



# Timothy Linsdau Productions

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## Planning Your Video

### **Step One - Determine the purpose of your video.**

Any effective communication is determined by its clarity of purpose. Your video should be created to convey one single message, promote one single product or service, or express one singular idea or goal. The key to a successful video is keeping it simple and limited to a solitary goal or intent. A cluttered, disorganized video will leave the audience confused, antagonistic, or wary.

The video production process begins by choosing the purpose of your video. How do you want your target audience to respond? What are you trying to get them to do? Do you want them to buy more, do more, work faster, sell more, or spend more money? Define your video's purpose and how you want your audience to react. Then, write it down in big block letters and tack it up all over your office, desk, calendar. Keep it in mind through every step of the production process --it is the most important part of creating a successful video.

Remember, if you lose track of your video's purpose, so will your audience.

### **Step Two - Define your target audience.**

Who's going to see your video? Clients or Employees? Sales and Marketing Managers or Corporate Executives? Company Presidents or Office Assistants? Are they young? Old? Ready to act now? Or indifferent? Although videos made for each of these target audiences might convey the same idea, their style, message, content, mood, and even quality will likely vary.

Define your target audience and then do a little research as to what motivates them. Your selection of settings, music background, flashy special effects or simple straight cuts and fades will be geared towards what your target audience wants to see, what makes them pay attention and listen, and what their internal motivating factors are. Which will, of course, affect your video's budget.



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## **Step Three - Begin planning distribution of your video.**

This step may seem a little premature, simply because distribution of your video isn't possible until the final print has been approved. We've included this step in the planning phase because while determining your target audience, you'll want to also consider how to reach them.

Sadly, many corporate clients create their own videos, hand them out to a dozen or so employees or clients, and then forget about them as they get busy with other promotional tools. This is not only costly but negligent. Video can be, and will be, your most powerful promotional and marketing tool.

But, to achieve its goal, it needs to be seen by its target audience. Achieving your video's goal requires both a solid distribution plan and room in the video budget to get it duplicated, packaged and sent out to your prospects.

Generally, your corporate video is distributed one of two ways. Either in-house (a training or inspirational video for employees) or to outside organizations or individuals (to corporate clients and consumers). An in-house production simply requires the inventory of video copies and a VCR and monitor, as well as a selected area to view and study.

Productions generated for an outside audience require many more considerations, such as advertising to promote the availability of your video, an efficient means of sending and tracking the videos, and of course, a larger inventory of video copies and packaging supplies.