

Video Storytelling Principles Checklist

- 1. Define the Purpose:**
What is the goal of the video?
Who is the target audience?
- 2. Draft an engaging Story:**
What is the main message or story?
Ensure it has a clear beginning, middle, and end.
- 3. Create a Script and Storyboard:**
Write an organized script that includes dialogue and description.
Design a storyboard to plan visuals and transitions.
- 4. Choose your designated Viewers/Audience:**
Take note of the audience's interests and needs.
Choose a tone and style that's easy to understand.
- 5. Be Emotional and Empathic:**
Use emotional scenes to engage viewers.
Tell stories that arouse feelings like happiness, excitement, or curiosity.
- 6. Don't just tell, Show!**
Use visual elements to show the story instead of just talking about it.
Include elements like imagery, music, and sound effects to enhance the story.
- 7. Be Authentic:**
Keep the content genuine and relatable.
Avoid over-staging or overly scripted scenes.
- 8. Keep It Simple:**
Edit carefully to keep the video engaging and to the point.
Avoid unnecessary details that could distract or bore the audience.
- 9. Use High-Quality Visuals and Audio:**
Make sure the video and audio quality is the best, to maintain professionalism.
Pay attention to lighting, sound clarity, and video resolution.
- 10. Include different types of Visual:**
Use different shots (wide, medium, close-up) to maintain visual interest.
Select different angles and styles to add a bit of variety.
- 11. Optimize for Platforms:**
Make sure it fits the format and length according to the distribution platforms (e.g., YouTube, Instagram, LinkedIn).
Beware of platform-specific norms and audience expectations.
- 12. Include a Clear Call to Action:**

What do you want viewers to do after watching the video?

Ensure the call to action is clear and direct.

13. **Review and Revise:**
Review the video over and over again and get feedback from others.
Be open to making changes to improve the story and its delivery.
14. **Ensure Accessibility:**
Include subtitles or captions for broader accessibility.
Consider diverse audiences in terms of language, culture, and disabilities.
15. **Assess Effectiveness:**
After release, assess the video's impact based on viewer feedback and analytics.
Learn from the response to improve future video storytelling efforts.

By adhering to these principles, you can create engaging and impactful video stories that resonate with your audience and effectively convey your message.