



## **Antoni Lee's four hot tips for constructing effective video messages:**

### **Tip 2:**

#### **Structure your messages intelligently**

Hi, Antoni here.

Anytime you develop content you encounter a near infinite variety of possibilities.

This plethora of choice overwhelms even great artists and writers. John Steinbeck lived in terror of the first blank page, every time he started writing a new novel.

Some people write and the stream of consciousness flows. That's great if your consciousness wanders usefully, effectively and desirably.

But for most of us, the lack of an organising principal or structure leads us toward trivia, irrelevance and confusion.

Among the most powerful organising principles and structures are:

- Telling a story,
- Composing an argument and
- Presenting pros and cons.

On a useful basic level, Richard Wurman's book, Information Architects, suggests the LATCH sorting system, in which L stands for Location, A for Alphabet, T for Time, C for Category and H for Hierarchy. Any list will sort this way.

Structure can save you production time and confer aesthetics. Each form with its own challenges and advantages. No one size fits all.

But remember, audiences attract to what's germane, helpful, interesting, logical, pleasing -- to them.

Until next time, thanks for watching.

---

Author – Antoni Lee, Communication Advisor, [www.rhetorica.com.au](http://www.rhetorica.com.au)

About Antoni Lee: Antoni is a communication and issue management professional with more than 20 years' experience in government, business and industry, social sector and political arenas. He is a sought-after media and communication trainer in Australia and overseas. He is also a respected crisis advisor and a polished and awarded writer.

See other videos in this series at [www.videolinc.com.au/videoblogs](http://www.videolinc.com.au/videoblogs)

Attribution: Freely re-use any of this content, accompanied by the credit: "Antoni Lee wrote and presented this content, originally produced by VideoLinc, to appear at [www.rhetorica.com.au](http://www.rhetorica.com.au) and [www.videolinc.com.au](http://www.videolinc.com.au)."