

Identifying Your Key Messages for Video

W O R K B O O K

How to Use This Worksheet

1. Print off this worksheet before the webinar and really spend some time thinking through the answers for your company. **We'll be using the information to fill in the Video Marketing Planner that you'll receive as a download during the webinar.** For some of you, these questions might be easy and readily accessible. For others, the answers might take some time to identify.
2. Minimize your distractions, log out of LinkedIn, tuck away your to-do list and spend some time thinking about how you want to communicate about your company. This might be something that you need to discuss with others in your company, but it will be worth the effort in the end.
3. Be conscious of any questions that you want to ask during our workshop. Please feel free to email them to brittany@storytellermn.com as you think of them, or come to the webinar armed with your questions. Our goal is to help you feel like you can conquer video marketing when you log off the webinar.
4. Start thinking about what ONE ACTION is that you can take tomorrow to start moving forward to identify and solidify these answers so you can create video assets that align to your company, but also, your customers.

Identifying Your Key Services

Your company does a lot of really cool things, but do you know what 3 things are the most important to your business? In business today, companies have a hard time focusing in on which products make up the core of their business. If you don't know the answer, connect with colleagues to find out which products drive the most revenue for your company.

Product/Service #1:

Product/Service #2:

Product/Service #3:

Your Core Audience

Now that you know what products and services are the most critical for your business, spend some time identifying the primary buyers for each product. They might all be exactly the same or they might be completely different.

Product/Service #1 Audience:

Demographic Identifiers:

Common Questions:

Common Barriers:

Product/Service #2 Audience:

Demographic Identifiers:

Common Questions:

Common Barriers:

Product/Service #3 Audience:

Demographic Identifiers:

Common Questions:

Common Barriers:

Mapping Your Key Messages

Now that you have identified the products that represent your core business, take some time to really consider what makes your products, service or customer service experience different than other companies. In other words, why should someone choose your business? Think through your answers from the last two sections, ask your sales team, interview past or current customers.

Key Message #1:

Key Message #2:

Key Message #3:

Visual Concepts/Stories

One of the major benefits of using video to tell your stories is the chance for your viewers to see with their own eyes. Spend some time thinking through how you can visually portray your key messages. This could be showing how your product is made, demonstrating how your process works, or show what makes your company unique. Remember, it is all about show and tell. Brainstorm different customers or users that have great stories that support your key messages.

Key Message #1 - Visual Concepts:

Key Message #2 - Visual Concepts:

Key Message #3 - Visual Concepts:

Frequently Asked Questions

FAQs are a great place to mine for content ideas. The outline below will help you think about specific questions that start more specifically related to your business and then work to the more broad questions that your customers are probably asking.

What are common questions people ask about your product or services?

What are common questions people ask about your industry?

What are common questions people ask related to the problems you solve?