

5 QUESTIONS THAT WILL MAKE *or Break* YOUR VIDEO PROJECTS

EXTENDED EDITION



YOU'VE SET HIGH STANDARDS FOR YOUR BRAND – YOUR VIDEO STORYTELLING SHOULD REFLECT THEM.

Video is one of the most powerful tools for communication, but creating a video that truly resonates with your audience requires more than just hitting record. It's about asking the right questions before you ever step behind the camera. That's where this guide comes in.

We've distilled the process into five key questions that will make or break your video project. From understanding who your audience is to knowing exactly what you want them to do, each step is crucial in crafting a video that hits home and drives results.

This guide will walk you through each question in detail, providing practical insights and examples along the way. Whether you're a seasoned pro or just getting started, these questions will help you create videos that don't just inform, but inspire.

Let's get started.

01

HOW TO FIND YOUR AUDIENCE

(and Why It's the Most Important Step)

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You've got a great idea for a video, but before you hit "record," ask yourself one crucial question.

Who's your audience?

It sounds simple, but this one decision is the foundation for everything else. If you don't know who you're speaking to, your message will be like throwing darts in the dark—chances are, it's going to miss the mark.

Remember the last time you saw a video that really hit home? Maybe it made you laugh, cry, or click that "share" button without a second thought? That wasn't luck—it was intentional. The creators knew exactly who they were talking to and tailored the message just for that audience.

This question is all about why defining your audience is the most important step in creating a video that resonates and sticks.

Why Knowing Your Audience is Key

When you know who your audience is, everything else—your tone, visuals, message—falls into place. Your video isn't just a piece of content anymore. It's a conversation. And conversations only work when you know who's on the other side.

One of the biggest mistakes brands make is trying to speak to everyone. The thought process is simple. "If I cast a wide net, I'll catch more fish." The reality? Casting too wide dilutes your message. Trying to appeal to everyone often means you connect with no one.

Imagine walking into a tailor's shop to pick up a bespoke suit or a boutique for a custom dress—everything fits just right, from the stitching to the fabric, because it was made with you in mind. That's what your video should feel like for your audience. Custom-made, perfectly tailored, and designed to speak directly to them. When you create something with that level of intention, you build trust, connection, and lasting impact.



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QUESTION 01

How to Find Your Audience (and Why It's the Most Important Step)

How to Build Your Audience Profile

To tailor your video, you need to understand who you're speaking to. This isn't about generic demographics—it's about really getting into the details that define your ideal viewer.

Here's how to start:

- **Demographics:** Begin with the basics—age, gender, location, and income level. Who is your ideal viewer?
- **Pain Points:** What challenges are they facing? What keeps them up at night? How can your video address these concerns?
- **Motivations:** What do they want? What drives them? Whether it's solving a problem or fulfilling a desire, you need to understand what makes them tick.
- **Values:** What matters to them? Is it family, success, community, innovation? Knowing what they care about helps you craft a message that resonates on a deeper level.

For example, if your video is aimed at busy parents juggling careers and kids, they don't have time for fluff. They need quick, effective solutions. Your video should get to the point fast and show that you understand the chaos they deal with every day.

On the other hand, if your audience is a group of young professionals eager to learn and grow, they might appreciate a video with more depth—something that challenges them intellectually and inspires action.

One Message : One Audience

Now, let's address the common objection, "But I have more than one audience!" That's perfectly fine. The key is not to cram all your audiences into one video.

Each audience needs its own message. When you try to talk to multiple groups at once, the message gets watered down. Think of each video like a letter to a specific person. The more personal it feels, the more likely it is to hit home.

You wouldn't send the same thank-you note to your mom and your boss, right? Each one deserves their own message—and so does each audience.

Real-World Examples

Some of the most successful video campaigns know exactly who they're speaking to. Take Apple, for instance. Their commercials don't just sell a product—they speak to a specific kind of person. The creative, the visionary, the person who "thinks different." Apple's videos are so effective because they speak directly to their tribe, and the tribe responds.

On the flip side, imagine a luxury brand trying to appeal to bargain hunters. It doesn't work because the values and expectations of each audience are wildly different. A brand that knows its audience sticks to that lane, and they see the payoff in loyalty and engagement.

Let's Get Practical With It

It's time to build your audience profile.

Ask yourself these questions:

- Who are they? What are their basic demographics—age, gender, location?
- What keeps them up at night? What problem can you solve for them?
- What motivates them? What drives them to take action?
- What do they care about? What are their values, and how can your video align with those?

Once you have that profile in mind, use it as a guide for every decision in the video process. Your tone, visuals, music—all of it should be tailored to fit this audience, just like a custom-made dress.

Where Storytelling Begins

Knowing your audience is the foundation of great storytelling. It allows you to create videos that feel like personal messages rather than broadcasts, videos that speak directly to the hearts of the people who matter most. When you know your audience, you can move them, inspire them, and connect with them on a deeper level.

And that's where the magic of video storytelling really begins.

