

T F R

Discover what's important to your brand's story.



Are your Ready?

This series of questions are designed to help you identify and understand why your company is unique and how it offers value to your clients?

Be encouraged to write anything that may be useful to help you refine your brand's story.

WHY DID YOU START YOUR BUSINESS DOING WHAT YOU DO?

WHO IS YOUR BUSINESS TARGETED AT?

HOW WOULD YOU DESCRIBE THE PROBLEMS YOU ARE SOLVING?

IN ONE SENTENCE, "WHAT" AND "HOW" ARE You promising to solve this problem for Your client? HOW DOES YOUR COMPANY BRIDGE THE GAP BETWEEN YOUR CLIENTS PROBLEM AND YOUR PROMISE? Described your process.

ARE THERE ANY KEY COMPONENTS OF YOUR Service which is unique and should be Highlighted within your message?

WHERE DO YOU THINK THE MOST VALUE COMES FROM WITHIN YOUR SERVICE OR PRODUCT?

WHAT DO YOUR CLIENTS THINK IS THE MOST VALUABLE PART OF YOUR SERVICE? I.E WHAT ARE THE COMMON RESPONSES FROM YOUR CLIENTS AFTER THEY HAVE ENGAGED WITH YOUR SERVICE?

WHAT WOULD YOU LIKE YOUR CLIENTS TO DO Immediately after watching the video? I.E. Book a consultation or buy a product.

All done WHAT NOW?

These questions have hopefully have helped you discover the essentials of what you are trying to communicate with your audience.

With the answers you have written above, try arranging them into a script that conveys your brand's message from the most important information to the call to action.

Remember, you can always partner with Joos Productions to refine your message and create your content.

Good luck!



ABOUT US

At Joos Productions, it's our purpose to create effective and efficient media. We believe in partnering with brands to creatively hero and tell their story. We hope that your brand is next.

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