

How to Explain Your Product or Service with Video in 5 Steps

Creating an explainer video requires distilling your product or service down to the most important, streamlined information that your prospects need to know.

What problem are you solving, and why should anyone else care?

As you think about creating an explainer video for your organization, start by answering the following list of questions. It's a great way to kickstart the creative process, and to align your team's vision for how to approach the project.

QUESTION	ANSWER
1: Who is your customer: what are their likes, dislikes, interests, and goals?	
2: What is your customer's most significant problem?	
3: How does your product/service solve this problem?	
4: What are the top three features of your product/service and how will they change your customer's life?	
5: What are the top three most unique features of your product/service compared to competitor's solutions?	

Once you've answered these questions, you'll have the raw material you need to start writing your Explainer Video script in-house or with your agency partner!