02

**WHERE WILL
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WATCHING?**

02

WHERE WILL THEY BE WATCHING?

When it comes to video, context is everything. A 10-minute documentary won't hold anyone's attention in their social media feed, just like a 30-second clip won't deliver the impact you want in a conference setting. The way your video is experienced—whether on a phone, in a packed auditorium, or during a casual scroll—plays a huge role in its effectiveness.

The second question in our 5 Questions That Will Make or Break Your Video Projects is: ***Where will they be when they see it?***

Why Does it Matter?

Where your audience watches the video directly influences how it's crafted. Every format has its rules—both spoken and unspoken.

Social Media: Bite-Sized Brilliance

When it comes to platforms like Instagram, TikTok, or Facebook, you're dealing with audiences with short attention spans who are constantly scrolling. Here, you need to grab their attention immediately—think in seconds, not minutes.

If your audience is on social media, make sure your video has:

- A hook right at the start that draws them in.
- A short, punchy runtime—60 seconds is ideal, and sometimes even shorter.
- Captions or text overlays, because most people watch on mute.
- A clear call to action that's simple and quick.

A 10-minute cinematic masterpiece? Not here. Keep it brief, energetic, and designed for the quick-swipe culture.

Websites: A Little More Room to Breathe

On your website, viewers have already shown an interest in your brand or project—they've chosen to click through. Here, you can afford to take a bit more time. Still, remember that shorter videos often perform better.

Website videos should be:

- Engaging but efficient, usually between 2-4 minutes long.
- High-quality, reflecting the professionalism of your brand.
- Designed to showcase your key points without overwhelming your visitor.
- Paired with a strong call to action, leading the viewer to take the next step.

Think of website videos as conversations that respect the viewer's time but still make a lasting impression.

Live Events & Conferences: Capturing the Room

A conference or fundraising event provides an entirely different environment. People are seated, their attention more focused, and they're often emotionally engaged by the energy in the room. Here, you can create a longer, more narrative-driven piece—a story with more depth and emotional resonance.

At events, your video should:

- Run between 2-7 minutes, depending on its purpose.
- Use powerful visuals and music to create an emotional impact.
- Include a clear, direct call to action—whether that's raising paddles for donations, signing up for something, or making an immediate decision.
- Align perfectly with the tone of the event—consider how it feels in the room and design your video to match.

In these moments, you've got the room—so make it count.

The Right Video for the Right Moment

Just like you wouldn't wear beach shorts to a formal gala, you need to tailor your video to fit where and how it will be viewed. The format, tone, and length of your video should always serve the context. When your video feels like it's designed for the moment, your audience is far more likely to engage and act on your message.

03

WHAT DO YOU WANT THEM TO HEAR?

03

WHAT DO YOU WANT THEM TO HEAR?

If you've figured out who your audience is and where they'll be watching your video, you've already covered some critical ground. But now it's time to get to the heart of the matter. ***What do you want them to hear?***

And here's the catch—it's not about what *you* want to say. It's about what *they* need to hear.

One of the biggest mistakes brands make in video production is focusing too much on their own story, their own products, and their own success. Here's the truth: Your brand isn't the hero of the story—your audience is. Whether they're your customers, donors, or the people you serve, your message needs to be about *them*. What's going to make their lives better, easier, or more inspiring?

That's the message they need to hear.

Your Audience is the Hero

Imagine this. You're watching a video where the brand goes on and on about how great they are, how long they've been in business, how their product is the best on the market. Are you engaged? Probably not. That's because none of that information speaks to you personally—it's just noise.

Now picture this instead. A video that starts by addressing a problem you face every day. It hooks you with a relatable challenge, walks you through the consequences of ignoring it, and then shows you how the brand can help you overcome it. This time, you're paying attention, because it feels like they're talking directly to you. That's the difference.

Your audience doesn't want to hear about how great you are—they want to know how you're going to make their life easier, better, or more successful.

Name the Problem

Every great story has conflict, and your video should be no different. Your audience is dealing with some kind of challenge, whether they realize it or not. The key is to identify that problem upfront in your video.

Ask yourself:

- What's keeping your audience up at night?
- What challenge are they facing that you can help solve?
- Why are they even in the room?

Once you've identified the problem, your audience will perk up. They'll feel understood, and they'll stick around to hear how you're going to help.

The Solution is Simple

Now that you've got their attention, it's time to offer the solution—your product, service, or idea. But remember, the focus is still on them. You're positioning your brand as the guide that helps them navigate their challenge. Keep the message clear and simple, so they understand exactly how you're going to help them succeed.

The best videos hit this balance perfectly. They name the audience's problem, show the stakes of ignoring it, and present the solution in a way that feels natural, not forced.

“
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QUESTION 03

What Do You Want Them to Hear?

04

**HOW DO YOU
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04

HOW DO YOU WANT THEM TO FEEL?

We've all heard the phrase "facts tell, but emotions sell." When it comes to video storytelling, this couldn't be more true. People may listen to facts, but they remember feelings. If your video doesn't stir some kind of emotion, it's forgettable—and a forgettable video won't get you the results you're aiming for.

