learn how to reach a wider audience and cultivate a thriving community around your content?

Join me in this Skillshare class, where I'll share my expertise and guide you through the art of short-form storytelling on TikTok and Reels using my definitive explainer strategy. Whether you're a newcomer looking to develop your TikTok strategy or an experienced content creator aiming to refine your skills, this class is tailored for you.

What You'll Create: Using my proven strategies, a video ready to be posted on Instagram or TikTok (or both!).

What You'll Learn:

- The fundamentals of storytelling in short-form video
- Crafting engaging narratives within 90 seconds
- The complete journey of video creation, from brainstorming and scripting to editing and publishing
- Harnessing TikTok and Instagram for impactful journalism and storytelling
- Streamlining your workflow

What You'll Receive:

- My Reel & TikTok creation resources for free
- A social media-optimized video
- A video strategy designed to help you go viral in 2024



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