



OUR RISK-REDUCTION, PRE PRODUCTION QUESTIONNAIRE™

Created By: Ron Strobel, THE Steven Spielberg of Corporate Filmmaking

These are 11 questions to ask yourself prior to moving forward with producing a video of any kind. Answering these questions will further insure the success of your project.

1. What is your current problem or concern?

2. What makes you believe a video will reduce this concern?

3. Who will see this video (your audience)?

4. In what formats will it exist?

5. Where and how will it be seen?

6. What do you want them to do or think after they've seen it?

7. What auxiliary uses could come from this video project?

8. How could that help you in the future?

9. What production company will we put in charge of the success of this venture?

10. Once you have it, how will you know if it's working?

11. How much money are we willing to invest on this project?

HERE IS A SAMPLE OF POSSIBLE ANSWERS TO GET YOU THINKING ON THE RIGHT TRACK:

1. What is your problem or concern?

We need to bring in more revenue. Our people are not trained properly. We need to generate some excitement regarding the theme of our sales meeting. Prospects are confused about what we do. Our newest product needs to be demonstrated on our website.

2. What makes you believe a video will reduce this pain?

A video will help distinguish our company and bring a new level of sophistication to our marketing efforts.

3. Who will see this video (your audience)?

Customers who we cannot get in to see personally. Anyone clicking on to our website. Everyone at our national sales meeting. Attendees at our trade show.

4. In what formats will it exist?

We will have it as a DVD, as a Flash file on our website, as a link we can send to prospects and clients and as quick modules inside our PowerPoint presentations from now on.

5. Where and how will it be seen?

We will show it at the opening of our sales meeting. It will be an introduction that will play automatically when people arrive at our website. We will leave it behind as a DVD for those who we cannot get in to see. We will mail it as a small CD-ROM for our new marketing push.

6. What do you want viewers to do or think after they've seen it?

We want them to be informed, impressed and influenced. We want a new level of clarity with regard to what we offer. We want them to buy from us!

7. What auxiliary uses could come from this video?

It could raise morale around here. It could be used for recruitment and hiring. It could be shown in house on our anniversary date. It could be cut up and used on various web pages. It could be sent as a gift. It could show our families exactly what we do here in a new way. It could bring a new level of sophistication to our marketing efforts.

8. How could that help you in the future?

It could cement our brand in the minds of our customers and staff.

VideoNet, Inc.

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9. What production company will we put in charge of the success of this venture?

VideoNet, Inc. with their Unheard of 200% Guarantee.

10. Once we have it, how will we know if it's working?

*We will get feedback from our prospects, clients, sales force, and employees.
We will watch our revenue numbers closely to watch for a positive change.*

11. How much money are we willing to invest on this project?

Between \$10,000 and \$20,000.

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