That's why the fourth question in our 5 Questions That Will Make or Break Your Video Projects is this: ***How do you want them to feel?***

Why Emotions Matter

Think about the last video that made you laugh, cry, or even sparked a little anger. Did you share it? Did you talk about it with a friend? That's the power of emotion. When your video stirs feelings, it sticks in the mind, and people are more likely to remember and act on it.

Emotions are what make stories memorable. It's not enough to simply state facts or list features. You've got to make your audience feel something.

How to Create an Emotional Response

So, how do you make sure your video hits the emotional target?

It starts with being intentional. You have to decide up front how you want your audience to feel by the end of the video. Do you want them to feel empowered? Moved to action? Comforted? Angry? Every choice you make—music, visuals, tone—should serve that emotional goal.

Video storytelling is a powerful medium because it can combine visuals, sound, and narrative to evoke strong emotions. Think of a well-timed musical score, a close-up shot, or a voiceover that speaks directly to the viewer's heart. These elements work together to create a feeling, not just deliver information.

Emotions Drive Action

Once you've nailed the emotional tone, the next step is ensuring that your audience's feelings drive them to act. After all, an emotionally powerful video without a clear call to action is like starting a fire and then walking away without using the heat. When people feel something, they're more likely to share, click, donate, or buy—but only if you guide them.

Whether you want your audience to feel hope, excitement, or urgency, be sure the emotions lead directly to what you want them to do next. That's how you turn an emotional response into real, measurable action.

The videos that work best are the ones that make people feel. If your video doesn't hit an emotional chord, it's forgettable ... like by the next coffee break. But if it does? You've created something memorable—and that's what makes stories stick.

05

**WHAT DO YOU
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05

WHAT DO YOU WANT THEM TO DO?

You've got your audience's attention. They're engaged, feeling all the right emotions, and fully invested in the story you've told. But now comes the moment that makes or breaks everything—what do you want them to do?

This brings us to the final question in our 5 Questions That Will Make or Break Your Video Projects series: ***What do you want them to do?***

Why the Call to Action Is Crucial

A great video builds emotional momentum. It draws people in, keeps them hooked, and makes them feel something. But if you don't guide them on what to do next, you've missed the mark. No matter how beautifully crafted your video is, if it doesn't prompt action, it won't create real results.

Think of your video like a story. Every story needs a conclusion, a resolution—and in your case, that resolution is a call to action (CTA). Whether it's getting people to share your message, visit your website, sign up for a newsletter, or make a donation, the action must be clear, easy to follow, and timely.

The Power of the Right CTA

Take it from one of our nonprofit clients, who saw firsthand how a well-placed call to action can transform a video into a game-changer. Here's what their Development Director had to say after a fundraising event where we helped them raise over \$1.2 million:

“This video was played right before the auctioneer kicked off the paddle raise... it was a beautiful representation of our mission and made a compelling ask for people to contribute. People were moved to tears, pledged money, and the event raised more than ever before.” - Camille Simpson

The success of this video wasn't just about emotional storytelling—it was about placing the call to action at the right moment, while the audience was still feeling the impact of the story. The result? Record-breaking donations.

How to Craft a Clear Call to Action

So how do you make sure your call to action lands?

Here are a few tips:

- **Be Specific:** Don't leave room for interpretation. Clearly state what you want your audience to do. “Visit our website” or “Donate now” is much more effective than vague language like “Learn more.”
- **Make It Easy:** The simpler the action, the more likely people are to follow through. Provide a direct link or a button to click. Remove any obstacles between the emotion they're feeling and the action you want them to take.

- **Ask at the Right Time:** The best time to ask for action is when your audience is still in the emotional zone. Whether it's at the end of your video, in the middle of a powerful moment, or right after a key point, don't wait too long. Act while the feeling is fresh.

The most successful videos are the ones that not only tell a great story but also prompt viewers to take the next step. The emotional impact of your story is just the beginning—what happens after they've felt something is where the magic happens.

Make your call to action clear, direct, and timed perfectly, and you'll turn those emotions into meaningful action.

Final Thoughts

Throughout this series, we've explored the five essential questions that everyone planning successful video project must answer. By now, you should have a clear understanding of the importance of knowing your audience, the context in which they'll watch your video, the key message they need to hear, the emotional impact you want to create, and, finally, the action you want them to take.

These questions aren't just steps in a process—they're the foundation for creating videos that resonate, inspire, and drive real results. When you ask the right questions, you're not just making a video—you're telling a story that matters.

Now that you're equipped with these insights, it's time to put them into action. Your next video project has the potential to connect deeply with your audience, and with the right approach, you'll create something memorable, meaningful, and effective.

Because in the end, great videos aren't just watched—they're felt, shared, and acted upon.



“You're not just making a video—you're telling a story that matters.”



*Now that you're ready
to tell the right story,*

WE'RE HERE TO HELP.

