

1. What's the purpose of the video?
2. Who is your target audience?
3. What are the key messages?
4. What is your ideal timeline?
5. What is your project budget?
6. Is your video part of a strategy or campaign?
7. How will you measure results & ROI?
8. What emotion are we trying to evoke?
9. What specific visuals should be captured?
10. Who will speak on behalf of the organization?
11. *What questions should I ask the interview subjects?*
12. *Should I script the answers to the questions?*
13. *What happens if they don't get the answer right the first time?*
14. *Should I correct someone if they say the wrong thing?*
15. Who needs to approve the final video?
16. Where will the video be filmed?
17. How will the final video be hosted, distributed, and repackaged?
18. Bonus Question.
19. Concluding Statements.

