




# Planning a Video Project

Adapted from Forward Films: [Video tutorial: Essential questions to ask before you start a marketing video](#)

<b>Goals</b>	What are your specific project goals?
<b>Audience</b>	What types of people are you trying to reach? Where is your sweet spot with them and why use video to reach them?
<b>Channels</b>	How will you share your video? Also: How do people find out about you now? Where is your target audience looking? What action do you want people to take? The more specific, the better.
<b>Impact</b>   	What do you want people to <u>understand</u> after watching your video?  What do you want people to <u>feel</u> after watching your video?  What do you want people to <u>do</u> after watching your video?
<b>Assessment</b>	How will you know you've achieved the impact and goals stated?

## Story Frame & Arc (Make it brief, compelling, authentic & relevant)

See Forward Films: [Video tutorial: Beginner guide to video storytelling](#)

	<b>Ideas</b>
<b>Hook</b> Grab your viewers' attention in the first 10 seconds.	
<b>Problem</b> Introduce the problem you're solving.	
<b>Solution</b> Show, don't tell!	
<b>Impact</b> Show how your solution meets your sweet spot of goals.	
<b>Call to action</b> What is it and how will you make it?	

Great resources: [check out Forward Films' resources](#) and [Wistia's library](#)