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.

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

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**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?**

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Who is the target audience?

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

*Wistia video or otherwise.*

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

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.*
Where will this video live? Blog? In-app? Landing page?
Learning center? YOUTUBE?!?!?!?

Can you think of any additional footage that would help the video?
Screencasts? Live-action shots? Lenny footage?