



HOW TO PLAN A VIDEO PRODUCTION - CONCEPT TO DISTRIBUTION

VIDEO CONCEPT

What's your video topic?

What's the inspiration?

What's the goal of this video? (business objective)

Where in the funnel is this video positioned? (awareness - consideration - decision)

What's the purpose of this video? (relationship - educate - promote - entertain)

What's the problem we're solving? (time - money - relationship)

What's the story?

Who's the target audience? (audience of 1)

Where will it be seen?

What are the 3 key messages of the video? (solution)

What will the viewer learn?

What do you want the audience to think & feel?

How do you want to be perceived?

What's your uniqueness?

What's the call-to-action?



VIDEO SCOPING

What's the format? (long/short-form content)

What will the visual content consist of? (talking head, action, lifestyle, animation, stock)

Where will it be filmed?

Who are the actors?

What's the script & will it be text overlay, voice over or a presenter?

What's the audio?

What kit is needed?

What team is required?

DELIVERY

What are the deliverables? (format, quantity, length)

What's the due date?

What's the budget?