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THINGS TO KNOW TO CREATE AN IMPACTFUL BUSINESS VIDEO



PREPRODUCTION

Impact What do we want them to think, feel, and do? How will your message benefit the viewer?

Audience Who is your viewer? What do they want or need from you? Translations?

Script What to say? What to show? Graphics? Music? Lighting? Location(s)?

Video Types What type of video do you need?

Location(s) Where do you need to record?

Talent Who will deliver the message?

Graphics What type of graphics and who will create them?

Timeline When will the video be completed?

Resources Who will do what?

Budget How much will I invest?

#11

*Comprehensive pre-production
saves time and money on
production & post-production.*



Founding
Member and
Sponsor

