

CREATE A WINNING CONCEPT FOR YOUR VIDEO

My business: _____

My industry is: _____

Key competitors is my industry, and what videos they create:

My target audience is (gender, age, location, income level, etc.):

I sell: _____

A video will help me with:

1. _____
2. _____
3. _____
4. _____
5. _____

I want the video to be (choose one): Informative only / Funny / Emotional / Scary

The problem I'm solving with my product / service is:

My solution is:

Video will go on (choose one) website/ landing page / social media / YouTube

Creating a concept:

1. The message of the video is (i.e. people with back pain need a solution, and this is the perfect one)
2. Opening will be a joke / a scary moment / an emotional event, that will speak directly to my target audience that has a specific problem. That will get the viewer's attention, and will open a door to explain about my solution.
3. During the video I'll give the following information about my service / product:

4. My closing will be a call to action (i.e. visit a store / give us a call / go to our website):

5. I want the video to show (office, clinic, products, client testimonials, other):

6. I want to have (choose one): Me as the face of company / host / clients / models / titles and/or voice over only

7. Comments or other things to consider:
