START WITH YOUR STORY... WHO'S THE HERO?

YOUR VIEWER

You're the mentor in THEIR journey

(They're looking for something and your business/organization is there to show them the way)

IS IT EDUCATIONAL?

Are you teaching your viewer something of benefit to **THEM?**

Will it answer a question **OR** explain your product/service?

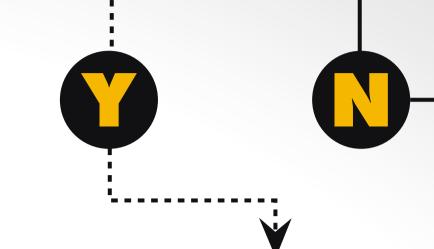
≻ YOU

You're sharing information about yourself

Whether video works (or not) will depend on what you're trying to convey. However, in instances where video doesn't work well, the content **almost always** falls under this category

WHAT'S YOUR STORY? <

Are you sharing a story about **YOUR** company or organization, **YOUR** founder, or the work/research **YOU** do?



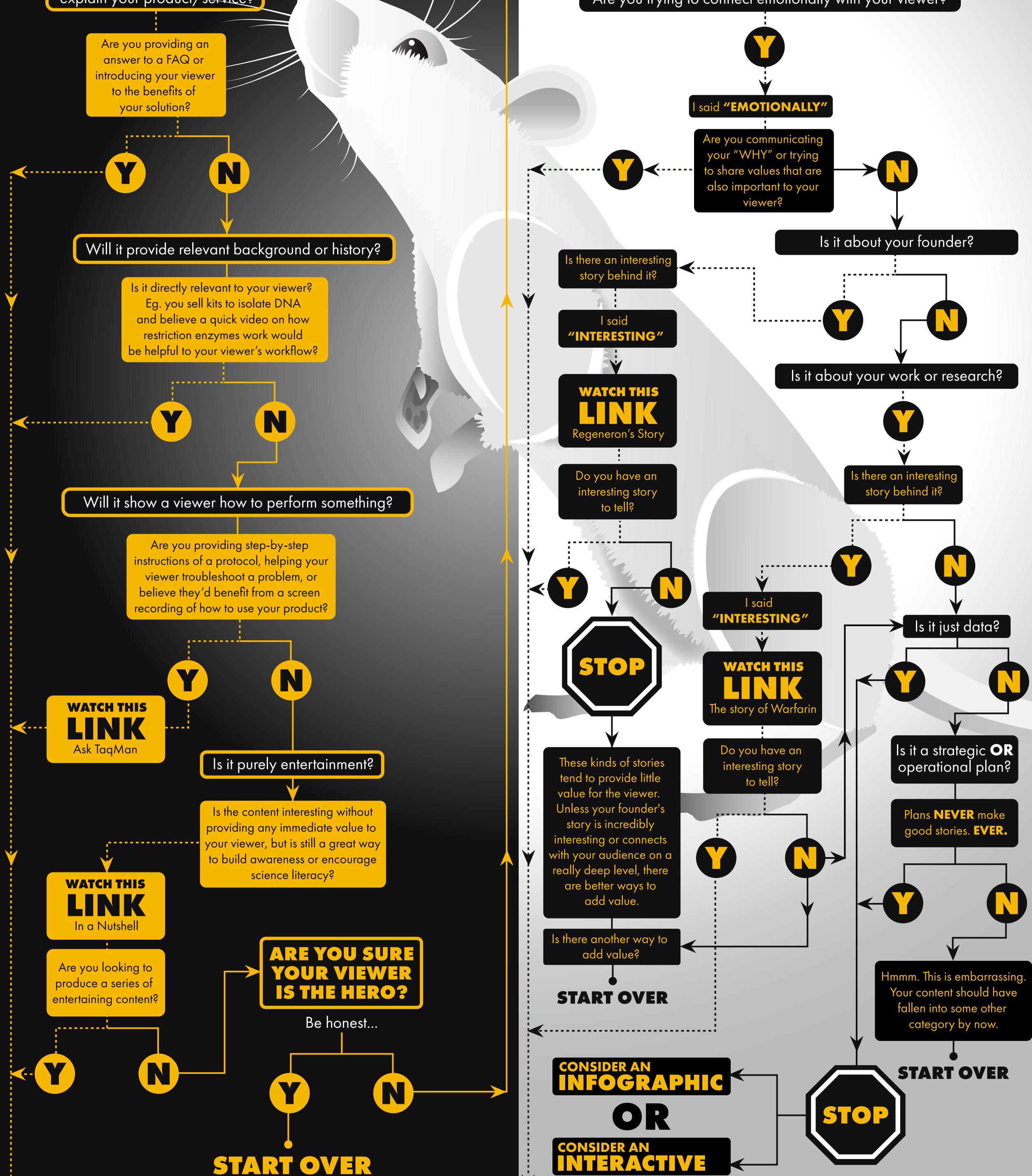
This is awkard. If you've ended up on this side of this infographic the answer should be **YES...**

Are you trying to connect emotionally with your viewer?

answer to a FAQ or to the benefits of your solution?

Eg. you sell kits to isolate DNA and believe a quick video on how restriction enzymes work would

instructions of a protocol, helping your viewer troubleshoot a problem, or





The links above should provide you with plenty of inspiration but, if you'd like a little help brainstorming, share your goals and we'll pitch you some ideas!

NO OBLIGATION

CLICK TO BOOK YOUR STRATEGY SESSION

info@sciconic.com

