

WHAT MAKES A VIDEO *impactful?*

UNIQUE

Find someone/something unique.
Who are we choosing for our story?
Will the audience relate?

DESIRE

What does this person want?
Does the audience want it, too?
Showing the desire, and resolution.

CLARITY

Don't give your audience more questions
Make the important info, clear.
Make the call to action simply and doable.

MOTIVATION

Why is this relevant to us?
Why should your audience care?
Why is this a problem requiring change?

URGENCY

Make it timely and relevant
Make them want to act now.
Give a sense of urgency.

EASE

Make the action simple!
Help them to picture doing it themselves
Give them directions