

Plan Your Explainer Video



Six Questions. One Page. 15-minutes. The part most video projects skip.

1. What's the one thing your audience should understand after watching?

One sentence. If it takes two, you have two videos.

2. Who is this for? Be specific, "Small business owners" is a market, not an audience.

The audience: _____

What they know: _____

What they get wrong: _____

3. After watching, what should they do? One action, not two or three.

4. What stays in, and what comes out?

Has to be in

Nice to be in, could come out

Fill the right column honestly – that's where the clarity comes from.

5. Where will it live? Every place adds another format, not another video.

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Website

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Social media

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Sales presentations

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Training & onboarding

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Digital advertising

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Events

6. Someone watches your video, then explains it to a colleague in the hallway.

What do they say? This *should* match your answer to question 01.

Strategy > Scriptwriting > Storyboarding > Custom Illustration > Animation > Final Production

You have just done this part!