

Video Storytelling Basics

During the early stages of producing a story through video, it's essential to answer some questions that will guide the rest of the process:

- **Plot:** What story do you want to tell? What is its structure? (Powerful stories typically consist of an introduction, conflict or complication, and resolution.)
- **Purpose:** Why do you want to convey this story to viewers, and what do you want them to do afterward?
- **People:** Who are the main characters in your video story? How do they relate to your audience?
- **Place:** What's the main location for the video, and how does that place shape the video narrative?
- **Audience:** Who will primarily see this video? Will they be new customers, potential customers, employees or another group?
- **Distribution method:** How will you share the video story with others, and where will it be hosted (i.e. YouTube, your website, somewhere else)?

Once you've figured out the answers to these questions, you'll have a solid framework from which to operate. Think about how you can connect to your audience, what techniques would make the video especially memorable to viewers, and what could make it shareable, perhaps even with the potential to go viral!

