

FREE RADICAL CHEAT SHEET:  
4 Steps to Telling a Great Brand Story

Before diving into production on a Testimonial Video, your team should invest the time to carefully consider each angle of the broader story that you'd like to tell.

How can you condense your story into a compelling narrative that engages viewers and concisely presents key information? Will your story be told best by interview subjects recorded on-location, or through engaging motion graphics animation?

As you think about creating a testimonial 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: What audience do you want to engage with your brand story? Describe them in as much detail as you can.	
2: Who can tell a story that matters to this specific audience? (a customer, team member, executive, etc. – try to be specific!)	
3: What would you like a viewer to take away from this video?	
4: What is the core message of your story in one or two sentences?	

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