VIDEOS.

How to make ‘em funny. And engaging.

Nashville, 2017

Jason Hoenich
WHAT MAKES A GOOD VIDEO?
A STRONG STORY
A STRONG CONFLICT
RESOLUTION
HOW DO WE GET THERE?
SUPPORT THE STORY WITH THE LESSON

NOT THE LESSON WITH THE STORY

USER EXPERIENCE
SUPPORT THE STORY WITH THE LESSON

NOT THE LESSON WITH THE STORY
DEFINE BUDGET
Knowing your limits aligns your focus

WORK WITH IT
Maybe not try that Michael Bay sequence on a $2,000 budget?

PRIORITIZE
Know where to spend your budget and resources.

TALENT
This is an art. Hire professionals.

SCRIPT
This is a science. Hire someone.

CREW
This is a skill. Hire professionals.
TAKE AWAYS

Videos
Tell a strong story
With strong conflict
With strong resolution

User Experience
Start from the user’s experience and create from there,
Don’t start writing from the end goal.

Budget
Know limits
Work within them
Prioritize spend
Jason Hoenich
jason@habitu8.io
\habit-chew-ate\n
https://habitu8.io