

# VIDEO SCRIPTING QUESTIONNAIRE EXTRAORDINAIRE

These questions will help move the scripting process along and will guide how we phrase things, what we highlight, and how crazy we want to get with production.

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**What is the project?** *i.e. Lighting Video, Responsive Video, Video in Email*

Scripting video

**Hi. How are you?**

- Good*
- Great*
- Incredible*
- Beast*
- Call Your Girlfriend - Live on SNL*

**What's the point of the video? Why is it being made?**

To share some tips and tricks that we have learned about scripting. It's being made to help viewers make awesome scripts for their awesome videos, in hopes to make them more awesome.

### Who is the target audience?

People who are making and using video content for their business/site, people who go to the Learning Center.

### Is the audience familiar with Wistia?

- Yes
- No
- A little of both*

### Should the audience have an understanding/knowledge of Wistia for context?

- Yes
- No
- It would help, but not necessary*

### What are 2-4 key takeaways from the video?

1. Some, but not all, videos simply need a script
2. Keep it loose!!! eg. use "human speak" over wordy proper english.
3. Reading a script out loud at a table read before going in from of the camera makes for a better video.

**Is there another video you could compare the style to?**

*Wistia video or otherwise.*

Lighting kit, ring light.

**Is there a call to action? Words of inspiration to leave the viewer with?**

Maybe it could be cool to share this questionnaire that we use?

**How should the viewer feel after they've finished the video?**

*i.e. Inspired, ready to hop into their account, wow this company is fun, etc.*

They should feel confident that with these new tips, they can go out and conquer the world of scripting.

**Where will this video live? Blog? In-app? Landing page?**

**Learning center? YOUTUBE?!?!?!?!?**

In the Learning Center.. not sure if it should live under the "Production" tab or the "Video Strategy and Concepting" tab... i think my vote is for the latter.

**Can you think of any additional footage that would help the video?**

**Screencasts? Live-action shots? Lenny footage?**

Maybe some b-roll of scripts getting built in Google Docs? The Questionnaire? Lenny writing a script with a dog bone pen?