Video Case Statement

Editors Cheat Sheet

8 minutes ⟶ 12 minutes

NEED	SOLUTION	RESULTS	ACTION
DRAMATIC INTRO	ORG. AS HERO	EMOTIONAL RELIEF	SHORT GOALS
VOICE OF CLIENT	CEO & STAFF	TESTIMONIAL	LONG GOALS
CLIENTS EXPERIENCE	PROGRAM BREAKDOWN	STATISTICS	CALL TO ACTION
HEAVY EMOTION	EXPERTS	OUTCOMES	UPBEAT FINALE

EMOTION   EMOTION   EMOTION

INFORMATION   INFORMATION
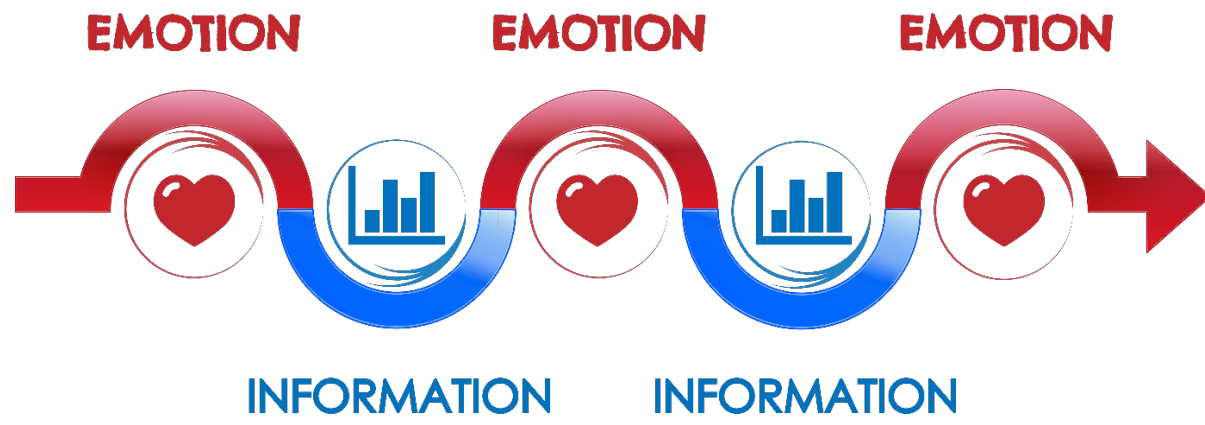
Avoid changing information - No credits in nonprofit videos – Backup and archive the project

NEED: What is the need that you address?
SOLUTION: What is the solution you offer to address that need?
RESULTS: How do you know your solution is working?
CALL TO ACTION: How do you want the viewer to help?

PROJECT KEY MESSAGES?

1.

2.

3.

4.

5.

DATA DISC:

Movie Files
Music Licensing
Disc and Case artwork – duplication ready
ISO file – so they can burn their own copies
Stills- 50 or more still frames lifted from the finished video