



VIDEO CONCEPT

1. What's your video **topic**?
2. What's the **goal** of this video? (business objective)
3. Where in the **funnel** is this video? (awareness/consideration/decision)
4. What's the **purpose** of this video? (relationship/educate/promote/entertain)
5. What's the **problem** we're solving? (time - money - relationship)
6. What's the **story**?
7. Who's the target **audience**? (audience of 1)
8. Where will it be **seen**?
9. What are the 3 key **messages** of the video? (solution)
10. What will the viewer **learn**?
11. What do you want the audience to think & **feel**?
12. How do you want to be **perceived**?
13. What's your **uniqueness**?
14. What's the **call-to-action**?



EXECUTION

1. What's the inspiration?
2. What's the format? (long/short-form content)
3. What will the visual content consist of? (talking head, action, lifestyle, animation, stock)
4. Where will it be filmed?
5. Who are the actors?
6. What's the script & will it be text overlay, voice over or a presenter?
7. What's the audio?
8. What kit is needed?
9. What team is required?

DELIVERY

10. What's the due date?
11. What's the budget?
12. What are the deliverables? (format, quantity, length)