

Describe the project: \_\_\_\_\_

\_\_\_\_\_

What is the goal of the video? \_\_\_\_\_

\_\_\_\_\_

Do you have any initial ideas for the video? \_\_\_\_\_

\_\_\_\_\_

What are the 2-3 key points you want to convey? \_\_\_\_\_

\_\_\_\_\_

Describe your target audience. \_\_\_\_\_

\_\_\_\_\_

Where will the viewer see the video? \_\_\_\_\_

Is similar video we can benchmark (I want something like this but...)? \_\_\_\_\_

\_\_\_\_\_

What is the deadline? \_\_\_\_\_

What is your budget range? \_\_\_\_\_

How will you be measuring the ROI? \_\_\_\_\_

What are your current analytics? \_\_\_\_\_