

VIDEO PROJECT QUESTIONNAIRE



Defining the video project with these questions is a helpful way to think through the project before starting. Answering as many questions as possible will help with project estimation and planning, so fill in what you can and let's have a conversation to explore the opportunity.

Describe the video you'd like to produce:
To define the purpose of the video, what do you want to happen after someone watches this video?:
To define your audience, what does the viewer care about and how does your company/product/service help them?:
To define your message, what problem are you trying to solve and what key points will communicate the solution?:
To define your channels, how will your audience watch your video and how will you get them to watch it?:
To define the concept of the video, how do you want people to feel after they've watched your video?:
To define your call-to-action, what would you like people to do after watching your video?:
What is the ballpark budget for this project?:
How many videos will there be? Will this be an on-going video project or series?:
What is the timeline for the video? When would you like it to be shared?:
Is there a video you've seen that you like and would like to mimic? (a URL would be great):
General info about on-screen talent, voiceovers, scripts, brand style, location and other creative ideas: