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OUR RISK-REDUCTION, PRE PRODUCTION QUESTIONNAIRE

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These are 10 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? Once you have your video, how will you know if it's working?

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10. What is your budget range for a production company, or person, to produce this video?

YOUR BUSINESS SOLUTION