

THINGS TO CONSIDER

1. What is your message?
 - Keep it simple.
 - State your message in a sentence or a coherent phrase.
2. Why is your message important?
 - Why should we care?
3. Who is your message for?
 - Know your audience
 - What is their age, gender, race, habits, educational level, occupation, etc?
 - This knowledge will influence how you communicate your message.
4. How will you communicate your message?
 - Not just the medium, but how will you communicate your message effectively.
 - What can you show to get the point across?
 - How will you make your audience care about your message?
5. What tools of persuasion will you use?
6. What do you want people to do after viewing your video?
 - Volunteer time? Donate money? Buy something? Sign a petition?
 - Don't just present a problem, present a solution as well.

