

# VIDEO CASE STATEMENT METHOD

**NEED**

**ACT 1**

**DRAMATIC INTRO**

**VOICE OF CLIENT**

**CLIENT'S  
EXPERIENCE**

**HEAVY EMOTION**

**SOLUTION**

**ACT 2**

**ORG. AS HERO**

**CEO & STAFF**

**SOLUTION  
BREAKDOWN**

**EXPERTS**

**RESULTS**

**ACT 3**

**EMOTIONAL  
RELIEF**

**STATISTICS**

**TESTIMONIALS**

**OUTCOMES**

**CALL TO  
ACTION**

**ACT 4**

**SHORT GOALS**

**LONG-TERM  
GOALS**

**THE ASK**

**UPBEAT FINALE**

Video Building Blocks (VBBs)