



Timothy Linsdau Productions

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Questions for Video Script

Client _____

Project _____

Date _____

What is the purpose/objective/goal of the video? _____

Who is your target audience for this video?

What kind of people are they (occupation, age, gender, education)? What do they care about (likes and dislikes)? What do they want? Is there a secondary audience?

What is the desired response from your audience after they watch the video? (Video should illicit an emotional response)? _____

When, where, and how will the video be shown (office, trade show, group, meeting, or web) How will it be used? Is there a secondary location?

What length do you think the video needs to be to cover the subject matter?

Where will we shoot the video? How many locations will we need to acquire all the necessary footage? _____

Will you need professional on-camera or voice talent for this production?

What is your deadline for completing the video? Is a specific event driving your deadline? _____



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Has your company/organization used video in the past? Do you have examples of those videos? _____

What is your budget for this project? _____

Who will be approving the script and edit? _____

Will there be printed support materials (let print/video do its best)? _____

How will it be distributed? It must reach the target audience. _____

Will the video need different languages (caption or dubbing)? _____

Will the video need to be updated? (Planning for an update may reduce future costs and increase the longevity and value of your video.) _____

I have a current video. I would like an updated one but don't know where to start. Here are some questions we like to ask:

What do you like about your current video? _____

What do you dislike about this video? _____

Does the professionalism of this video appropriately portray your company's image? _____

In what setting do you present this sales/training video to your clients? _____

How do you integrate this video into your overall sales/training presentation? _____

How do your clients respond to this video? _____



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Notes: _____
