



STORY STRATEGY GUIDE

[AN EXERCISE FOR STARTING OFF IN THE RIGHT DIRECTION]

StoryMinemedia

You finally have the time and resources to do a video, and you're ready to hit the ground running. We completely understand this urge, and have found ourselves feeling it too, but there are some key questions to answer before you ever pick up a camera (or hire someone else to).

Asking yourself these **three** questions can help improve your video outcomes by leaps and bounds.

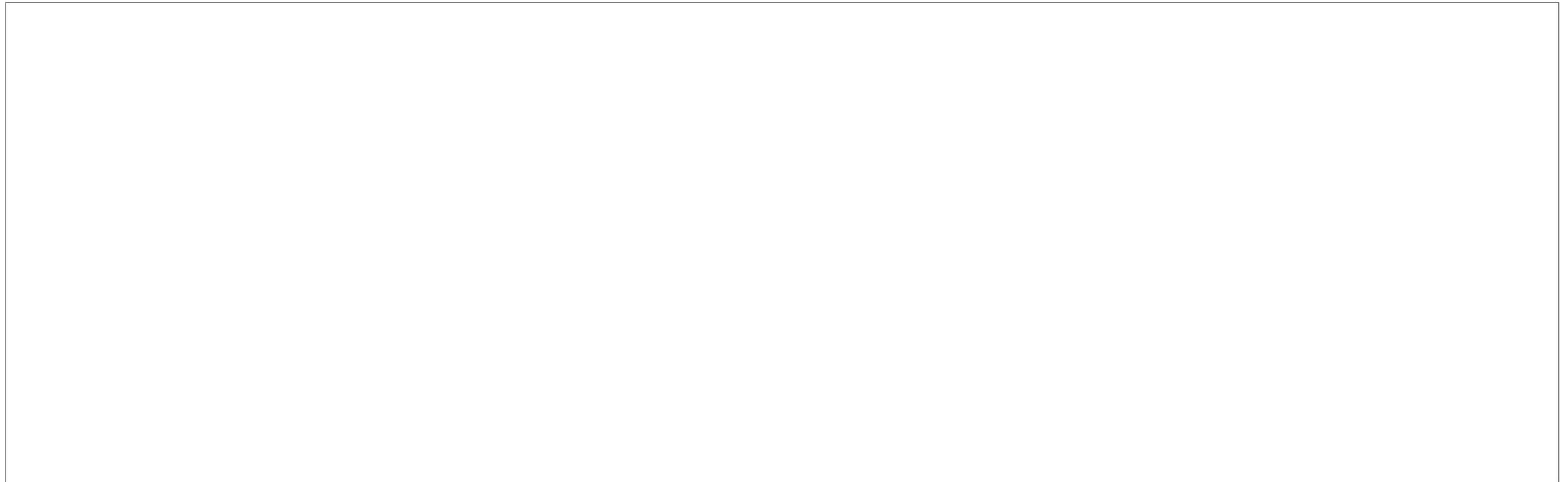
MAKING A STRONG VIDEO STARTS BY ASKING *YOURSELF* THE RIGHT QUESTIONS

QUESTION 1: WHAT IS THE REAL TOPIC OF THE VIDEO?

One of the biggest video mistakes people make is trying to cram too much into one video. To reach your audience in a meaningful way, you have to narrow your focus. The first step to this is defining the real topic of your video. Ask yourself this question: What is the general topic of the video? This could be a cause or issue (the environment, education, health), or it could be a specific segment of the issue that you want to share (success stories from the work being done, results of a report highlighting the critical need for action, etc.)

Spend 5 minutes brainstorming all of the elements and points about this topic that come to your mind. (Really, set a timer, it will help).

After 5 minutes, go back and circle your 3 priority items (it is sometimes useful to do this step with another member of your team). If you can narrow the list to 1 priority item, even better.



QUESTION 2: WHAT IS YOUR GOAL?

What is the specific purpose of the video? Think of this in terms of what you want people to do or feel after they've seen the video. Be as specific as possible.

Take 2 minutes to list your goals for the video.

QUESTION 3: WHO IS YOUR TARGET AUDIENCE?

Who do you really want to reach with this video? How much do they know about the topic? (Are they familiar with the issue? Already engaged? Totally new to the topic?)

Take 3 minutes to brainstorm a list of potential viewers. Your project will likely be seen by people beyond this specific group, but this is the MAIN group you're trying to reach.

This is also a good time to think about how your target audience will be accessing the content. Will they be viewing it online as a stand-alone piece? Online with complementary information? Screening at an event? All of the above?



NOW, SUMMARIZE

This is where it gets tricky, but this step is crucial for creating a focused video and avoiding the common pitfall of trying to do too much. Videos that include every voice, every fact, every story rarely create real impact. So, after completing questions 1, 2, and 3, summarize the goal and target audience in one sentence each.

(This is another step where working with another team member can be useful).

The goal of this video is:

The target audience for this video is: