

What You Need to Consider Before Creating Video

Pre-production Coaching and Preparation



Consider these questions when preparation for creating video.

1. What is the purpose of your video? (e.g., increase sales, connect with prospects, inform, share ideas...)

2. Who is the audience for the video? (e.g., current clients, prospects, your community, industry, friends...)

3. What is the message? (e.g., story, information, insight, concern...)

4. What do they need or want to hear... why would they watch?

5. What do you want your audience to do after watching the video? (e.g., implement tips, share the video, call you to book a project...)

6. What would this video change – for you, your audience, and your business?

7. Where would you use your video? (e.g., website, social media, presentation, emails)

Let us know how we can support you as you prepare for your video. We'd love to help.