



M E D I A C

# Video Production Worksheet

## Step 1: Define the Purpose and Goals

### Questions to Answer:

- 1. What is the primary goal of the video?**
  - Brand awareness
  - Product promotion
  - Education or training
  - Customer testimonials
  - Internal communication
- 2. What specific outcomes are you hoping to achieve?**
  - Increase in sales
  - Website traffic boost
  - Social media engagement
  - Improved customer understanding
- 3. Who is the target audience?**
  - Age, gender, location
  - Interests and preferences
  - Pain points and challenges
- 4. How will success be measured?**
  - Views, likes, shares
  - Click-through rates
  - Conversion rates
  - Feedback and comments

## Step 2: Develop the Key Message and Story

### Questions to Answer:

- 1. What is the main message you want to convey?**
  - The unique selling proposition (USP)
  - Key benefits or features
- 2. What is the story you want to tell?**
  - Problem-solution narrative
  - Customer success story
  - Behind-the-scenes look
- 3. What tone and style will best resonate with your audience?**
  - Professional and formal
  - Casual and conversational
  - Inspirational and motivational



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## Step 3: Plan the Content and Structure

### Steps to Follow:

1. **Create an Outline:**

- Introduction: Hook the audience
- Body: Main content with supporting points
- Conclusion: Call to action (CTA)

2. **Storyboard Your Video:**

- Sketch each scene
- Note key visuals, dialogue, and actions
- Plan transitions and effects

3. **Script Writing:**

- Write a detailed script
- Include dialogue, voiceovers, and any on-screen text
- Ensure clarity and brevity