

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.

