MEDIAC

# 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