

DEVELOPMENT WORKSHEET

What do I want to say? How do I want to say it?

Useful questions to ask at the beginning of each video:

1. What kind of video do you think it is (eg. Explainer, How-to, Product, Documentary, Facebook live)?

2. Who is your audience? Thinking about the person who will be watching it helps to clarify your idea. (eg. is it for people who have never encountered your business/organisation/subject before, or loyal customers/return viewers).

3. Channel - where is it going to go? Website, Facebook , Youtube or Instagram.

4. What is the purpose of your video? What do you want it to do? (eg. *I want people to know what my business does, or I want to show a new offering I have, introduce a character or place*).

5. What change do you want to make in the viewer's behaviour or attitude with the video?

6. What do you want them to do at the end of the video? (eg. book a trip, visit your business, go to your website).

7. What do you want to say?

List the points you want to get across

a.

b.

c.

d.

e.

f.

Revise the list above and keep only 3. Videos are more effective when we don't try to do too much. List them in order of importance:

a.

b.

c.

8. What are the strengths you can bring to the project - unique location to film in, potential for exciting visuals, someone who is a great talker, loyal customers/members? Try to be authentic.

9. List the locations you'll use, think what would show of your idea best. What's unique or visually exciting.

10. Who is going to be in the video? List all the people you'd like to see in it.

11. What elements could I have in it? Video, photographs, music, graphics, interview, testimonials

12. How long should it be? A general idea - long or short or very short is enough for now.

13. When do I need it ready for? Is there a deadline, important date ?